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## Momentum Builds for SITS Europe Launch

Diversified Business Communications, the organisers of SITS Europe, the major new trade show for the IT Service Management (ITSM) and IT Support industry, Berlin, have announced that demand for exhibition stands is running high, with many key industry names already having reserved their space. These include Bomgar, PLAIN IT AG, USU, Spiceworks, Cordaware, LogMeIn, TechExcel, Ibitech, and BMC to mention a few.

Commenting on the launch of the show, Stuart Facey from Bomgar says: "After having regularly exhibited at SITS in the UK, Bomgar is very excited about the first ever SITS Europe event in Berlin. There is no other event like it for the German ITSM market and we believe it will be such an important event for us."

Mr Facey's views have been echoed by many other solution providers, including Thomas Gerick, USU AG: "USU is looking forward to the first ever SITS Europe and I have absolutely no doubt that we will benefit from being part this exciting new event with our overall portfolio for the IT Service Management industry."

Reinhold Klingert, CEO, IBITECH AG: „IBITICH is looking forward to the first SITS Europe and to show our Service Desk Solution at this unique event. This solution is to lower calls and tickets with IBI-helpMe and to keep users informed with IBI-aws."

Bettina Bermuth, Event Manager of SITS Europe, is delighted with the response: "I have worked on many trade events in my career but this is the first time I have had the pleasure to work on a new concept which has been so universally welcomed. I think it's a combination of our success with the well established SITS exhibition in London and the fact that, despite Germany being the largest economy in Europe, this is the first dedicated trade show in the country for this hugely important sector, which makes it so compelling"

The full keynote and seminar programme will be announced in the late spring, followed by an unprecedented marketing campaign aimed at senior service desk managers and IT decision makers at all medium to large companies, as well as in the public sector.

For further information, contact Bettina Bermuth at [bbermuth@divcom.co.uk](mailto:bbermuth@divcom.co.uk) or visit [www.sitseurope.com](http://www.sitseurope.com).

### About SITS Europe – The Service Desk & IT Support Show

SITS Europe is the first major dedicated showcase for the country's important ITSM sector. The concept is based on the already successful event model from the UK, which has been developed and fine tuned over the past 19 years, and attracts over 4,500 service desk and business professionals annually. SITS Europe will take place in Berlin on 24-25 September 2013 and will be run in partnership with Messe Berlin.

SITS Europe is positioned as a highly focussed event providing businesses of all sizes with the opportunity to source new technology, services, suppliers and solutions, along with an unrivalled opportunity to learn from a high profile conference and education programme, with keynotes, seminars, workshops and round table discussions.

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**Notes:**

SITS – The Service Desk & IT Support Show in London was shortlisted for Best UK Trade Show Exhibition (under 2,000m<sup>2</sup>) at the Association of Event Organisers (AEO) Excellence Awards in 2012.

Diversified Business Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton. In addition to SITS Europe and SITS – The Service Desk & IT Support Show in London, Diversified UK's portfolio includes office\*, Natural & Organic Products Europe, Natural Products Scandinavia, Nordic Organic Food Fair, lunch!, Casual Dining (new for 2014!) camexpo, Natural Products 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.