

camexpo 2011 opens tomorrow!

Visitors to the camexpo will be spoilt for choice when it comes to sourcing a fantastic array of all the latest CAM products, equipment, services and technologies, when the professional show opens its doors at 10am tomorrow at Earls Court Exhibition Centre, London. Returning for its ninth edition, the UK's only dedicated complementary healthcare show will feature over 190 leading exhibitors plus 104 seminars, workshops and demonstrations running over two action-packed days.

camexpo is the key event of the year for practitioners, therapists, CAM students and independent health store retailers. Aside from the wealth of new product launches being unveiled at camexpo, visitors this weekend will benefit from incredible 'show only' savings on 1000's of essential CAM purchases. There will also be an unrivalled opportunity for practitioners to be kept up-to-date with all the latest research and developments by some of the biggest and brightest names in the natural healthcare industry. The show's annual free conference programme, which includes 22 Keynote seminars, sponsored by the Nutri Centre, and 34 free training and development sessions in its Demo Theatre and CAM Stage Live!, highlights its ongoing commitment to facilitate and enhance learning between CAM professionals.

Opening day Keynote highlights include a session by first time camexpo speaker Professor George Lewith, head of health research at the University of Southampton, giving an introduction to 'The College of Medicine', which was launched in October last year (10.30am). Whilst familiar faces at the show include Gill Tree, managing director of Essentials For Health, on 'Essentials for Therapy Success' (12.40pm); Dr Rob Verkerk, founder and director of the Alliance for Natural Health, giving an important legislation update in 'The Art Of Nutritional And Herbal Practice In The Minefield Of European And UK Regulation' (12.40pm); Dr Marilyn Glenville, the UK's leading nutritionist specialising in women's health, on 'Natural Solutions To The Menopause' (1.45pm); and leading nutritionist and author Patrick Holford on 'The Feel Good Factor' (3pm).

Those visitors unable to attend on Saturday will be sure to find plenty to keep them busy at the show on the Sunday. Keynote highlights include NOW Foods' nutrition education manager Neil E. Levin exploring 'The Virtues of Vitamin D' (10.30am); celebrity holistic therapist Bharti Vyas exploring what it means to be a holistic therapist when faced with the pressures of modern therapies (10.30am); Jan de Vries championing the importance of the natural health sector working together in his session on the role of the complementary practitioner today (12.45pm); and Professor Paul Clayton discussing how 'The Innate Immune System is the Key to Infection Control, Allergy and Cancer' (3.15pm).

Sunday 23 October is also when the winners of camexpo's three prestigious awards are announced, including the Best New CAM Product Award 2011, which is voted for by visitors to the show's New Products Showcase on the Saturday, camexpo CAM Clinic of the Year, and the CAM Outstanding Achievement Award. The first to be bestowed is the camexpo CAM Clinic of the Year, which was launched last year to celebrate the outstanding contributions that scores of inspirational practitioners and therapists in CAM practices throughout the UK make to the CAM industry every single day. The award will be presented to the deserving winner by Jayney Goddard, President of The Complementary Medical Association (The CMA), after her Keynote on 'Getting and Keeping Clients with Younger By The Day™' (11.40am-12.25pm). The third annual CAM Outstanding Achievement Award, which is voted for by the industry, will be presented to its new recipient by last year's winner, complementary therapist, tutor and author, Mary Atkinson, immediately following her Keynote on 'Positive Touch For Children' (12.45-1.30pm).

"This award has had an amazingly positive impact on my work," says Mary Atkinson, winner of the CAM Outstanding Achievement Award 2010. "It has encouraged me to continue to create new courses and develop my skills by learning from inspiring people. Over the past year I have studied Ayurveda in India, set up a blog and facebook page, and started a new support group for local therapists. All thanks to the Award."

Details of camexpo's full training and education programme are available on the show's website www.camexpo.co.uk. The Nutri Centre sponsored Keynote seminars, plus all demonstrations taking place in the Demo Theatre and on the CAM Stage Live!, are included in the cost of entry. The show's 48 Taster Workshops, sponsored by Balens, offer exceptional value priced at £17.50 (incl VAT) per session.

For further information and to register, please visit www.camexpo.co.uk (use priority code CAMEX024 to register in advance for £5.50). Please note, entry prices may vary with different promotional codes.

Press passes are available to editorial staff writers employed by a trade publication, mainstream media outlet (newspaper, radio, TV, etc), or online magazines. Freelance writers, contributing editors, or bloggers may request press passes from ejones@divcom.co.uk before 5pm today (21 October) if the event is being covered for a specific publication or topic-related article.

Please note, press passes are not guaranteed to be issued on the day and a standard entry charge of £20 may apply if you haven't pre-registered in advance.

###

Media enquiries to:

Emma-Louise Jones, PR Executive

t: 44 (0)1273 645134 e: ejones@divcom.co.uk www.twitter.com/DiversifiedUK

camexpo Exhibitor enquiries to:

Zoe Campbell, camexpo Event Manager

t: 44 (0)1273 645119 e: zcampbell@divcom.co.uk

www.camexpo.co.uk www.twitter.com/camexpo <http://www.facebook.com/group.php?gid=79414022075>

If reproducing this press release in print, please include the Priority Code: CAMEX024.

camexpo has been shortlisted for Best UK Trade Show Exhibition (Under 2,000m²) at the Association of Event Organisers (AEO) Excellence Awards for three consecutive years. In July 2011, it was awarded Highly Commended by the AEO judges.

camexpo is the UK's leading event for complementary and alternative healthcare. It is the key event of the year for practitioners, therapists, students and independent health store retailers looking to source all the latest CAM products and services, keep up-to-date with new industry developments, and invest time in their own professional training and development.

Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to camexpo, Diversified UK also organises the Independent Health Store Conference, Natural & Organic Products Europe, lunch!, office and Service Desk & IT Support Show. It publishes Natural Products – the industry's leading trade magazine, and the Natural Beauty Yearbook.*

Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.