



mesago

sps

24 – 26.11.2026

NUREMBERG, GERMANY

# SPS Portfolio

Diverse offerings at the trade  
fair and beyond

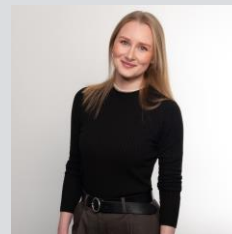
# The right products tailored to your needs!

Are you looking to maximize your visibility and reach during the SPS trade fair period? Presenting your products and expertise helps you connect with the right audience – and be discovered by them. Our product portfolio for and around the SPS is designed to support exactly that.

If you have any further questions, please do not hesitate to contact us.



**Matthias Hinterhölzl**  
Senior Sales Manager  
+49 711 61946 24  
matthias.hinterhoelzl@mesago.com



**Lilia Pfeifer**  
Sales Manager  
+49 711 61946 154  
Lilia.pfeifer@mesago.com

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In close partnership with NürnbergMesse, we continuously work on optimizing our products with a focus on sustainability as well as on their effective on-site presentation.

If you have any suggestions or ideas, we welcome an active exchange. Please feel free to contact us at:

[sustainability\\_team@mesago.com](mailto:sustainability_team@mesago.com).

# On-site advertising

01

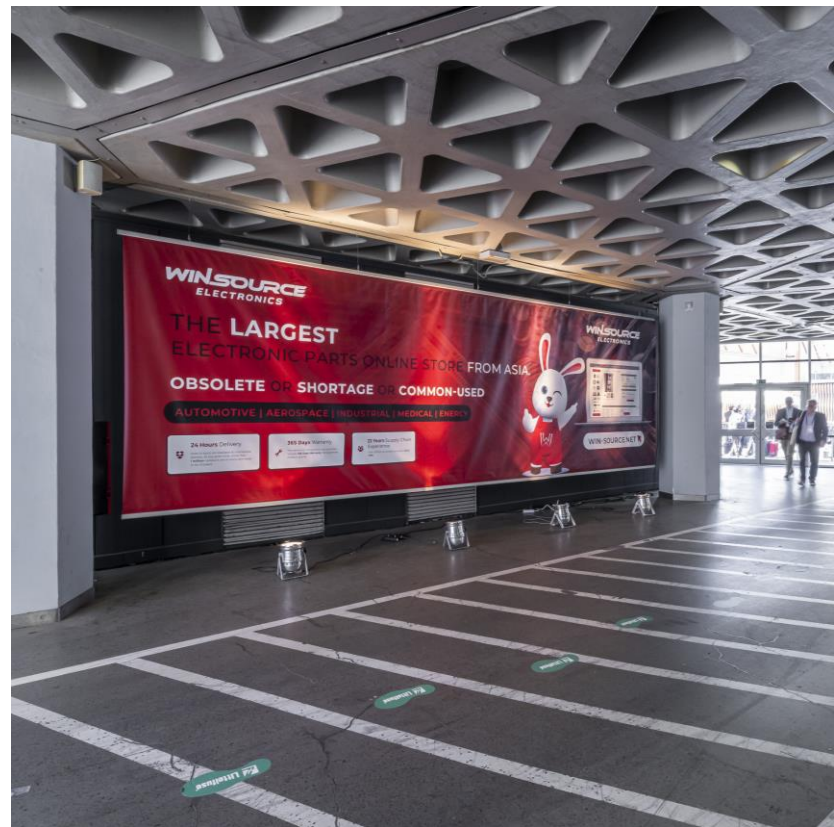
# MegaBanner

Prominently placed in the main passageways, the MegaBanner puts your brand at the heart of the visitor flow – clear, present and impactful.

## Details

Location	Core transitions 1/2/3/4/5 and 6/7/8/9
Width x height	8,000 x 2,410 mm
Price	€9,900

1 per sponsor



# GigaFrame

A large-format display in the central entrance area: Positioned directly within the initial field of view, the GigaFrame showcases your message in an unmistakable way – for a strong start.

## Details

Location	Entrance area NCC Mitte and Ost
Width x height	2,730 x 3,600 mm
Price	€16,900

Double-sided print, bookable 2x

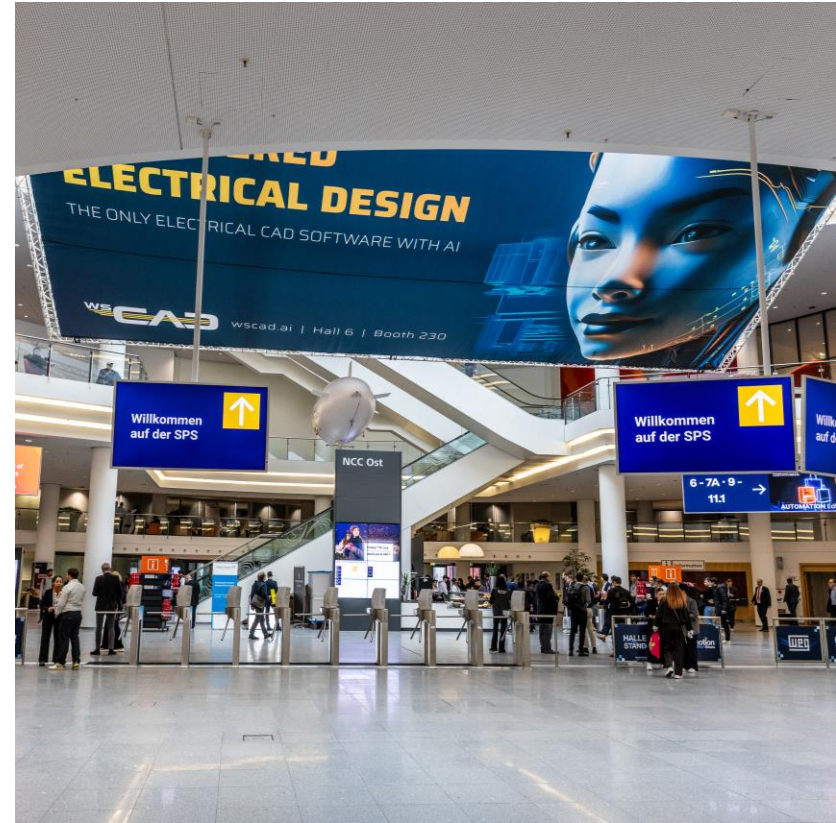


# RiggBanner

Centrally positioned. Large in scale. Visible from all sides.  
The RiggBanner turns your brand into a clear point of orientation within the visitor flow.

