

mesago

sps

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NUREMBERG, GERMANY

Exhibitor checklist

For a successful trade
fair participation

Exhibitor checklist contents

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The checklist for exhibitors provides an overview of all relevant systems, platforms and deadlines. It serves as a guide rather than a binding task list.

It offers insight into all key aspects and offers structure and orientation thanks to long-term recommendations.

Recommendations for spring

- ✓ Maintain and manage your company profile in the Media Package Manager
- ✓ Book digital and on-site advertising options

Recommendations for summer

- ✓ Order stand construction, equipment and services via the ExhibitorShop of the NürnbergMesse
- ✓ Avoid express surcharges
- ✓ Register for advance set up
- ✓ Book suspensions
- ✓ Register co-exhibitors
- ✓ Reserve meeting rooms
- ✓ Submit presentation materials for the lecture program
- ✓ Create exhibitor passes and visitor invitations
- ✓ Generate assembly and dismantling passes

Recommendations for fall

- ✓ Prepare and use Lead & Track by Leadsuccess
- ✓ Plan trade fair deliveries via TransITfair

Important documents and systems

The logo for 'sps' is a dark blue square with the lowercase letters 'sps' in white, bold, sans-serif font.

Important documents for your trade fair participation

- [General terms and conditions](#)
- [Stand construction guidelines and information](#)

Important systems for your participation

For your participation, we provide a variety of products and services. Get an overview of your ordering options.

- [ExhibitorShop of the NürnbergMesse](#)
Link will be available in summer 2026
- [Media Package Manager](#)
Manage the visibility of your company at the fair
- [Ticket Services for Exhibitors](#)
Create exhibitor passes and visitor vouchers

Recommendations for spring

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Manage your company presence

The [“Media Package Manager”](#) (MPM) is the marketing center for your trade fair appearance. It allows exhibitors to enter, manage, change and update all relevant information about their company and products. The MPM then transfers this data directly to the SPS [exhibitor search](#). This makes exhibitors more visible and easier to find - for existing customers as well as for potential new customers.

As soon as the system goes live in spring, your access details will be sent to you automatically by e-mail.

Discover your advertising options – at the trade show or digitally

Explore the available advertising options using our SPS Advertising Portfolio, which will be available here in spring.

Our colleagues Mr. [Matthias Hinterhölzl](#) and Ms. [Lilia Pfeifer](#) will be happy to advise you on the perfect mix of innovative promotional opportunities, whether at the trade fair or in a digital format.

Recommendations for summer

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Stand construction, equipment and services for your trade fair appearance

In the “ExhibitorShop of the NürnbergMesse”, you will be able to make all bookings for services at your stand – whether services such as stand construction, technical connections or stand services, catering and so on.

From summer 2026, you will find further information here along with the link to the system.

Deadlines for external service providers – express surcharges

Please place your orders in good time to ensure your desired items are still available and to avoid express surcharges. For last-minute orders, additional express surcharges of up to 100% may apply.

Details on potential extra costs for late orders can be found in the “ExhibitorShop of the NürnbergMesse” under “Express surcharges/deadlines”. The ExhibitorShop will be available from summer.

Recommendations for summer

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Registration for advance setup

Start your trade fair experience stress-free! With early stand setup, you gain valuable time and can prepare your booth at ease. The minimum stand size for early setup is 150 sqm / 400 sqm. Please submit your request in writing to [Isabel Mögle](#) no later than **9 October 2026**.

Do you need suspensions for your exhibition stand?

You can easily book needed suspensions, along with your technical orders via the ["ExhibitorShop of the NürnbergMesse"](#). Please note the deadlines for [express surcharges](#).

Further information about your booth

Do you have any further questions about your exhibition stand? Your personal [hall contact person](#) will be happy to assist you at any time.

In addition, we have summarized all the important information in our [stand construction guidelines and information](#).

Recommendations for summer

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Early co-exhibitor registration = maximum visibility

Make sure to register your co-exhibitors early – it's worth it. This ensures that all parties are listed in the official exhibitor directory in good time and can be easily found by visitors. Upon registration, your co-exhibitors immediately benefit from the Sales & Marketing Services (SMS) [Basic package](#) included in the registration price and gain access to all included services.

Co-exhibitor registration is quick and easy via your existing [stand registration](#). If you have any questions, your personal [hall contact person](#) will be happy to assist you at any time.

Room bookings

If you need a meeting room on-site during the trade fair, please contact the organizer Mesago directly by using the [contact form](#) provided.

Once we have reviewed your requirements, we will get back to you.

Your contact: Ms. Sabrina Trautwein (Phone: +49 711 61946-467, roomrental@mesago.com)

Recommendations for summer

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Participation in this year's [lecture program](#)

The SPS 2026 offers numerous participation options to attract the attention of the international automation industry. Expand your reach and inspire your target groups with your solutions and products!

Our call for papers will be sent to you by email in summer. If you have any questions, please contact Mr. [Patrick Schäfer](#) or Ms. [Luise Werner](#).

Please note: When booking an [SMS package Best](#), one product presentation is already included in the package price.

Recommendations for summer

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Create exhibitor passes and visitor invitations

You can invite your customers free of charge via the ["Ticket Services for Exhibitors"](#) portal. Depending on the booked [Sales & Marketing Services package](#), different free quotas will be available for this purpose.

Additionally, you can create and personalize **exhibitor passes** for your stand personnel here. These badges are valid exclusively during the trade fair duration and the final setup day. Your free quota depends on the booked stand size. Exhibitor badges can be ordered in unlimited quantities – billing will occur based on usage.

From summer 2026, you will find further information here along with the link to the system.

Generate assembly and dismantling passes

For all individuals present on the Nuremberg fairgrounds during the **assembly and dismantling phases**, a setup and dismantling pass is required. You can register [here](#).

Recommendations for fall

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Lead&Track by LeadSuccess

With the help of the “Lead&Track by LeadSuccess” tool, lead generation at trade fair has never been easier. It allows you to capture visitor data collected at your stand and, depending on [SMS package](#) offers comprehensive data analysis and the opportunity to target your new contacts after the event. You will receive your personal access details by email about six weeks before the trade fair.

Delivery to the trade fair

In order to optimize planning for the delivery and unloading of your materials and to minimize waiting times, please register your vehicles and their arrival time at the SPS 2026 via the digital logistics system provided by NürnbergMesse: ["TransITfair"](#). Detailed instructions and additional information will be provided in the logistic directory, available here from September 2026.