

sps

mesago

SPS Automation Hub Media Information

Discover our
high-performance products

2026

SPS AUTOMATION HUB: VISIBILITY 365 DAYS A YEAR

The SPS in Nuremberg is considered the highlight event and trendsetter in the automation industry.

The SPS Automation Hub is the central meeting point for the automation community – 365 days a year.

Gain access to the industry platform that provides year-round opportunities to stay informed about trends and news from the automation community, promote practical exchange and make your topics and products visible.

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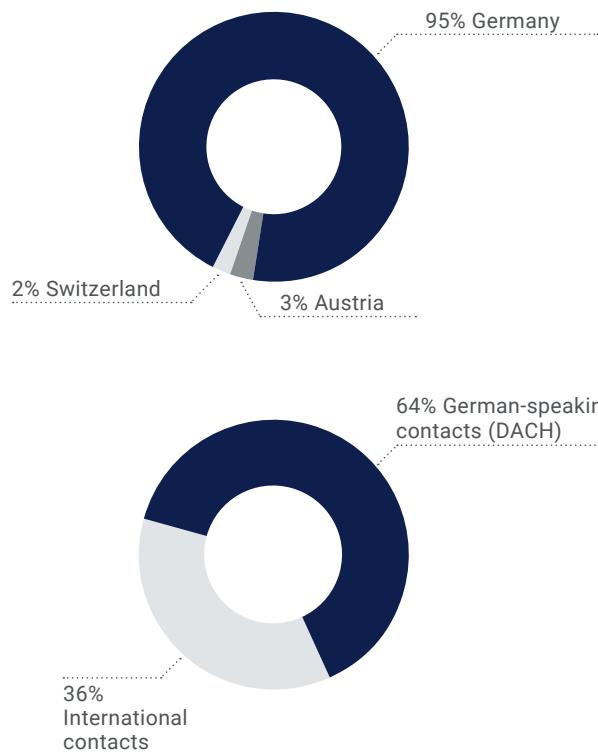
Target group and reach

01

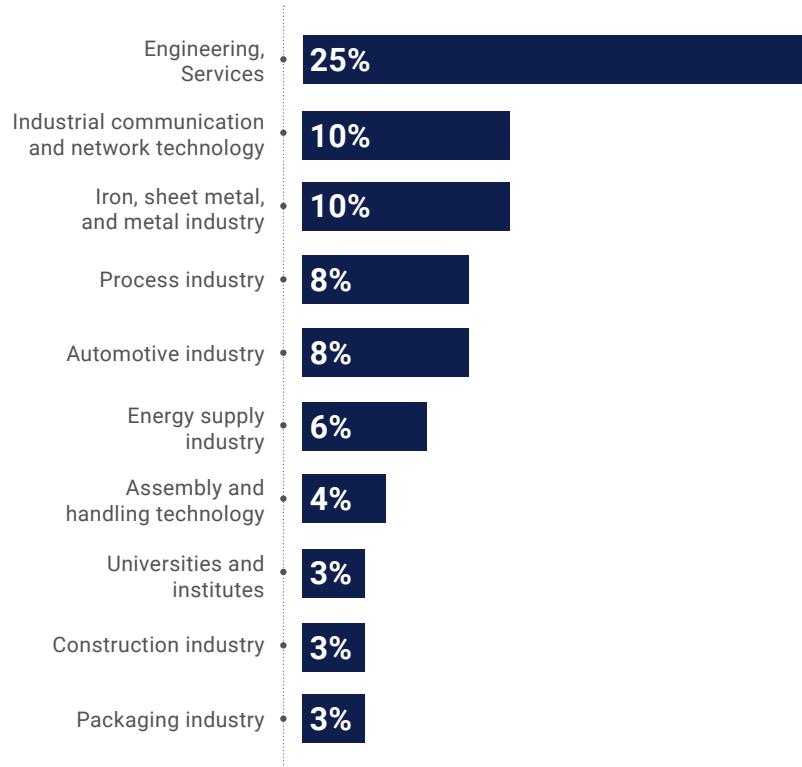
TARGET GROUP

The SPS Automation Hub focuses on professionals and executives in the automation industry from the DACH region.