## Details

Location	NCC Ost
Width x height	17,500 x 8,000 mm
Area	140 sqm
Price	€19,900



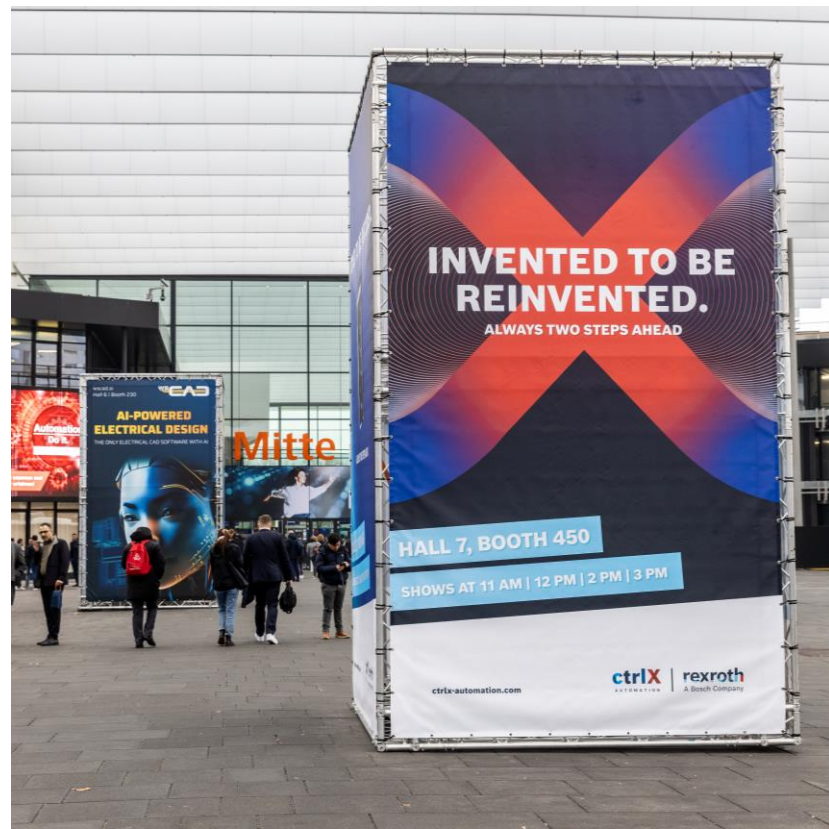
# Advertising tower

Eher: Positioned outdoors, the advertising tower delivers your message directly to incoming visitors – highly visible even before they enter the exhibition hall.

## Details

Location	Outdoor area NCC Mitte
Width x height	2,800 x 4,800 mm
Price	€17,900

Limited to 5 sponsors



# Poster glass parapet

Positioned for early visibility in the entrance area, your message reaches visitors directly on their way to the trade fair – visible from the very start.

## Details

Location	Entrance area NCC Ost
Width x height	970 x 820 mm
10 panes	€5,700
20 panes	€10,300
27 panes	€13,800

Single-sided print



# Glass panel branding

Placed directly at the turnstiles in the entrance area, the glass panel branding positions your brand at the heart of the visitor flow – visible at the key moment of arrival.

## Details

Width x height	On request
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Price	€12,900
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# Footprints

Individually branded footprints guide visitors purposefully through the exhibition halls – straight to your booth.

## Details

Location	Walkway directly to your stand
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30 pieces	€7,200
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50 pieces	€10,200
-----------	---------

100 pieces	€17,900
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Exclusively available 1x per hall



## Photo floor

Positioned in entrance and service areas, your message reaches visitors at the very moment they arrive and orient themselves.

### Details

Location	Entrance and service areas
Width x height	1 x 2 m (2 sqm)
Price	€3,800
Width x height	2 x 2 m (4 sqm)
Price	€4,600



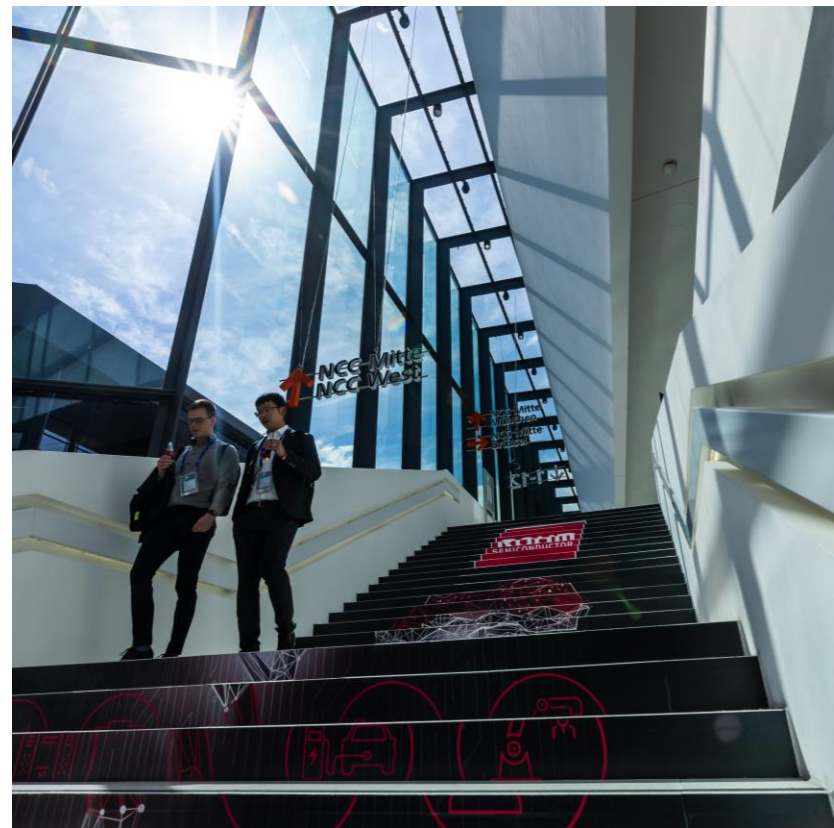
# Staircase advertising

Step by step in view: the large-scale stairway advertising guides your target audience through the trade show at key transition points and between floors.

