

Messe Frankfurt Group

sps

mesago

SPS Automation Hub Mediakit

Reach, visibility, and engagement for your topics

2027

SPS AUTOMATION HUB: VISIBILITY 365 DAYS A YEAR

The SPS – Smart Production Solutions in Nuremberg is the highlight event and driving force of the automation industry. Each year, market leaders, innovation pioneers, and users come together to showcase and discuss the latest technologies, solutions, and trends in industrial automation.

The SPS Automation Hub extends this strong network with a year-round platform for information, exchange, and networking. It brings together suppliers, users, and industry experts, creating additional reach far beyond the days of the exhibition.

Companies use the SPS Automation Hub to increase the visibility of their innovations, products, and expertise, connect with relevant target audiences, and position themselves as trusted experts in their respective markets.

Through news, technical articles, videos, and events, the SPS Automation Hub provides continuous insights into the latest industry developments and fosters meaningful exchange within the automation community.

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01

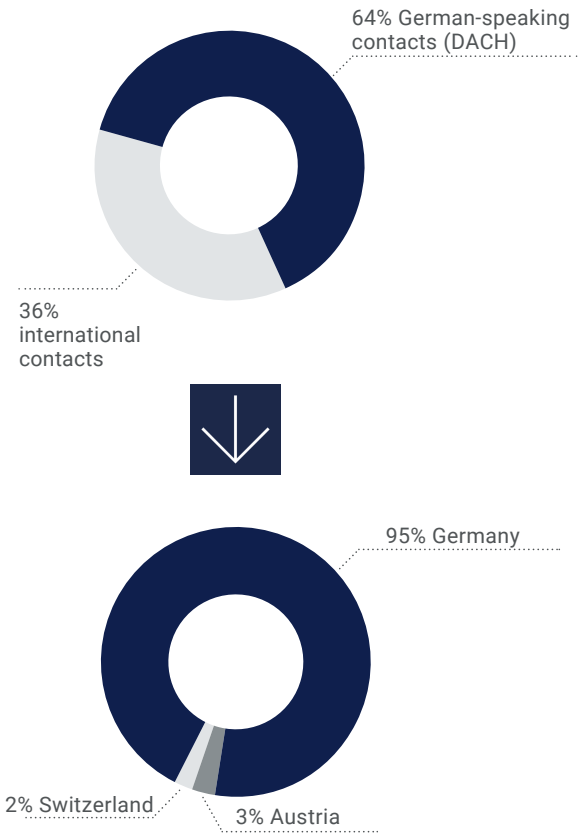


Target group and reach

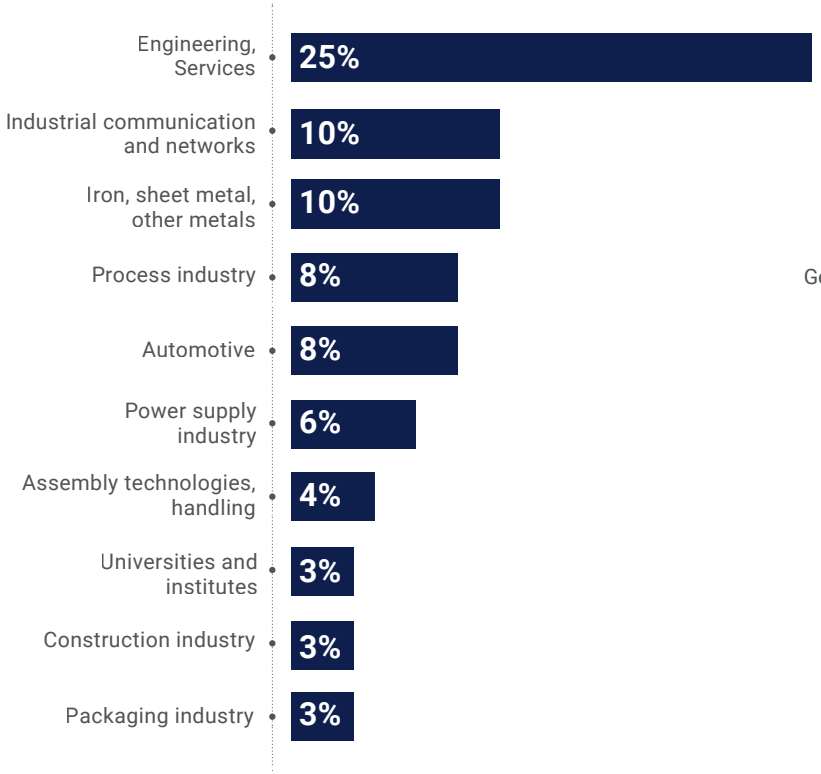
01
TARGET GROUP

Reach decision-makers, engineers, and users in the automation industry exactly where they stay informed about technologies, trends, and innovations throughout the year.

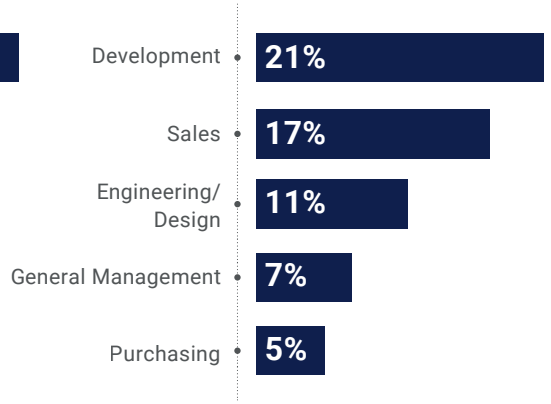
BY COUNTRY



BY INDUSTRY



BY DEPARTMENT



Subject to change & printing errors / As of September 2026

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.



> 23,000

SOCIAL MEDIA FOLLOWER*

*LinkedIn, Instagram, Facebook

Ø 5.6 %

SOCIAL MEDIA
ENGAGEMENT RATE

*August 2025 - July 2026
LinkedIn, Instagram, Facebook

Ø 26.1 %

UNIQUE OPENING RATE
SPS EXPERT NEWSLETTER*

*Sent only to German-speaking contacts

143,240

PAGE IMPRESSIONS*

*August 2025 - July 2026, entire website

up to 52,000

NEWSLETTER RECIPIENTS*

*Sent only to German-speaking contacts

Subject to change & printing errors / As of September 2026