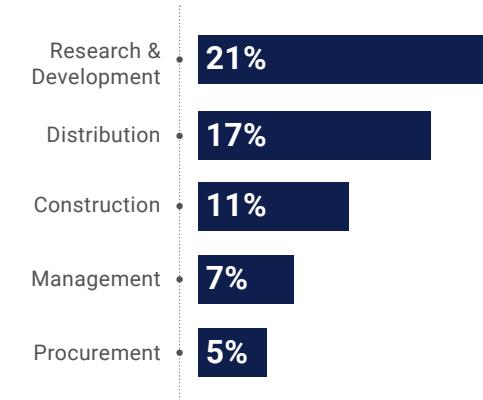
BY COUNTRY



BY INDUSTRY



BY FUNCTION



01 REACH

Benefit from maximum reach without wastage.

Our communication targets the SPS community in the DACH region who are actively involved in the automation industry.



> 20,000

SOCIAL MEDIA FOLLOWER*

*LinkedIn, Instagram, Facebook

UP TO 9.2%*

ENGAGEMENT RATE

*September 2025

Ø 27.2%

**UNIQUE OPENING RATE
SPS EXPERT NEWSLETTER***

*Sent only to German-speaking contacts

128,365

PAGE IMPRESSIONS*

*Sept. 2024 – Aug. 2025

> 50,000

NEWSLETTER RECIPIENTS*

*Sent only to German-speaking contacts

*Subject to change & printing errors / As of November 2025

02



SPS Technology Talks

02 SPS TECHNOLOGY TALKS

Development cycles in the automation industry are becoming increasingly shorter. With the SPS Technology Talks, companies have the opportunity to position current industry topics independently of the trade fair schedule. In this interactive webinar format, you can present technologies, trends, application scenarios, and solutions while engaging in live discussions with participants. You benefit from media coverage before and after the digital event to ensure maximum visibility.

Please note: The keynote speech will be held in German.

Your benefits at a glance

- Professional event moderation, including a Q&A session
- Neutral and independent opening keynote
- Target group-specific invitation management
- Editorial content preparation and follow-up of content as part of the monthly SPS expert newsletter
- Recording of content and professional video editing
- On-demand availability of video contributions for up to 8 weeks after the webinar in »SPS Insights« section
- Social media promotion of the Technology Talks
- Reporting, including registered participants

Key Facts und Preise

- Monthly webinar with an average of 74 participants*
- High relevance and timeliness thanks to a focus on target-specific topics
- Neutral keynote and up to 3 provider sessions
- 20-minute session including a Q&A
- Participation possible live in the studio in Stuttgart or remotely via Zoom

Price per provider session: €3,850**

Bundle price when booking 2 provider sessions on different topics: €7,000**

* Participant numbers may vary depending on the webinar topic and month

** Presentation slot in the webinar + comprehensive media services before and after the webinar

Further information on the target group and reach can be found on [pages 4 and 5](#)

Click here
to book



Schedule and topic plan for 2026

Date	Topic	Title	Topic areas
22.01.26	Digitization	IIoT as a driver of automation	Industry 4.0, Software & IT, Cloud, Edge Computing, OT, Sensor Technology, Control Systems, Platforms, Software & Ecosystems, Mechanical Infrastructure, HMI, Security, AI, Machine Learning, Condition Monitoring
26.02.26	Industrial Communication	From the field to the control room	Industrial ethernet, Fieldbus Systems, Wireless Communication, Security, M2M, Industrial IoT, Safety, Remote Maintenance, Industrial Routers, Installation Material & Accessories, Radio Technology, 5G, 6G
26.03.26	Industrial Security	Cybersecurity in production	IT Security, OT System Protection, Cybersecurity, Cyber Resilience Act, Software, Remote Maintenance, Predictive Maintenance
23.04.26	Vision	Smart sensors and image processing	Image Processing, Sensors, Industrial Cameras, AI, Machine Learning, Deep Learning, Lighting Solutions
28.05.26	Predictive Maintenance	Proactive maintenance	Industry 4.0, Software & IT, Cloud, Edge Computing, Sensor Technology, Control Systems, Platforms, Software and Ecosystems, Mechanical Infrastructure, Collaborative Robotics (MRK), Security, AI, Machine Learning, Condition Monitoring, Predictive Maintenance, Prescriptive Maintenance, Augmented Reality, Virtual Reality, Maintenance
25.06.26	Motion Control	Advances in drive technology	Electrical Drive Technology, Connected Drives, IIoT in Drive Systems, Mechanical Drive Technology, Energy Efficiency, Drive Power Supply, Modularization, Components, Manufacturing-X
23.07.26	Decarbonization	Intelligent energy management	Energy Efficiency, Energy Management, Sustainability, Corporate Social Responsibility, Artificial Intelligence, Control systems, Sensor Technology, Decarbonization, Hydrogen, Energy Supply, Energy Procurement
SUMMER BREAK			
24.09.26	Industrial Safety	Protection of employees and machines	Safety aspects in integrating new hardware into automation systems, Safety Controllers and Sensors, Safety, OT Security, Components, Sensor Technology, Collaborative Robotics (MRK), Machinery Regulation
22.10.26	Industrial AI	Driving the smart factory	Smart factory, Data models, Training, Applications of Artificial Intelligence, Machine learning, Large language models, Data analytics, AI ethics, Deep learning, Cybersecurity, AI act
26.11.26	SPS Spotlight	Focus on the SPS 2026 in Nuremberg	Automation, Control Systems, Drive Technology, Interface Technology, Software & IT, Mechanical Infrastructure, Sensor Technology, Industrial Communication, Standards & Regulations, Machine Learning, Cyber Resilience Act (CRA), Safety, Collaborative Robotics (MRK), Human-Machine Interfaces, Sustainability
10.12.26	Best of 2026	Highlights of the automation industry	Trends 2026, Outlook for 2027, Control Systems, Human-Machine Interfaces, Industrial Communication, Standards and Communication Protocols, AI and Machine Learning, Components, Sustainability, Energy Efficiency, Regulations

