



**5-6 October 2013**  
Earls Court | London

The Only Dedicated Complementary,  
Natural & Integrated Healthcare Event



To discuss your options please call **Zoe Campbell** or **Georgina Baker**  
today on **01273 645135** or email **info@camexpo.co.uk**



## camexpo, the professional event for your business

Are you selling or launching to the complementary and integrated healthcare sector? If so, camexpo is the event for you to include in your sales and marketing strategy.

With over ten years at the heart of the UK's CAM community, camexpo is the only dedicated event for the Complementary, Natural and Integrated Healthcare Sector.

We are consistently chosen by top speakers from the UK and around the world as their platform to reach this sector: Speakers include: Patrick Holford, Dr Marilyn Glenville, Dr Robert Verkerk, Antony Haynes, Jayney Goddard, Mary Atkinson, Benjamin Brown, Professor Jerome Burne, Dr Kate James and Kush Kumar.

Visitors can join any of the 48 workshops and try out a whole host of therapies including: Aromatherapy, Reflexology, Myofascial Release, Hot Stone Massage, Ayurveda, Energy Healing, Tui Na, Bowen Technique and Advance Clinical Massage, Body Wraps and more!

As organisers of the prestigious annual industry awards, we run an industry wide marketing campaign and to be chosen a winner is truly an industry accolade. The categories are camexpo CAM clinic of the year, camexpo Outstanding Achievement and Best New Product or Service and the winners are announced at the show.

With all this on offer it means that over two days thousands of individuals make it their business to come to camexpo to learn, source and buy.

**Can you afford not to be there?**

Visit us online at **[www.camexpo.co.uk](http://www.camexpo.co.uk)**

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**cam  
expo**

**5-6 October 2013**  
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“This has been our most successful show since we started exhibiting 7 years ago! Visitors seem to be much more focused – definitely our best show yet.”

DENISE TIRAN,  
EDUCATIONAL DIRECTOR,  
EXPECTANCY







## Where the **CAM** community does **business**

### Essential Show Stats:

**5,429**  
attendees

**135**  
education sessions

### Exhibitor Stats:

**98%**  
came to meet new customers and achieved this goal

**96%**  
came to increase brand awareness and achieved this goal

### Visitor Stats:

**89%**  
make purchasing decisions

**75%**  
Bought products, or will buy within six months

“We’ve been non-stop this year – and sold lots of products. The show has had a great buzz and we’re delighted to have won this year’s Best New CAM Product Award.”

NIGEL BARTON, MANAGING DIRECTOR, ETERNO NATURALS

“A must attend event for complementary therapists! There were some fantastic new products on display, and I found the speakers at the seminars and workshops to be highly informed, passionate and inspiring. Looking forward to camexpo 2013!”

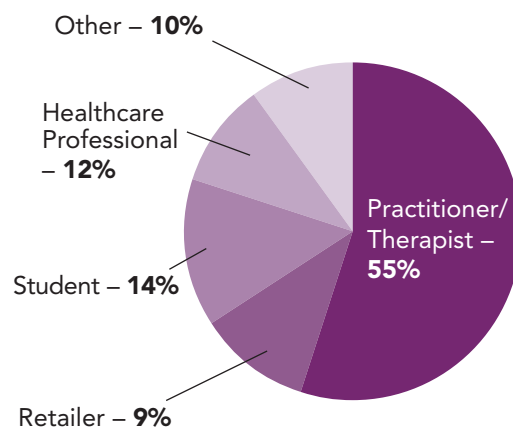
MICHELLE RODRIGUES, PRACTITIONER & BUSINESS OWNER, EARTH THERAPY

#### Who Visits?

Here are just some of the visitor types you will see at camexpo 2013:

- |  |                                     |
|--|-------------------------------------|
| ■ Acupuncturists                             | ■ Massage Therapists                |
| ■ Aromatherapists                            | ■ Healthcare Professionals          |
| ■ Beauty Salons & Therapists                 | ■ Nutritional Therapists            |
| ■ Chiropractors                              | ■ Naturopaths                       |
| ■ Counsellors & Stress Management Therapists | ■ Reflexologists                    |
| ■ Fitness Clubs                              | ■ Osteopaths                        |
| ■ Sports Therapists                          | ■ Physiotherapists                  |
| ■ Students                                   | ■ Health Food Stores                |
| ■ Pharmacies                                 | ■ Supermarkets                      |
| ■ Ayurvedic Practitioners                    | ■ Spas                              |
| ■ Chinese Medicine Practitioners             | ■ Retreats                          |
| ■ Complementary Healthcare Practitioners     | ■ Herbalists                        |
|  | ■ Homeopaths                        |
|  | ■ Shiatsu Practitioners             |
|  | ■ Alexander Technique Practitioners |

#### camexpo 2012 – Visitors by job function:





## Be part of the **camexpo** success story!



### Shell scheme stands include:

- **FREE** services as below
- 2.5m high octanorm shell scheme
- company name on fascia board
- fluorescent light
- **FREE** stand carpeting

### All stands include:

- **FREE** daily stand cleaning
- **FREE** first entry in show catalogue
- **FREE** storage area
- **FREE** marketing & PR support

camexpo is supported by an extensive marketing campaign that targets the right people for you to connect and do business with.

### The mix of activity includes:

- Advertising and editorial within all relevant media
- Dedicated PR campaign delivered an in-house PR manager
- Direct mail, including newsletters and personal invitations to the show
- Promotion through supporter websites, publications and events.
- Substantial e-marketing campaign

### camexpo 2013 Stand Costs and options

Shell scheme – one side open	£268 per sqm
Shell scheme – corner site	£319 per sqm
Space only – no shell scheme	£288 per sqm
Innovation Zone	£850 +VAT

Call **Zoe Campbell** or **Georgina Baker** today on **01273 645135** to discuss your stand requirements or email **info@camexpo.co.uk**