02

SPS Technology Talks

02
SPS TECHNOLOGY TALKS

Position your current industry topics within a highly qualified professional audience, independent of the exhibition schedule. With the the SPS Technology Talks, you can present technologies, trends, application scenarios, and solution approaches in an interactive webinar format while engaging directly with technical specialists and decision-makers from the automation industry.

This curated webinar series on selected future-focused topics brings suppliers and users together, creating opportunities for knowledge sharing, discussion, and fresh perspectives. Additional media coverage before and after each webinar ensures high visibility for your content.

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

Your benefits at a glance

- Professional moderation of the event, including a Q&A session
- Neutral and independent opening keynote
- Target audience-specific invitation management
- Editorial pre- and post-event coverage of the content through the monthly SPS expert newsletter
- Recording of the content and professional video production
- On-demand availability of the video content in the SPS Insights for up to eight weeks after the webinar
- Social media promotion of the SPS Technology Talks
- Reporting, including registered participants

Key facts and prices

- Six webinars per year covering the most important technology trends in the automation industry
- An average of 74 participants per event*
- Neutral keynote plus up to three provider sessions
- 20-minute session including Q&A
- Live remote participation via Zoom
- On-demand availability of the content

Price per provider session: €3,900**

Bundle price when booking 2 provider sessions on different topics: €7,100**

* 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 2027

Date	Topic
28 January 2027	Industrial Security
11 March 2027	Industrial Communication
22 April 2027	Green Industry
10 June 2027	Industrial Safety & Security
7 Oktober 2027	Smart Manufacturing
28 Oktober 2027	Industrial AI



Additional information on topics and content available upon request.