03



Communication Services

WHAT OUR CUSTOMERS SAY

» The decision to use mesago's Industry News package to promote our ctrlX AUTOMATION product innovations ahead of SPS proved to be a success for Bosch Rexroth. Our messages were communicated directly to the trade fair audience. [...] It allowed us to spark interest and curiosity ahead of the event, which led to an increased number of visitors at our booth. «

Steffen Winkler, CSO Business Unit Automation, Bosch Rexroth AG

» With the Industry News, we were able to reach a large professional audience for our cyber security campaign and effectively spread our message. [...] The newsletter feature and social media posts helped us further expand our reach. [...] The transparent performance analysis afterwards [...] gave us valuable insights into the effectiveness of our campaign.

Many thanks to the mesago team for this great opportunity to showcase our brand and connect with our audience! «

Phoenix Contact GmbH & Co. KG

COMMUNICATION SERVICES

With the SPS Communication Services, you have the opportunity to reach the SPS community directly via online advertorials and video advertisements in the »SPS Industry News« section or via stand-alone e-mail campaigns. Whether it's company news, product presentations, or expert interviews – you define the content, and we take care of everything else.

Online advertorial

Publish your professional article as an online advertorial in the »SPS Industry News« section on the SPS website, in German or English. The content will also be promoted through a social media post and featured in the SPS expert newsletter, reaching an address pool of currently 50,000 German-speaking recipients.

Key facts

- **Continuous text with a maximum of 1,500 words in German or English**
- **Integration von Bildern und Weblinks möglich**
- **Thematic assignment to a topic area according to the SPS product groups**
- **6-month online presence of your article**

Your benefits at a glance

Online advertorial

- Target group communication without wastage
- Placement of your content within the SPS communication channels
- Presentation of your article without third-party advertising
- Enhanced credibility among readers through editorial-style design
- High visibility through search engines and immunity to ad blockers
- Multi-channel presence via promotion on social media and in the SPS expert newsletter

Prices

■ 1 advertorial as a text article	€3,795
■ 2 advertorials as text articles	€4,785

Further information on the target group and reach can be found on [pages 4 and 5](#).

Click here
to book



Video Advertisement

Present your message as a video ad in the SPS Industry News section on the SPS website – in German or English.

Your video will be prominently featured in the news portal and remain online for six months. In addition, your video will be promoted by a teaser in the SPS Expert Newsletter and by a supporting social media post on the SPS channels. This allows you to reach a targeted audience from the automation industry and increase your visibility.