## Details

Price	€690
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Per staircase

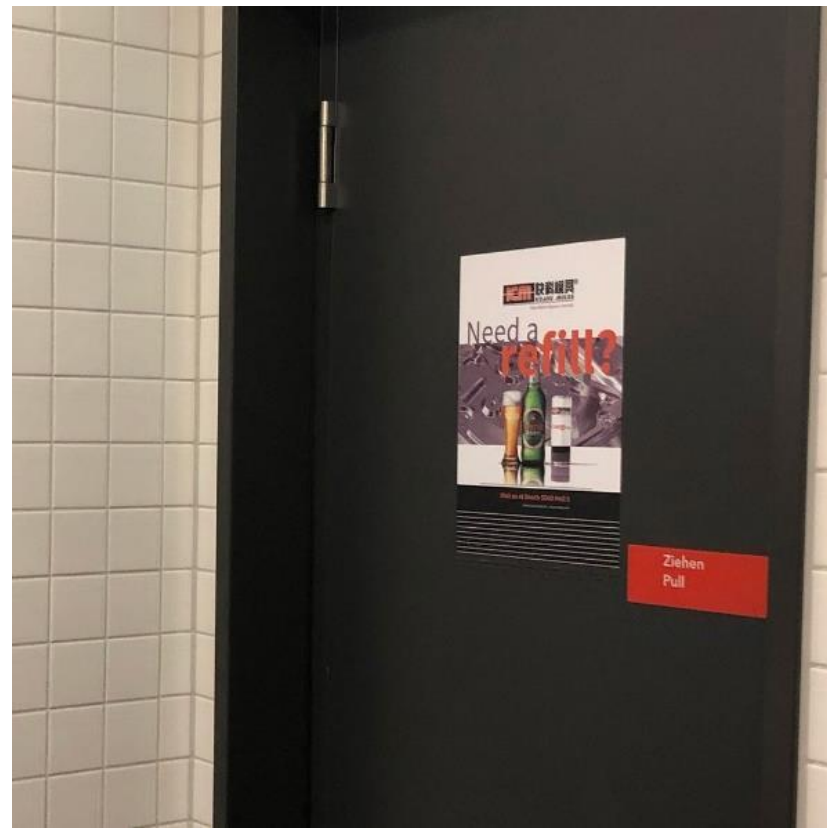


# Sanitary advertising

Placed in an area used by every visitor, sanitary advertising brings your message directly into view.

## Details

Location	Inside the cabin doors
Area	A3
Price per poster	€990



# Mirror advertising

One glance is all it takes: mirror advertising places your message exactly where visitors are looking.

## Details

Location	In specific restroom facilities
4-item package	€1,960
6-item package	€2,520
8-item package	€2,880
12-item + 13-item package	€3,720



# LightBox

Positioned at key touchpoints, illuminated displays ensure your message stands out in high-traffic areas.

## Details

Width x height (Entrances and service areas)	1,500 x 2,500 mm
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Width x height (bus stop at multi-storey car park and large car park)	1,175 x 1,725 mm
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Price	€6,100
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The lightbox features a fabric print and is backlit with 100% green electricity.



# Banner Up

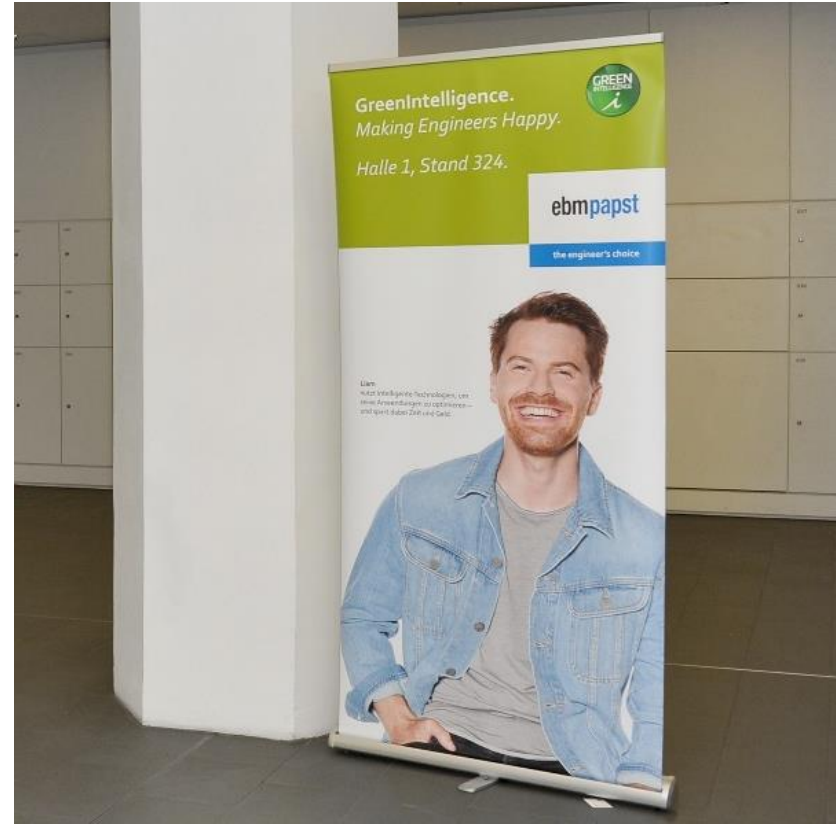
Placed in high-visibility central areas, the mobile display delivers targeted advertising at entrances and service points.

## Details

Location	Entrances and service areas
Width x height	1,000 x 1,960 mm
Price	€4,300



Design your banners for reuse. Avoid changeable details such as dates or booth numbers and rely instead on QR codes or broadly applicable messages. This allows you to use your banners multiple times and conserve resources.



# Large area tarpaulin

Visible even before entering the hall, outdoor advertising ensures your brand makes a lasting first and last impression on visitors.

## Details

Location	NCC Ost and Service Partner Center
Width x height	5,795 x 3,595 mm
Price	€10,600

Limited to 2 sponsors



# Showtruck

Eye-catching and highly visible outdoors, the show truck creates a strong brand presence across the exhibition grounds and reaches visitors even before they enter the hall.

## Details

Location	Fairpark
Condition	12x2 m stand in the hall
Price	€9,900

Limited to 2 sponsors



## Panels subway bridge

Visibility right at arrival and departure. Place your advertising along the route to the trade fair and accompany visitors on their way between the subway station and the grounds.