Click here to book



03

Online Advertorial

WHAT OUR CUSTOMERS SAY

» The decision to use mesago's Online Advertorials 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 Online Advertorial, 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

03
ONLINE ADVERTORIAL – TEXT OR VIDEO

Place your message as an online advertorial in the SPS Industry News section of the SPS website as either a text article or video contribution in English or German. Your content will be featured within the news portal and remain online for six months. In addition, your advertorial will be promoted through teaser in the the SPS expert newsletter as well as a supporting social media post on the SPS channels.

This enables you to reach technical specialists and decision-makers in the automation industry directly while sustainably increasing the visibility of your topics, products, and solutions.

Key facts

- Publication as a text contribution (up to 1,500 words) or video contribution
- Presentation in either German or English
- Six months of online presence on the SPS website
- Integration of images, videos, and web links possible
- Categorization according to the SPS product groups
- Promotion via the SPS expert newsletter and social media channels
- Targeted reach to technical specialists and decision-makers in the automation industry

Your benefits at a glance

Online Advertorial

- Target group communication without wastage
- Publish your own content within the trusted environment of the SPS communication
- Enhancing thought leadership, product awareness, and brand recognition
- High credibility through integration into editorial content
- Long-lasting visibility through a six-month online presence
- Multi-channel reach via the SPS website, expert newsletter, and social media channels

Prices

1 advertorial as a text article or video	€3,795
2 advertorials as a text article or video	€4,785

Further information on the target group and reach can be found on pages 4 and 5.

Click here to book

Online advertorial: Schedule and topic plan 2027

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	01/2027	02/2027	03/2027	04/2027	05/2027	06/2027
Publication date	CW 05	CW 11	CW 17	CW 22	CW 41	CW 44
Content sumbission deadline	18 January	1 March	12 April	17 May	27 September	18 October
Focus topic	Industrial Security	Industrial Communication	Green Industry	Industrial Safety & Security	Smart Manufacturing	Industrial AI

04



Stand-alone Mailing

04
STAND-ALONE MAILING

The stand-alone mailing is an exclusive direct marketing format that allows you to deliver your message directly to relevant decision-makers and highly qualified professional audiences within the automation community, based on the qualified SPS database.

Key facts

- Communication to up to 4,000* addresses from the SPS pool
- Exclusive stand-alone mailing 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 opening and click rates
- Average opening rate (unique) of 26.1% (2025).

Your benefits at a glance

- Targeted outreach to your ideal audience
- Generate qualified leads and valuable new business contacts
- Increase visibility and relevance through co-branding
- Easy to implement with minimal effort from your team

Prices

Base price incl. 1,000 addresses	€2,450 / €2,940**
Additional address records:	
An additional 1,000 contacts	€990 / €1,200**
An additional 2,000 contacts	€1,890 / €2,260**
An additional 3,000 contacts	€2,650 / €3,180**

Click here to book

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

** Exhibition pricing valid in October and November 2027, including a 20% surcharge



05

SPS Experience Days

05
SPS EXPERIENCE DAYS

We bring the reach and industry network of the SPS directly to your showroom, turning visitors into qualified leads and innovations into valuable business conversations.

The SPS Experience Days help you go beyond your existing customer base and connect with new technical professionals and industry decision-makers from across the automation sector. Hosted at your own facility, these events give participants the opportunity to experience your innovations, technologies, and applications firsthand while exchanging ideas directly with your experts.

Please note: Available only in Germany, Austria, and Switzerland

Key Facts

- Customized half-day event at your showroom, experience center, or application center
- Target audience selection and focused outreach to relevant specialists and decision-makers
- Invitation and attendee management included
- Customized agenda and program design tailored to your objectives
- Media coverage through the SPS website and social media channels
- GDPR-compliant lead delivery

Your benefits at a glance

- Benefit from the experience of an established exhibition organizer for event planning, participant acquisition, and event management
- Reduce the workload on your internal teams through the delegation of selected organizational tasks
- Welcome new contacts and potential customers within your own business environment
- Enable meaningful one-on-one interactions with prepared and highly engaged participants
- Bring innovations, technologies, and applications to life
- Gain additional visibility before, during, and after the event
- Foster professional exchange and valuable networking opportunities

Dates and pricing available upon request.

Further information on the target group and reach can be found on pages 4 and 5.

