



# camexpo

The Complementary, Natural & Integrated Healthcare Show

22-23 October 2011 Earls Court | London

# camexpo

The Complementary, Natural & Integrated Healthcare Show



“ camexpo was the perfect venue for us to promote The Dorn Method to therapists from all over the UK. It was well organised, and the atmosphere was perfect. ”

GERARD NATH, THE DORN METHOD

“ Fantastic event for everybody involved in this fast growing industry! ”

DENNIS YENTUMI, THIS IS WATER

“ A really fantastic, busy, well organised event, with a lot of interest from people who know about their natural health products. It's great for speaking to both retail and trade customers and the perfect way to get products into the market. ”

MATTHEW PIPE, BODYTOX

“ An excellent opportunity to meet a very important sales channel for the natural products industry. We thrive on recommendations – and the CAM communities are the loudest and most enthusiastic voice one can find! ”

JALAL JANMOHAMED, WREN LABORATORIES

### 2010 Visitor statistics at a glance

- 5,413 attendees
- 85% of visitors rated the show as good or excellent
- 78% of visitors bought products at the show or plan to buy within the next six months
- 92% of visitors spent more than half a day at the show
- 65% of visitors came to find courses, colleges and/or training providers

### 2010 Exhibitor statistics at a glance

- 186 exhibitors
- Over 100 demos, seminars and workshops
- 85% of exhibitors rated the show as good or excellent
- 80% of exhibitors said that the sales potential from exhibiting was good or excellent

# The right choice, naturally

“ camexpo is a must for anyone in the industry, whether exhibitor or visitor, it is where the business happens. ”

CHARLOTTE KOELLIKER, KADAK HEALTH PRODUCTS

“ I have never met a more passionate team of people dedicated to making the show work for us. ”

NINA FRIZONI, JING ADVANCED MASSAGE AND TRAINING

“ It met all our expectations and more, exhibiting at the show represented excellent value for money in networking with other professionals, therapists and suppliers, camexpo was a first class platform to promote our organisation. ”

ROY BENNETT, BRITISH ALLIANCE OF HEALING ASSOCIATIONS

“ A brilliantly organised event with a wonderful atmosphere, friendly co-exhibitors, and interested visitors who attended to make contact and buy products. We should have exhibited at camexpo years ago! ”

AMANDA NELSON TIBURY, MANIFEST HEALTH PRODUCTS



22-23 October 2011 | Earls Court | London

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



Members of **diversified** BUSINESS COMMUNICATIONS UK **ao ufi** Member

Blenheim House, 120 Church Street, Brighton BN1 1UD  
Tel: +44 (0) 1273 645119 Fax: +44 (0) 1273 645169  
Email: [zcampbell@divcom.co.uk](mailto:zcampbell@divcom.co.uk) [www.camexpo.co.uk](http://www.camexpo.co.uk)

We connect, educate and strengthen business communities through market-leading events, publications and eMedia.



# The natural home of complementary health

camexpo is the only dedicated event for the complementary, natural and integrated healthcare sector in the UK. Now in its ninth year, camexpo has established itself as the must attend event for any practitioner, therapist, student or retailer involved in this rapidly growing sector. camexpo is where the CAM sector does business!



With an unrivalled international speaker programme, a diverse hands-on workshop programme with CPD accreditation, 200 exhibitors, and support from all the major professional associations and regulatory bodies – camexpo is the only place to meet the entire CAM community.

The UK's only dedicated CAM event

camexpo has become the UK's leading conference with a supreme seminar programme. It attracts top speakers from both the UK and around the world, including: Patrick Holford, Dr Marilyn Glenville, Professor Jane Plant, Dr Robert Verkerk, Dr Mark Atkinson, Jayney Goddard, Dale Pinnock, Alison Peacham, Dr Natasha Campbell-McBride, Dr Tom Gilhooly, and Kush Kumar.

In addition, there is the hands-on taster workshop programme. Visitors can join any of the 56 workshops and try out a whole host of therapies including: Aromatherapy, Reflexology, Qi Gong, Myofascial Release, Hot Stone Massage, Ayurveda, Energy Healing, Tui Na, Bowen Technique, and Thai Foot Massage. All seminars and workshops are CPD accredited.

**camexpo**  
The Complementary, Natural & Integrated Healthcare Show  
22-23 October 2011 Earls Court | London

## New for 2010 camstage live!

The camstage live was an exciting new feature for camexpo 2010 showcasing a host of practical live demonstrations from a selection of exhibitors. The camstage live received very positive feedback and will be back bigger and better for camexpo 2011. As an exhibitor you could have the opportunity to do a practical 15 minute demonstration for just £115. Space is very limited so be sure to book your slot at the same time as booking your stand.



For more information on exhibiting or the camstage live, please contact Zoe Campbell or Georgina Baker on 01273 645119 or email [info@camexpo.co.uk](mailto:info@camexpo.co.uk).