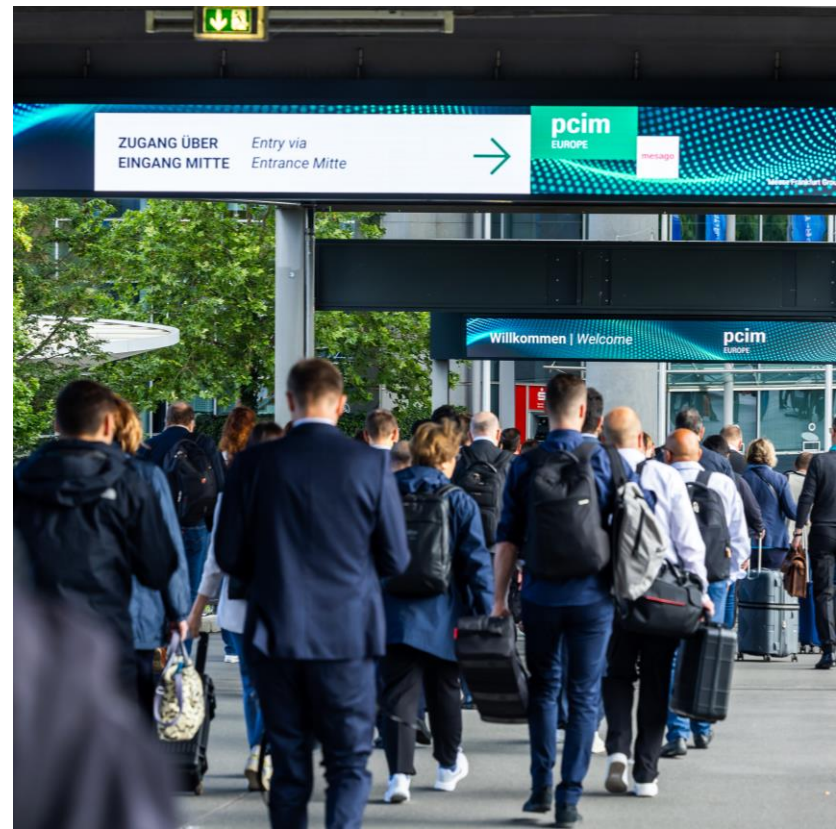
### Details

Location	Subway station „Messe“
Width x heigth	2,112 x 261 px
Preis	€13,800

Exclusive offer



The panels are powered by 100% renewable electricity.



# Parking lot banner

Visible from the moment of arrival: place your advertising at the parking garage and reach visitors directly as they arrive at and depart from the exhibition grounds.

## Details

Location	Parking garage Entrance Ost
Price	€32,000

Exclusive offer



# Coffee truck

Where visitors pause and take a breather, your message makes an impact. Advertising in a relaxed atmosphere creates closeness and lasting presence.

## Details

Price incl. barista	€13,900
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Limited to 2 exhibitors



# Coffee bike

Flexibly placed in the visitor zone, the coffee bike brings your brand right to the visitors – during a relaxed break with maximum visibility.

## Details

Location	In connection to a visitor zone
----------	---------------------------------

Price incl. coffee cup and barista	€12,700
------------------------------------	---------

Exclusive per hall



# Zeppelin

Impossible to miss: positioned in the entrance area, the zeppelin sparks amazement, draws attention and captures every eye.

## Details

Location	Entrance NCC Mitte and Ost
Width x height	2,000 x 750 mm
Price	€14,300

Exclusive for 1 exhibitor per entrance



## Distribution action

Right at the entrance, you personally hand out your promotional materials to visitors – creating immediate attention through personal interaction.

### Details

Price entrance	€6,900
Price core transition	€5,100

Counter and Banner Up; production and delivery not included



Choose high-value giveaways with digital take-away via QR codes. Use printed materials selectively as eye-catchers. Design your banners for reuse – so they can be used again at the next the SPS.



# Visitor zone

Space for presence and exchange. In the visitor zone, you place your advertising exactly where visitors linger and consciously engage with their surroundings.

## Details

Visitor zone Basic (incl. branding back wall)	€7,900
Visitor zone Premium (incl. branding back wall & 1 side wall, flyer display and distribution )	€13,300

Variable positioning according to availability



We focus on resource-efficient stand construction, using reusable wall systems, rental furniture and an eco carpet. Use certified print products selectively as eye-catchers and provide your content digitally. This ensures information remains securely available – even after the SPS.



# Hall transition display

Digital presence at highly frequented transition areas. Placed between the halls, your advertising reaches visitors exactly where they move through the trade show.

## Details

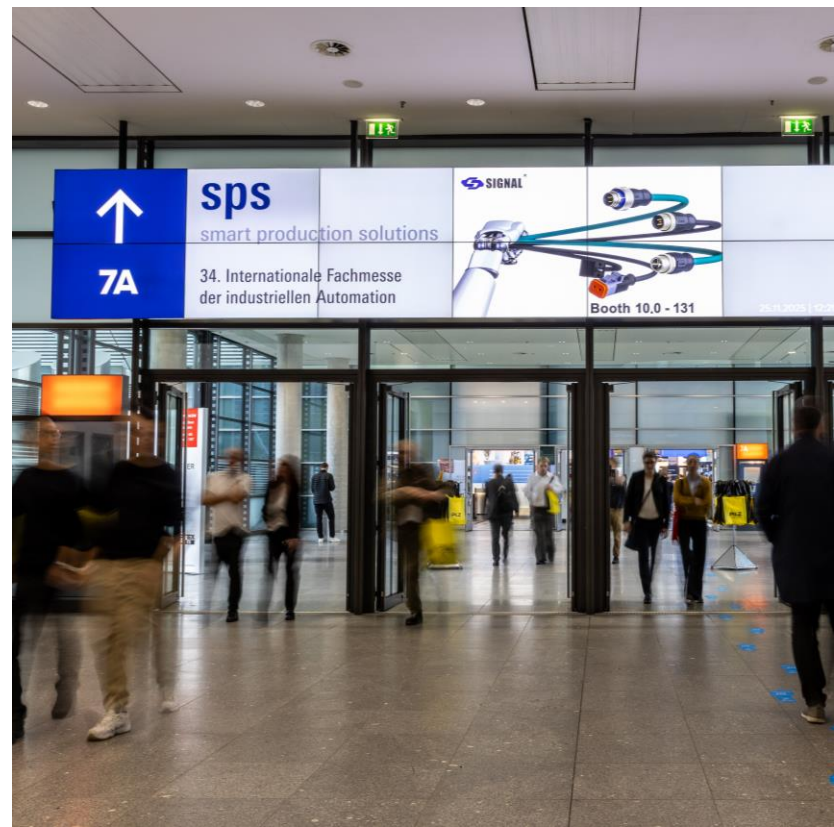
Hall transition 7A - Width x height 2,670 x 1,500 mm

Price €5,800

Bookable up to 4 times per display, videos/graphics without sound, no 3D possible, fade-in 15 seconds



The displays are powered by 100% renewable electricity.



# Foyer displays

The first contact counts. The foyer displays place your advertising digitally and prominently exactly where visitors arrive and orient themselves.