Key facts

- 6-month online presence for your video message
- Presentation in German or English
- Thematic assignment to a topic area according to the SPS product groups

Your benefits at a glance

Video Advertisement

- Place your own video message within the SPS communication channels
- Precise targeting of defined professional audiences with minimal wastage
- High credibility through embedding in an editorial environment
- Movement, sound, and storytelling create a stronger emotional impact – ideal for brand building and image enhancement
- Multi-sensory engagement through the combination of visuals, audio, and text
- Multi-channel presence via promotion on social media and in the SPS Expert Newsletter

Prices

■ 1 video advertorial	€3,795
■ 2 video advertorials	€4,785

Further information on the target group and reach can be found on [pages 4 and 5](#).

Click here
to book



Stand alone newsletter

With this limited offer, you can send your content year-round via a stand-alone e-mail to a pre-selected target group of up to 4,000 contacts from the SPS – Smart Production Solutions address pool at your desired date*.

Key Facts

- Communication to up to 4,000** addresses from the SPS pool
- Exclusive stand-alone newsletter with your content, sent to your selected contacts in German or English
- Target group selectable by language, industry, and interest (additional selection criteria available for an extra charge)
- Compact reporting including open and click rates

Your benefits at a glance

Stand alone newsletter

- Individual clustering of your relevant recipient pool based on your specific objectives
- Attention within your target group with minimal wastage
- Exclusive communication of your content
- High acceptance through SPS co-branding
- Full transparency and measurability with a compact report

Prices

- Base price incl. 1,000 addresses €2,450 / €2,940***
- Each additional 1,000 addresses €990 / €1,188***

Click here
to book



* Booking subject to availability

** The number of up to 4,000 available addresses depends on the selected criteria and may be lower depending on your choice

*** Trade show prices valid from September – November 2026, including a 20% surcharge

Online advertorial: Schedule and topic plan

You can freely choose in which calendar week the content (text or video contribution) of your booked package will be published and promoted.

SPS Newsletter issue	01/2026	02/2026	03/2026	04/2026	05/2026	06/2026	07/2026	09/2026	10/2026	11/2026	12/2026
Publication date	CW 05	CW 10	CW 14	CW 18	CW 22	CW 27	CW 31	CW 40	CW 44	CW 48	CW 51
Content submission deadline	12.01.	16.02.	16.03.	13.04.	11.05.	15.06.	13.07.	14.09.	12.10.	09.11.	30.11.
Focus topic	Digitization	Industrial Communication	Industrial Security	Vision	Predictive Maintenance	Motion Control	Decarbonization	Industrial Safety	Industrial AI	SPS Expo	Best of 2026

04



SPS CareerDrive

04 SPS CAREERDRIVE

Position your job vacancies with targeted keywords to reach qualified professionals on an industry-specific platform tailored to your requirements. As an SPS exhibitor, you can create an individual employer profile free of charge and increase your visibility in the automation industry.

This offer is particularly relevant for your company's HR department.

Booking options and prices

Job postings

■ Single posting	€490
■ Package of 5 postings	€890

Increased visibility

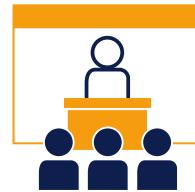
■ Top posting	€120
■ Highlight posting	€105
■ Refresh posting	€70
■ Multiple refresh postings	€150
■ Posting extension (30 days)	€180

Key Facts

- Available for exhibitors and employers from the industry
- Job posting duration with individual start date: 4 weeks
- Validity of a booked package: 2 months
- Increase reach through expanded product and service offerings
- Free employer profile for greater visibility



