

New Owners for the Service Desk & IT Support Show

Diversified UK are delighted to announce the acquisition of one of the UK's most important IT events – Service Desk & IT Support Show (SDITS) – for an undisclosed sum.

The Service Desk & IT Support Show has been run by Sussex-based organisers VCM Events since 1997. The 2011 edition ran at London's Earls Court in April when it attracted more than 4,000 IT support professionals making it the world's largest IT Support event.

Diversified UK's Carsten Holm commented: "We are delighted to be welcoming The Service Desk & IT Support Show to Diversified Business Communications. We have known VCM for many years and feel that their personal approach and attention to detail is very similar to our own way of doing things and I hope the industry will enjoy working with us as much as you have enjoyed working with VCM over the years. We are delighted also to have the ongoing support of the Service Desk Institute, who will continue to provide strategic support and who are committed to working closely with us."

Additionally key members of the VCM team, including Event Manager Laura Venables and Marketing Manager Becky Webb, have transferred to Diversified whose Brighton base is just 8 miles from VCM's offices in Hurstpierpoint.

This transaction by VCM Events partners Henri Cash and Bob Rosen is their third show sale within the last twelve months following the acquisition of Broadcast Video Expo by Emap and Grass Roots Football LIVE by a group of specialist football event investors. After more than 20 years in the exhibition industry, the pair are now seeking new investment opportunities within the events sector.

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