## Details

2x NCC Mitte - Width x height 2,400 x 1,400 mm

NCC Ost - Width x height 2,670 x 1,500 mm

Price 6.900 €

Bookable up to 4 times per display, videos/graphics without sound, no 3D possible, fade-in 15 seconds



## LED wall (image/video – slot)

Positioned prominently in front of the entrance, the LED wall delivers your message in motion, creating visibility and impact before visitors step into the trade show.

### Details

Location	In front of the entrance NCC Mitte
Width x height	7,200 x 4,400 mm
Price	€11,800

Limited to 4 sponsors, videos/graphics without sound, no 3D possible, fade-in 15 seconds



The LED wall is powered by 100% renewable energy. It is switched off overnight to save energy and switched back on in the morning in good time – ensuring visibility for your target audience when it matters.



# Lanyards and badge cover

Visible all day long. Lanyards and badge holders carry your brand through every hall and every encounter at the SPS.

## Details

Price incl. ticket banner online	€16,400
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Limited to 2 sponsors



Choose lanyards made from recycled PET and neutral, year-independent branding. This allows for multiple use while saving costs and resources. We recommend working with regional suppliers and are happy to support you in the selection process. Upon request, we make your sustainable commitment visible on-site at the SPS.



# Exhibition bags

Visible throughout the entire trade fair. Your advertising accompanies visitors through the halls and continues to have an impact beyond the trade fair.

## Details

Location	Hall transitions and service areas
Price	€14,200

Exclusive for 1 exhibitor



Avoid plastic and choose high-quality materials such as organic cotton instead. Look for recognized quality labels such as Blue Angel, Fairtrade, Green Button or GOTS. We recommend working with regional suppliers and are happy to support your selection and make your sustainable commitment visible on-site at the SPS.



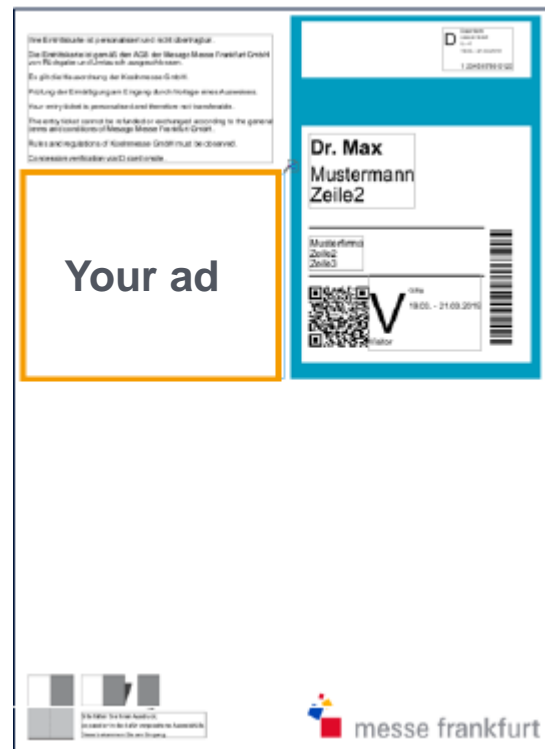
# Ticket ad

Present with every visitor. Advertising on the ticket reaches the entire target audience – even before the trade show visit.

## Details

Format	827 x 1,182 px
Price	€12,900

Deadline and product information on request, limited to 1 exhibitor



# Online advertising

02

# Banner exhibitor search

Be visible exactly where active searches happen. A banner in the exhibitor search positions your brand at the very moment visitors are planning their trade show visit.

## Details

Format	(Listview) 1,140 x 114 px	Combination 500 x 500 px (Gridview) und 1,140 x 114 px (Listview)
Price	€5,900	€8,100

Limited to 4 exhibitors per position

The screenshot shows the mesago website interface for exhibitor search. At the top, there is a search bar with 'sps' entered and a 'SHARE' button. Below this is a section titled 'Exhibitors and products' with a paragraph explaining the search functionality. A search bar with a 'SEARCH' button and a 'FILTER' button is also present. The main content area displays 'All exhibitors' with a list of results including 23 Technologies GmbH, 3M Deutschland GmbH, 3onedata Co., Ltd., 3X Motion Technologies Co., Ltd., and 40Factory srl.

# Banner homepage

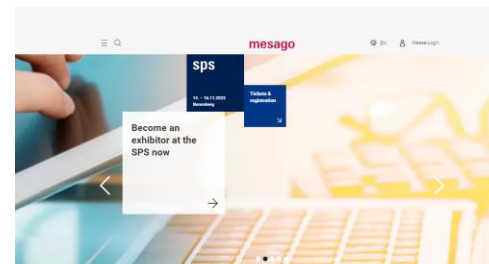
The homepage of the SPS website is the most visited entry point for industry professionals, buyers and decision-makers – long before the trade show begins. A banner here is not a classic advertising format, but a clear signal: we are here and we are relevant. Present your company exactly where the industry is looking.

## Details

Format 1,140 x 285 px (4:1)

Price €7,900

Limited for 4 exhibitors



### SPS - Smart Production Solutions: Bringing Automation to Life

Hands-on. Visionary. Personal.

The SPS is the industry highlight of the automation sector and, with its unique content, represents the complete spectrum of smart and digital automation - from simple services to intelligent solutions, from small & flexible today to the vision of comprehensive, digital industrial ecosystems.

[TO THE PEOPLE OF THE SPS](#)

#### SPS unique offerings:

Do you need practical automation solutions for your field of work? Are you looking for approaches to solutions for the challenges of tomorrow? Then the SPS is the place for you. The participation offers you and your employees and visitors enables you to exchange ideas at our fair and enjoy three gallery talks in the event.

[ADD THE SPS BOOTH TO YOUR CALENDAR](#)



#### Impressions of the SPS 2022



## Media Package Manager (MPM)

Your exhibitor profile is often the first real point of contact with potential customers. With the add-on options in the Media Package Manager, you can strategically enhance your profile – for example with press information, product videos, shop links or additional product pages. For greater depth, higher relevance and a noticeably stronger impact.



Product	Price
Press informationen	€210
Direct link to your products	€210
Link to your online shop	€250
Social Media Links	€210
Upload a video in your exhibition profile	€260
Document download	€130
Additional product page	€350
Company logo in the list of exhibitors	€729
Product groups	€50

# Top of Search

Anyone searching by keyword will find you first. With “Top of Search,” your company appears at the very top of the exhibitor search results – on the website and in the app.

## Details

Price €4,100

Max. availability 6x

30 Zugänge

Fabrikautomation

Produktgruppen Ihre Suche nach „Bosch“ ergab 15 Treffer. SUCHAUFRUF

Länder / Regionen

Hallen

Special Interests Beste Ergebnisse Kachelansicht ALLE MERKEN

Messeneuheiten  
Pressemittellungen  
Events bei Ausstellern

Anzeige

**rexroth**  
A Bosch Company

**Bosch Rexroth AG**  
Bosch Rexroth sorgt als ein weltweit führender Anbieter von Antriebs- und Steuerungstechnologien für effiziente...