# Where the CAM community does business

## Who visits?

camexpo is at the heart of the CAM industry and is a must attend event for serious practitioners, healthcare professionals and students, all looking to source the latest products and services or to further develop their education within the rapidly growing CAM sector. You could meet all these types of visitors and more:

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

## Who exhibits?

camexpo is the UK's only dedicated event for the CAM industry. Over 200 companies, colleges and organisations representing every aspect of the CAM market will take part in camexpo 2011. Here are just some of the types of companies that will be exhibiting:

- Acupuncture Products & Supplies
- Allergy Products & Services
- Anatomical Equipment & Displays
- Aromatherapy Products & Supplies
- Associations
- Ayurvedic Products
- Bodycare & Beauty products & supplies
- Business Support & Services
- Chinese Medicine Supplies
- Functional Foods
- Herbal Products/Remedies
- Homeopathic Products
- Insurance
- Training Providers, College & Universities
- Treatment Tables, Couches & Furniture
- Massage Tools & Supplies
- Natural & Organic Products
- Nutritional Products
- Regulatory Bodies
- Training Schools & Colleges
- Sports Treatments & Fitness Equipment
- Supplements & Vitamins
- Web Design & Marketing
- Work Wear

## What do they want to see?

A Acupuncture	19%
B Aromatherapy	41%
C Beauty Products	30%
D Massage	46%
E Nutrition and Diet	42%
F Reflexology	26%
G Face, Body and Skincare	50%
H Detoxification Products	35%
I Vitamins, Minerals and Supplements	51%
J Workwear and Uniforms	16%

78% of visitors authorise or influence purchasing decisions

78% of visitors bought products at the show or plan to buy within the next six months

As a company selling to the CAM community you can't afford not to exhibit at camexpo, it's the best sales platform of the year! As an exhibitor, besides your stand and the sponsorship opportunities available, you'll work closely with the organisers every step of the way and benefit from numerous free marketing and PR opportunities. Here are just a few of the exhibitors already confirmed for 2011:

Pukka Herbs | The Complementary and Natural Healthcare Council | Vega Nutritionals | Raw Food Party | Aura Soma | NES Health | Health Hosts | Road 2 Vitality | 1880 Life | Balens Insurance | Rio Trading | Springfield Nutraceuticals | Revital | The Nutri Centre | Absolute Aromas | Natural Therapy Pages | Wren Laboratories | Earth Trade Water | A Vogel | British Alliance of Healing Associations | BioCare | Zen Lifestyles | Inspire Massage Workshops | Vital Greens | Jing Advanced Massage & Training | Life Practice...

# Targeted marketing that delivers key buyers

Over 200,000 carefully targeted mailing pieces, including 165,000 brochures, emails, flyers and postcards, and over 25,000 show previews are sent out to visitors from all modalities within the sector.

- We work closely with all the key associations and regulatory bodies within the sector, from the FHT to CMA, ICNM to CThA and the CNHC, targeting members through a series of direct mail and email campaigns.
- We also use advertising and editorial in industry publications, such as Massage World, International Therapist, CAM Magazine, Aromatherapy Times and Embody.
- Dedicated creative email campaigns and online activity to reinforce all marketing activity.
- An unlimited supply of discounted visitor tickets and brochures are available free to all exhibitors.

## Trade Associations & Regulatory Bodies

camexpo is the only event that is supported by all the leading trade associations and regulatory bodies including:



Watch the show video online at [www.camexpo.co.uk](http://www.camexpo.co.uk)

## camclub – online exclusive membership

The camclub is a web-based resource for the UK's CAM community with a growing membership of over 5500 practitioners, therapists and students.



camclub members will receive a monthly e-newsletter keeping them up-to-date with all the latest news and developments within their industry. The e-newsletter will also give them access to feature length articles written by leading industry figures and any special offers from exhibitors.

The camclub e-news is a fantastic place to advertise, thus keeping your name in front of the CAM community throughout the year. Advertising rates start from as little as just £59 per month!

For more information on advertising opportunities, the camclub or camexpo, please call Zoe Campbell or Georgina Baker on 01273 645119 or email [info@camexpo.co.uk](mailto:info@camexpo.co.uk)

# Be part of the camexpo success story

## Sponsorship Opportunities

Once you have booked your stand at camexpo, there are many opportunities for you to maximise your profit both in and around the show. Additional branding and sponsorship of features puts your name in front of thousands of practitioners at the crucial time when they are deciding which stands to visit, what products to buy, and what courses to start.

To find out more about how we can offer you a bespoke sponsorship package that suits your needs and your budget, please call Zoe Campbell or Georgina Baker today on 01273 645119.



## Shell scheme stands include:

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

## All stands include:

- FREE help with unloading/loading
- FREE daily stand cleaning
- FREE first entry in show catalogue
- FREE storage area
- FREE marketing & PR support

“The only place to meet quality therapists and practitioners. Excellent show, a must for us!”

SARAH WATSON,  
NATURAL BY NATURE OILS

## Exhibitor Manual

Once you have booked your stand, you'll receive our comprehensive exhibitor manual. It contains all the information you need to know about exhibiting, including: stand construction, rules and regulations, services, utilities, forms and deadlines – in fact everything you require to have a smooth and successful show!

## camexpo 2011 Stand Costs and options

Premium stand position + 10%	2011 Rates
Shell scheme – one side open	£252 per sqm
Shell scheme – corner site	£302 per sqm
Space only – no shell scheme	£272 per sqm

Call Zoe Campbell or Georgina Baker today on 01273 645119 to discuss your stand requirements or email [info@camexpo.co.uk](mailto:info@camexpo.co.uk)

