



camexpo

The Complementary, Natural
& Integrated Healthcare Event



22-23 October 2011 Earls Court | London

2011 Show Review

www.camexpo.co.uk



Save the dates for next year's show: 20-21 October 2012 Earls Court | London

Packed with **CAM professionals**

5333 attendees
184 exhibitors
104 education sessions

Amazing **Exhibitor stats**

92% rated the event as good or excellent
98% came to meet new customers and achieved this goal
96% came to increase brand awareness and achieved this goal

Fantastic **visitor feedback**

90% spent more than half a day at the show
89% rated camexpo as good or excellent
77% brought products, or will buy within six months
72% came to find out about education and training providers

Quality buyers and crowded aisles at camexpo 2011

The CAM community set Earls Court buzzing over an amazing weekend that saw attendees develop their professional skills while exhibitors reported serious business on the show floor.

Across the venue top name buyers sourced products from new names and well-known companies set to take their business to the next level.

A total of 5333 therapists, practitioners and students flocked to camexpo from all over the UK, and across the globe, to discover new products and develop their sector knowledge.

Over two days the packed Nutri Centre Theatres saw expert speakers like Antony Haynes, Dr Marilyn Glenville and Jan de Vries deliver an impressive seminar programme. Crowds went away with fresh perspectives as well as CPD points towards their professional development.

Selling direct to the trade

Meanwhile, newly launched brands and established favourites captivated the crowds in the exhibition area. New organic mother-to-be products from The Aromatherapy Company enjoyed plenty of interest all weekend, while next-generation probiotic Symprove also caused a stir.

Behind all the excitement, the show's strong connections with leading industry associations meant that exhibitors met a wealth of diverse and receptive trade-focused customers.

"It's been a wonderful weekend," said Zoe Campbell, camexpo's event manager, "I'd like to thank everyone involved in the show for their amazing support."



“Unbelievable! If there's a recession it's not in here. The level of interest is really amazing and we have been busy the whole time.”

SARAH DALY, A VOGEL



“**camexpo** was our first trade show and proved to be way beyond our expectations in terms of overall value. Speaking face to face with so many practitioners, clinic and shop owners, buyers and some of our own existing customers was fantastic. We will be back again next year for sure.”

JONATHAN ORCHARD, DIRECTOR OF
LYPOSPHERICNUTRIENTS.COM

“It’s great being able to sample and research new products that will be beneficial to my clients. The friendly atmosphere also adds to **camexpo** being a great show.”

CANDICE VAN EDEN, CNM STUDENT

“Great seminars, fantastic speakers and a diverse selection of exhibitors.”

MARGARET SOLOMON, THERAPIST,
INNER HARMONY

Educational excellence

At the heart of **camexpo** 2011 was a specialised programme of practical demonstrations and workshops designed to expand attendees’ understanding of the sector. A range of experts offered exclusive interactive taster sessions over the weekend, which showcased the breadth of therapies available under the CAM banner.

Practical experience

Crowds experienced everything from informative workshops, sponsored by Balens, to sessions explaining new therapies. Among the action on the show floor, the cam-stage live! offered bite-size educational sessions designed to keep attendees entertained and inspired over the two days.



“**camexpo** is the show we need to be at, as we see our members and it’s a great opportunity for our members to see us. The show offers excellent networking – we have had lots of enquiries for new membership and the show raises our profile.”

CATHERINE HONEYWELL, CHAIR OF BANT COUNCIL

Meet the winners

Meghan Mari and Rachel Fairweather

The duo behind the revolutionary Jing Institute of Advanced Massage Training received a standing ovation as they collected this year’s CAM Outstanding Achievement Award. Voted for by the industry, the award recognises people who have made an extra special contribution to the sector.



Revitalise

It’s through the hard work of staff at clinics up and down the country that the public experiences true excellence in the sector. And this year the judges recognised Revitalise in Hove as making an extra special contribution to clients’ health and wellbeing. “We have a superb team of expert therapists and teachers – this award is a testament to them too,” said Richard Brown, co-owner of Revitalise.



Sappho Organic Cosmetics

The New Products Showcase provided a one-stop shop for innovation, with attendees voting for their favourites. The winner this year, by a wide margin, was Sappho Organic Cosmetics who debuted their mineral make-up range at the show.



For more information on exhibiting call Event Manager **Zoe Campbell** on 01273 645119 or **Georgina Baker** on 01273 645135 or email info@camexpo.co.uk