**Robert Bosch GmbH**  
Die Bosch-Gruppe ist ein international führendes Technologie- und Dienstleistungsunternehmen mit weltweit rund 417 900...

**Dr. Fritz Faulhaber**  
FAULHABER motion A 01/2024 ... Volkswagen, Bosch ner. www.faulhaber.com... www.stiwa.com...

7,450 1,430 4,346

# Top of Product Group

At the top when it matters. With “Top of Product Group,” you rank number one in your category – everywhere visitors are specifically searching for solutions.

## Details

Format 1,140 x 285 px (4:1)

Price €3,500

Max. availability 5x

The screenshot shows the mesago website interface. At the top, there is a search bar with the text 'Teilersuche von 2025' and the mesago logo. Below the search bar, there is a navigation menu with 'sps' highlighted. A search input field contains the text 'z. B. Produkt, Ausstellername...'. The main content area displays search results for 'Motoren nach'. The results are filtered by 'Antriebstechnik', 'Messende Sensoren', and 'Alle zurücksetzen'. The search results list includes 'BD SENSORS GmbH', '36ZERO Vision GmbH', and '3X Motion Technologies Co.,Ltd'. The BD SENSORS GmbH entry is highlighted with a blue border. The entry for BD SENSORS GmbH includes the company name, a description: 'BD SENSORS ist ein weltweit tätiges Unternehmen, welches hochwertige Druck- und Füllstandsmesstechnik für Industrieanwendungen...', and an image of several sensors. The entry for 36ZERO Vision GmbH includes the company name and a location pin icon. The entry for 3X Motion Technologies Co.,Ltd includes the company name, a description: 'Established in 2002, 3X Motion Technologies CO.,Ltd. in focus on motor's design, development and production for more than...', and an image of a motor component.

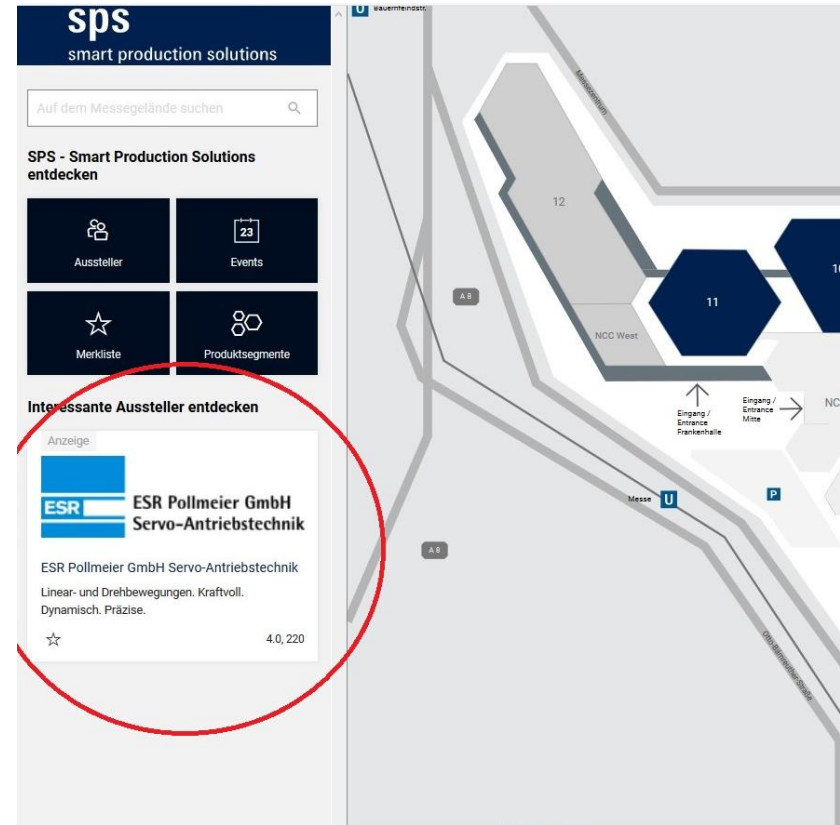
# Front Page Promo Box

Present where it matters – and everywhere at once. The “Front Page Promo Box” places your company on the homepage, in the interactive floor plan and in the exhibitor search within the app. For maximum visibility during the active phase of trade show planning.

## Details

Price €5,100

Max. availability 5x



# Newsletter banner

With a banner, you place your message directly in the inbox of a target audience that is actively engaged with the industry. Your advertising appears exactly where content is read with intention.

Details	
Format	Banner 700 x 150 px
	Content format 220 x 220 px + Text
Price	€4,900

Sent to approx. 70,000 national and international contacts.  
Limited to 1 banner per newsletter.



**Jetzt zum SPS Technology Talk anmelden! 25.09.2025 | 13:00 Uhr**

Security bedeutet im industriellen Kontext mehr als Cybersicherheit. Ab Januar 2027 stellt die neue EU-Maschinenverordnung Konstrukteure, Hersteller und Betreiber vor die Herausforderung, physische und digitale Risiken gleichermaßen zu beachten. Erstmals gelten verbindliche Vorgaben für KI-basierte Steuerungen und Software als sicherheitsrelevante Komponenten. Autonome und vernetzte Maschinen müssen künftig gegen Manipulation und Cyberangriffe abgesichert werden – ein Paradigmenwechsel für Entwicklung und Betrieb.

In seiner Keynote am 25.09.2025 zeigt **Thomas Koester**, globaler Leiter des technischen Kompetenz-Centers Industriemaschinen vom **TÜV Rheinland**, ab 13:00 Uhr praxisnah, wie Unternehmen sich strategisch vorbereiten und rechtzeitig CE-Konformität erreichen.

Im Anschluss präsentieren Steve Schoner, Senior Produkt Marketing Manager bei Genua und Ulrich Topf, Team Lead Integration and Security bei Hima, ein hochsicheres Konzept für minimal-invasive Fernwartung. Anhand eines Praxis-Beispiels wird deutlich, wie moderne Verschlüsselung und Authentifizierung interaktiv und kontrolliert mit OT-Systemen interagieren – gemäß aktueller technischer und sicherheitsrelevanter Anforderungen.

Warten Sie nicht, bis Industrial Security zum Stolperstein wird – sichern Sie sich jetzt Ihren Platz beim SPS Technology Talk.