05



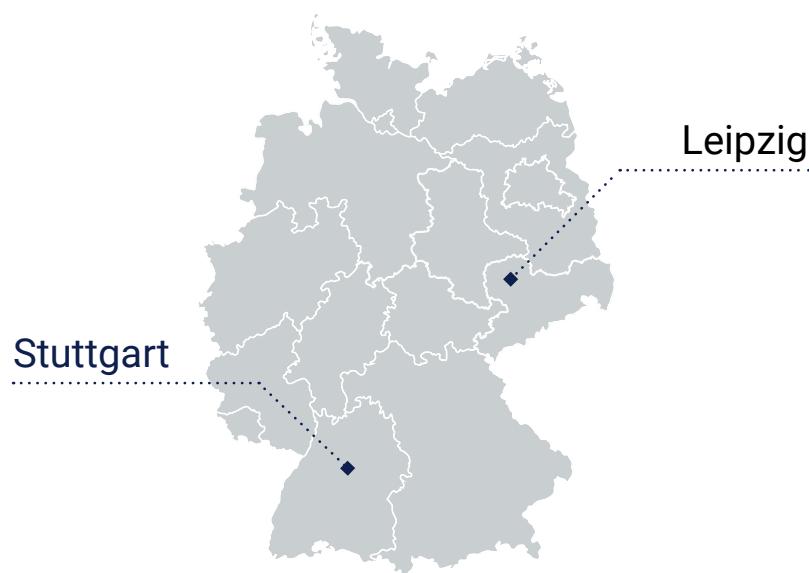
Industrial Technology Summit

05

INDUSTRIAL TECHNOLOGY SUMMIT

The SPS Industrial Technology Summit is a platform for industry experts to experience and discuss technological advancements in automation driven by artificial intelligence. The focus is on hands-on workshops, networking, and exchanging ideas about pioneering technologies that make processes more efficient, secure, and more sustainable. In addition to the exchange of knowledge, the event aims to foster networking among participants and provide opportunities to develop new perspectives and projects together.

Two locations, one goal – bringing thought leaders together.



Further information

Stuttgart, 19 May 2026: AI & Machine Learning

For decades, Stuttgart has been considered as the heart of German industry and a driving force for innovation in automation. Here, traditional engineering expertise, leading research institutions, and a dense network of high-tech companies are closely interconnected. The region is home to internationally renowned mechanical engineering and automotive companies that set new standards through continuous investments in automation technologies. Whether robotics, connected production systems, or the integration of artificial intelligence into manufacturing processes – Stuttgart combines practice and research at the highest level.

Leipzig, 17 June 2026: AI & Robotics

Leipzig has evolved into a dynamic business hub in recent years. With its strong industrial base and growing focus on digital technologies, the city plays a key role in automation and intelligent production. The automotive and supplier industries, in particular, shape Leipzig's profile: modern manufacturing facilities, high levels of automation, and investments in smart production processes make the region a pioneer in connected industry.

Industrial Technology Summit 2026

- Target audience: Engineers and technical decision-makers from various industrial sectors
- Each event offers 1.5 days of conference sessions combined with interactive networking formats, featuring high-profile keynotes, inspiring impulse talks, deep-dive sessions, moderated panel discussions, and matchmaking opportunities.
- Goal: Connecting users and providers of automation
- Powered by SPS and Computer&Automation

Topics

- Industrial applications of artificial intelligence
- Process optimization with AI
- Advances in machine learning for manufacturing
- Automation, robotics, and smart factories
- Data analytics and predictive maintenance
- Data security in AI applications
- Ethics: Fears and concerns surrounding AI
- Legal frameworks and regulations
- Human-machine interaction
- Using AI to promote sustainability

Focus: AI & Machine Learning in Stuttgart

Key Facts

- Date: 19 May 2026 (Pre-Event: 18 May 2026)
- Location: Stuttgart, Design Office Tower

Please note: it is a German-language event

Participation opportunities at a glance

■ Topic table host (max. 5 per location)	€4,500*
■ Table-top exhibitor (max. 10 per location)	€2,900*
■ Table-top exhibitor – Start-up special (max. 5 per location)	€1,450*
■ Gold sponsor (max. 1 per location)	€8,900*
■ Silver sponsor (max. 3 per location)	€4,900*

Focus: AI & Robotics in Leipzig

Key Facts

- Date: 17 June 2026 (Pre-Event: 16 June 2026)
- Location: Leipzig, Design Office Post

Please note: it is a German-language event

Further information



* Price per event/location:
When booking the same service for both locations,
you will receive a 30% discount on the second event.

05



Participation opportunities

05

PARTICIPATION OPPORTUNITIES

Become a host of a topic table

The Industrial Technology Summit promotes interactive and in-depth knowledge exchange between providers and users through topic tables focused on different key areas. Take this opportunity to position yourself as 1 of up to 5 topic leaders. Feel free to reach out to us!

