



camexpo prepares for first show at Olympia

Visitor registration for camexpo is now open for its 2014 event, which will take place at the new venue of London's Olympia on 4-5 October. Today's announcement kicks off the countdown to the UK's leading annual event for complementary healthcare practitioners and therapists.

The move to Olympia's Central Hall marks an exciting new development for camexpo, which has enjoyed continued industry prominence and support throughout its 12-year history. Inspiring, informative, busy, brilliant, and enjoyable – are just some of the words the show's attendees (4,982 in all) have used to describe the 2013 show. Similarly, 88% of surveyed exhibitors rated their show experience as excellent/good – praising the quality, enthusiasm, and engagement of the thousands of highly-focused and informed visitors walking the aisles.

For 2014, organiser Diversified Communications UK is looking to build on that momentum. Increasing demand from new companies looking to reach the practitioner market is already heralding the prospect of a sell-out show well in advance of opening day (exhibition space is currently selling 33% faster than 2013, and 90% of stands have already been booked).

From new start-ups with compelling origin stories to well-established brand pioneers championing new formulations backed with clinical efficiency – the CAM market is flourishing with new natural health and beauty products for practitioners and retailers to source.

Big name suppliers keen to repeat their success at camexpo 2013 (which many called their best show yet) include Bionutri, Solgar Vitamins, A Vogel (Bioforce), G&G Vitamin Centre, Koko Dairy Free, Nature's Plus, Physique Management Company, Premier Research Labs, Really Healthy Company, Rio Trading Company Health Ltd, Springfield Nutraceuticals BV, and The Green People Company.

Nutrigold, one of the UK's leading suppliers of naturopathic products, also makes a welcome return this year.

Nearly a third of the show's 200 exhibitors are new to the show for 2014. Among them are Grahame Gardner (workwear/uniforms for healthcare professionals), Jennifer Young (customised natural and organic skin care products); Sukrin (natural and free-from wholefoods, bake mixes and sugar alternatives), and The Chia Company (the world's largest producer of all natural raw chia seeds).

Supplement specialists PurePharma, lipolife, Bioflavia (organic red wine grape skin powder), and Calm Natural (the bestselling magnesium supplement in the USA) will also be making their first appearances this year.

One of biggest selling point for many repeat visitors to camexpo is its comprehensive array of training opportunities – from its CPD-accredited education programme (including over 100 seminars, workshops and demos) to scores of exhibitors demonstrating their latest techniques, methods, and courses.

The Institute of Sport & Remedial Massage (ISRM), Fertility Massage Training, Integrative Health Education, European College of QINopractic Medicine, and WellsBeing Technique are just some of the new training providers exhibiting this year. They join The College of Integrated Chinese Medicine, College of Naturopathic Medicine, Myofascial Release UK & Ireland, and Jing Institute of Advanced Massage Training.

Visitors wishing to organise their training schedules well in advance can now register for early bird show entry at www.camexpo.co.uk/register and benefit from first-pick of the show's 48-session Taster Workshop programme. Please use priority code CMEX269 to register in advance for £6.50 before 1 July (workshops are £18.50 per session until 1 July).

camexpo will take place at the new venue of Olympia, London, on 4-5 October 2014.

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Notes:

Please note, entry prices may vary with different promotional codes.

camexpo was named as a finalist in the Best UK Trade Show Exhibition (Under 2,000m²) category at the Association of Event Organisers (AEO) Excellence Awards in 2009 and 2010. In 2011, it was awarded Highly Commended by the AEO judges.

Diversified Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton and Nailsworth (Glos). In addition to camexpo, Diversified UK's portfolio includes Natural & Organic Products Europe; Natural Products Scandinavia and Nordic Organic Food Fair in Malmö, Sweden; Natural Products magazine; Natural Beauty Yearbook; lunch!; Casual Dining; SITS – The Service Desk & IT Support Show; Service Desk 360; Geo Business; Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics conference in Hamburg, Germany; and office.*

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