[Ich bin dabei](#)

Wir freuen uns auf Ihre Teilnahme und Ihre Fragen!  
Ihr **SPS-Team**

**Anzeige**



# Ticket banner

Digital first – your advertising in the e-ticket download area reaches every visitor at a moment of full attention, even before the trade show begins.

## Details

Format	1,140 x 380 px
Price	€9,900

Limited to 3 sponsors

The screenshot shows a user interface for online ticketing. At the top, there is a navigation bar with 'Online Ticketing', a user profile 'Anna Navrot...', and links for 'Buy tickets', 'Your orders', and 'English'. Below this is a dark blue header with the 'sps' logo and 'smart production solutions' text. A progress indicator shows four steps, with the fourth step, 'Download Tickets', being the active one. The main content area displays a 'Thank you for your order!' message, stating 'Your order was successful.' and 'Your tickets are created and can then be downloaded and saved.' Below this is a grey box with the heading 'Download your tickets' and the text 'You can access and download your tickets and invoices at any time under Your orders.' At the bottom of this box is a small 'Adient' logo. Below the grey box is a large advertisement for Beckhoff's MX-System. The ad features a 3D rendering of industrial control cabinets on the left and a red background on the right with the text 'MX-System: Control cabinet-free automation' and the 'BECKHOFF' logo.

## Tell your friends!

Now share your visit with your colleagues and friends.



# App banner

From preparation to hall navigation, the SPS app guides visitors throughout the entire trade show. As the digital heart of the SPS, it is your advertising space right at the center of the action.

## Details

Format	Price
Dashboard (Main menu)	€6,400
Exhibitor search	€3,900
Exhibition plan	€3,900
Events	€3,900
Watchlist	€3,500
News	€3,500

Limited to 4 banners. Exception: dashboard – limited to 2 banners



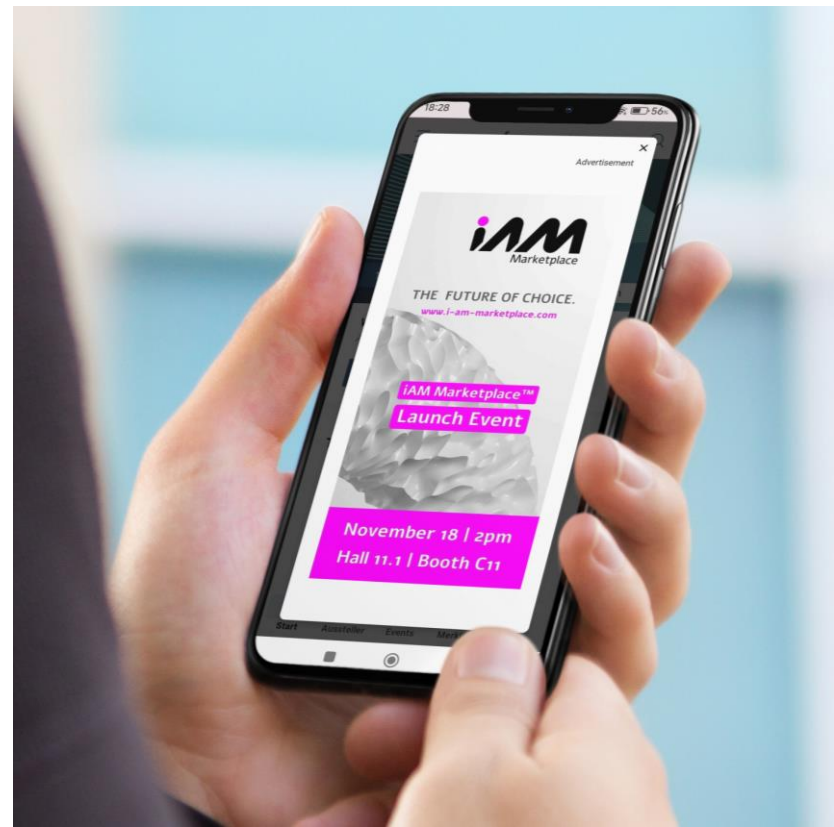
## Splash screen in the app

When opening the SPS app, the splash screen appears first – large-format and full screen. Visitors must actively tap it away to access the app. This makes your company the very first impression every app user receives.

### Details

Format	1200 pixel width x 2400 pixel height
Price	€9,900

Limited to 2 sponsors



# SPS Makeathon

03

# What is the SPS Makeathon?

- **Innovative event format** to promote STEM talent
- Young participants develop **creative technical solutions** together
- **A real-world project** in fast-forward – from the idea to a prototype
- Inspired by the **SMART GREEN ISLAND Makeathon** concept by ITQ GmbH
- **Hands-on, interactive**, and delivering real value for both talents and companies
- Live at the SPS for the third time

## What

Hands-on workshops à 2,5h: Design and build prototypes

## Who

4-6 groups per workshop with a max. of 10 young talents each

## When

In the mornings and afternoons on all 3 days of the trade fair

## Where

Hall 5

# Why the SPS Makeathon is the perfect opportunity for you

- Connect with **future professionals**
- Create **shared success** and lasting impact
- Boost your **visibility** among **young talents** and the **SPS community**
- Position your company as a **pioneer** and **future driver**
- Tap into the established **Makeathon network**

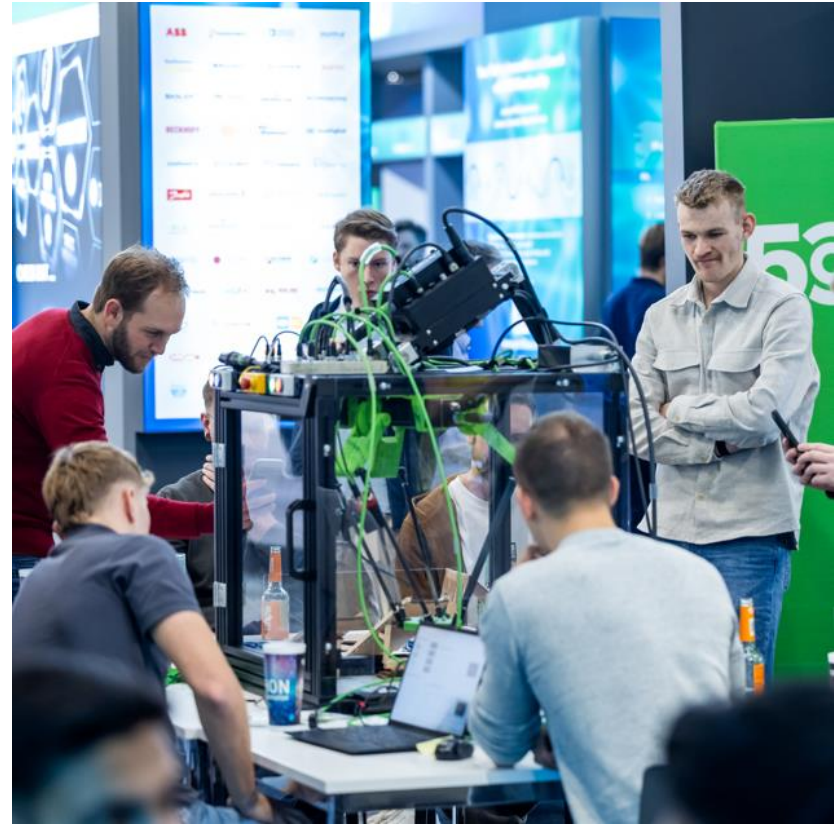
## Your contribution:

