



17-18 APRIL 2024  
ExCeL LONDON

# EUROPE'S LEADING EVENT FOR SERVICE DESK & IT SUPPORT PROFESSIONALS

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EXHIBITION

EDUCATION

NETWORKING

EXPERT ADVICE





## AN AUDIENCE WITH REAL BUYING POWER

SITS attracts key decision makers from all industry sectors who want to discover the latest products and services in the market.

**2950**

Attendees  
in 2023

**74%**

of visitors came  
to see new  
products /  
innovations

**70%**

of exhibitors have  
returned for 5 or  
more years

### SITS – The Service Desk & IT Support Show is Europe's largest exhibition and conference dedicated to the IT Service Management industry.

Visitors attend **SITS** with the primary objective of sourcing new tools and software, which will enable them to improve their IT services in intelligent and cost-effective ways. Suppliers who succeed in meeting these needs will always find a strong return on investment by exhibiting at **SITS**.

Give your business the opportunity to be immersed in a two-day live event like no other. **SITS** is THE industry exhibition where senior IT buyers and decision makers come to do business.

## WHO WILL YOU MEET AT SITS?

CEO, CIO,  
IT DIRECTOR

**16%**

IT/SERVICE DESK  
MANAGER &  
TEAM LEADER

**48%**

TECHNICAL  
SPECIALIST &  
SUPPORT STAFF

**11%**

CONSULTANTS  
& ANALYSTS

**12%**

“SITS is a key part of our annual marketing strategy, we've just exhibited for the 6th time and the event never fails to deliver. We had great quality conversations and are delighted with the result at the end of the event.”

RACHEL BILLINGTON, KELVERION



The exhibition hosts over 200 products and services from the leading suppliers of ITSM software, integration tools, IT training, consultancy and managed services.

HALOITSM

AnyDesk

S D I  
Inspiring service desks to be brilliant

GoTo

servicenow

ManageEngine

freshworks

PINK

Sunrise

HORNBILL

marval

TOPdesk  
Your guides to service excellence

“ Very happy with SITS 2023. Our stand was very busy and the team had some great conversations with attendees. We look forward to SITS every year!”

SOPHIE DUNLEA, SOLARWINDS



## VISITOR MARKETING

**A sophisticated marketing campaign reaches IT professionals before the show, including:**

Direct mail | Targeted emails | PR | Social media  
| Digital Marketing | Delegate calls ...and much more!

## WORLD CLASS EDUCATION AND TRAINING PROGRAMME

**SITS** hosts the most anticipated and well attended conference programme in the industry. With over 50 free-to-attend seminars and keynotes, and with facilitated round table discussions, **SITS** really does offer visitors an educational experience like no other event.



## SITS INSIGHT

To boost your engagement with the **SITS** audience all year round, exhibitors are able to advertise and distribute content for free through **SITS** Insight.

**SITS** Insight is one of the most popular community news sources in the ITSM sector, providing readers with a wealth of quality content from blogs, news articles and eBooks, to whitepapers, surveys and e-newsletters.

[servicedeskshow.com/sits-insight](https://servicedeskshow.com/sits-insight)



# SITS

THE SERVICE DESK  
& IT SUPPORT SHOW

17-18 APRIL 2024  
ExCeL LONDON

24

## Exhibition Prices

- Space only sites – £750 + VAT per sqm
- Shell Scheme packages – £830 + VAT per sqm (includes stand structure, carpet, lighting, electrics and your company name board)
- For speaking and sponsorship opportunities, please contact us directly

For more details, please contact:



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[www.servicedeskshow.com](http://www.servicedeskshow.com)

Event Organised by:

**diversified**  
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**itsMF UK**  
The IT Service Management Forum

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