Key Facts

- **Kick-off impulse talk to start the exclusive discussion round**
- **Moderation of the topic table as a host**
- **60-minute dialogue and interaction with participants**
- **Support with topic-specific questions in the context of the event from the editorial team of Computer&Automation and the SPS Price: €4,500**

Focus topics, for example:

- **AI and smart manufacturing**
- **AI and regulation**
- **AI and security**
- **AI and maintenance**
- **AI and sustainable production**
- **AI and robotic control**
- **AI and human-machine interaction**
- **Cognitive robotic**

Included services

Before the event

- Listing in the program guide
- Company presentation including logo on the event website
- Social media promotion on the SPS channels
- 1 online advertorial in the »SPS Industry News« section

On-site

- 2 free tickets for your staff including catering
- 25% discount on additional tickets for staff or partners

After the event

- Access to participant data
- Post-event report

Media services by Computer&Automation

- ½-page product ad in the AI May special
- 1 online advertorial including company presentation on computer-automation.de
- Editorial reporting
- Social media promotion
- 20% discount on one ad or online campaign within the channels**

Further
information



* the listed focus topics represent broad thematic areas and may vary depending on the specific emphasis of each event. The exact title of each topic table will be defined in close coordination with you.
** applies to advertisements during the period May – August 2026

Become an exhibitor

Present your innovations at the Industrial Technology Summit!

The Industrial Technology Summit offers companies and start-ups the opportunity to present themselves at the congress with a table-top stand.

Take advantage of this opportunity to present your products, developments, and innovations related to artificial intelligence and machine learning or artificial intelligence and robotics to a high-level professional audience. All presentation packages include your own exhibition space with technical equipment, congress tickets for access to the latest information and trends, and valuable networking opportunities with industry experts, decision-makers, and innovators.

For start-ups*, we offer a specially discounted presentation package that not only provides networking opportunities within the industry, but also access to valuable expertise on AI, machine learning, and robotics.

Secure your spot now and become part of the future of industrial technologies!

Included services

Before the event

- Listing in the program guide with logo and contact details

On-site

- 6 sqm presentation area including a table, 2 chairs, power connection, and Wi-Fi
- 1 or 2 free tickets for your staff, including catering
- 25% discount on additional tickets for staff or partners

Prices

■ Table-top exhibitor (max. 10 per location)	€2,900
■ Start-up special (max. 5 per location)	€1,450

Further
information



* Companies that are no more than 5 years old and have an annual turnover of no more than 10 million euros.

Table-top exhibition & sponsorship

Present your company and your innovations at the Industrial Technology Summit and inspire the community!

Service	Table-top exhibitor Start up special (max. 5)	Table-top exhibitor (max. 10)	Silver sponsorship (max. 3)	Gold sponsorship (max. 1)
Before the event				
Logo in the program guide	X	X	X	X
1/1 page ad in the program guide				X
Company presentation including company logo on the event website			X	X
Integration of a video in the company profile on the event website				X
Digital program guide for customers and partners	X	X	X	X
1 online advertorial in the »SPS Industry News« section				X
1 online advertorial incl. company presentation on computer-automation.de				X
½-page product ad in the ePaper AI May special by Computer&Automation			X	X
20% discount on ads or online campaigns within Computer&Automation channels			X	X
20% discount on SPS Technology Talks and SPS Communication Services			X	X
On-site				
Table-top presentation (incl. 6 sqm exhibition space with table, 2 chairs, power connection, and Wi-Fi)	X	X	X	X
25% discount on additional tickets for staff or partners	X	X	X	X
Free tickets for your staff including catering	1	2	2	3
After the event				
Participant contacts as Excel file	–	–	Lead attributes: e-mail address, name, company	Extended lead attributes: e-mail address, name, company, location, industry, job function
Price	€ 1,450	€ 2,900	€ 4,900	€ 8,900

* valid during the period May – August 2026

Additional advertising opportunities

Become an advertising partner at the Industrial Technology Summit and strengthen your company's image! The Industrial Technology Summit offers you the ideal platform for a customized marketing presence. As a sponsor of the Industrial Technology Summit, you will also receive a 20% discount on the SPS Technology Talks and SPS Communication Services. (Offer valid until September 2026)

Product	Service	Price	Additional information
Catering sponsorship	Your advertising message on the event buffets, including space for your own roll-up banner and display of your brochures	€1,690	plus production (maximum size: DIN A4)
Lanyard sponsorship	Event lanyards for all participants with your logo	€1,290	plus production
Provision of pens and/or notepads (exclusive for 1 sponsor)	Writing utensils for all event participants on-site	€590 each	plus production (notepad minimum size: DIN A5)
Roll-up banner	Roll-up banner with your message	€790	plus production

**Do you have your own ideas or special requests?
Feel free to reach out to us!**

Further
information



All prices are exclusive of statutory VAT.



WE ARE HERE FOR YOU!

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