- Define and support your own challenge
- Provide hardware and software
- Supervise the team with your own staff (e.g., apprentices)



## Services at a glance

- **1 project table per day (2 sessions: Morning & afternoon)**
- Multiple-day bookings possible
- **Makeathon coaches** available for support if needed
- **Your company logo** featured on the SPS website in the Makeathon section
- Targeted **communication** efforts through social media and support from our partners
- **Additional visibility** at the trade fair with your logo displayed at the Makeathon booth and a label featured in the exhibitor search
- **Participant data provided** (subject to marketing consent)
- **Participant data provided** (subject to marketing consent)
- Optional: take part in our [Young Talents Rallye](#) free of charge



# Booking options

## SPS Makeathon (morning and afternoon sessions)

Tuesday, 24 November 2026	€3.600
Wednesday, 25 November 2026	€3.600
Thursday, 26 November 2026	€3.400

When booking two days: Receive 50% discount on the second day  
When booking three days: The third day of the trade fair (Thursday) is free of charge



## 15-minutes presentation slot during the Makeathon

Give a short presentation to introduce your company and use the stage at the Makeathon booth to attract the attention of young talents.

- € 300 per slot
- 15-minutes slot during the lunch break (between 12:00 p.m. and 1:30 p.m.)
- Max. 3 presentation slots per day (allocated on a “first-come, first-served” basis)

Only in conjunction with a Makeathon booking and on the day of your booked Makeathon slot.

€50 discount for New Automation e.V. members.

## Contact & Partners



**Nadine Dalecker**

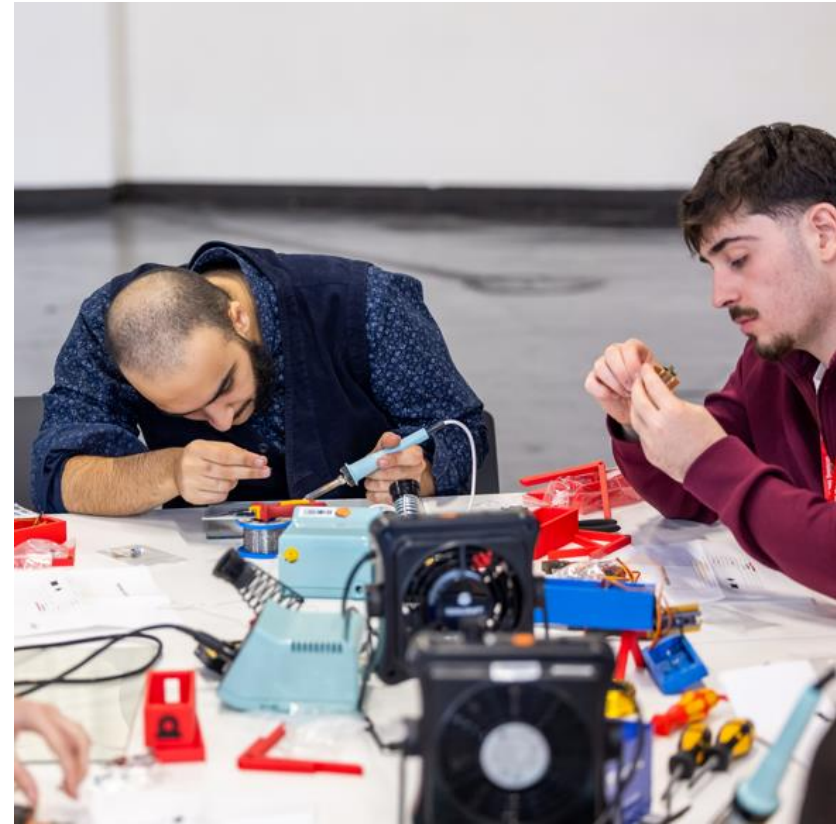
Exhibition Manager

+49 711 61946 407

sps-makeathon@mesago.com



Kompetenz in Mechatronik  
Software und Systems Engineering



# Guided Tours

04

# What are the Guided Tours?

- Bring up to 15 young talents directly to your exhibition stand
- Up to **6 exhibitors per tour**
- **Tourstart::** In the morning (around 10:00 a.m.)
- **Duration per stop:** 15 minutes per booth
- Accompanied by a guide who also keeps time

## Dates

Tuesday, 24 November 2026

Wednesday, 25 November 2026

Thursday, 26 November 2026



## Booking options & benefits

- **Generate contacts:** Scan visitor badges directly at your booth
- **Online presence:** Your logo featured in the Guided Tours section of the website
- **Recruiting boost:** Voucher for a job posting on the [“SPS CareerDrive”](#) portal
- **Targeted visibility:** Listing of your company in the exhibitor search under the product group „Offer for pupils, students, young professionals / young talents“
- **Multi-channel promotion:** Visibility via social media & SPS website, targeted outreach to higher education institutions, universities and mention in the official SPS press release
- Optional: Take part in our [Young Talents Rallye](#) free of charge

Limited offer Allocated on a „first come, first served“ basis (Deadline 14 September 2026)	
1 Day	€699
2 Days	€799
3 Days	€849



# Your benefits & contact

## Your benefits as an exhibitor:

- Boost attractiveness as an employer through targeted outreach to young talents
- Engage directly and early with pupils, students & young professionals
- Strengthen your brand & boost visibility
- Network with teachers and educational institutions
- Build lasting relationships through personal encounters



**Gloria Kuch**

Senior Exhibition Manager

+49 711 61946 393

[sps-visitors@mesago.com](mailto:sps-visitors@mesago.com)





**Matthias Hinterhölzl**  
**Senior Sales Manager**

+49 711 61946 24

matthias.hinterhoelzl@mesago.com

**Lilia Pfeifer**  
**Sales Manager**

+49 711 61946 154

Lilia.pfeifer@mesago.com