Schedule a meeting



06

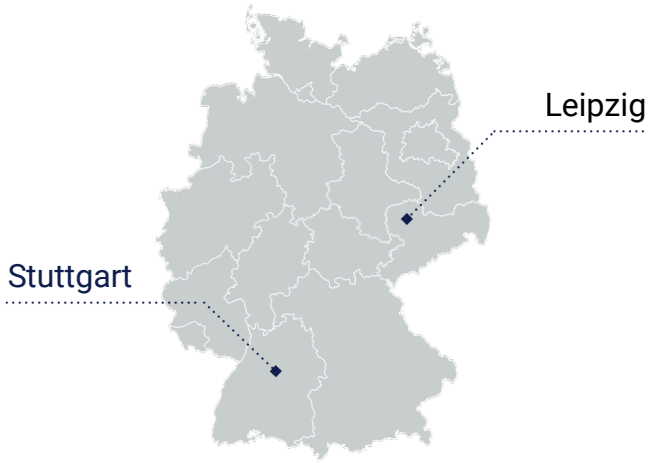
Industrial Technology Summit

06
INDUSTRIAL TECHNOLOGY SUMMIT

The Industrial Technology Summit brings together industry experts, manufacturers, and technical decision-makers to discuss real-world use cases, practical experiences, and industry challenges. This conference and networking format combines keynote presentations, expert talks, deep-dive sessions, panel discussions, networking opportunities, and targeted one-on-one matchmaking.

The result is high-value connections and open, peer-level exchange among industry professionals. With a rotating focus on emerging topics, the Industrial Technology Summit addresses the key challenges and opportunities shaping the future of the industry.

Two locations, one goal – bringing thought leaders together



Stuttgart, 29 April 2027: AI & Machine Learning

Artificial intelligence (AI) and machine learning (ML) are among the most important drivers of innovation in industrial automation. The Industrial Technology Summit in Stuttgart highlights how companies are successfully integrating these technologies into production, engineering, and business processes to create measurable value.

The event examines current developments, key success factors, and the challenges involved in implementing intelligent systems.

Leipzig, 23 September 2027: AI & Robotics

The convergence of artificial intelligence and robotics is unlocking new potential for flexible, autonomous, and efficient production processes. The Industrial Technology Summit in Leipzig focuses on the technological developments that will shape the next generation of industrial automation.

The agenda centers on intelligent robotic systems, autonomous applications, human-robot collaboration, and the use of AI to optimize production and logistics processes.

Further information

Industrial Technology Summit 2027

- 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

Focus: AI & Machine Learning in Stuttgart

Key facts

- Date: 29 April 2027, Pre-Event 28 April 2027
- Location: Stuttgart, Design Office Tower

Please note: it is a German-language event

Focus: AI & Robotics in Leipzig

Key facts

- Date: 23 September 2027, Pre-Event 22 September 2027
- Location: Leipzig, Design Office Post

Please note: it is a German-language event

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

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 *

Further information

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

06



Participation opportunities

06

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.

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 security
- AI and sustainable production
- AI and human-machine interaction
- AI and regulation
- AI and maintenance
- AI and robotic control
- 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”

- 1/2-page product ad in the AI or robotics special edition ahead of the event
- 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 April – September 2027

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 with a tabletop stand as part of the conference.

Key facts

- Showcase innovations in the fields of artificial intelligence, machine learning, and robotics to a qualified professional audience.
- Benefit from high-value networking opportunities with users, experts, and decision-makers.
- Receive dedicated presentation space, including technical equipment.
- Gain access to the congress and experience
- Establish new business contacts and increase your visibility.
- Take advantage of attractive participation opportunities designed specifically for start-ups*.

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

Preise

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)	Silber sponsorship (max. 3)	Gold sponsorship (max. 1)
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
1/2-page product ad in the ePaper edition of the AI or robotics special published by Computer&Automation ahead of the event.			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
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
Participant contact information as an Excel file, including the following data:	-	-	e-mail address, name, company	e-mail address, name, company, location, industry, job function
Price	**€1,450**	**€2,900**	**€4,900**	**€8,900**

* valid during the period April – September 2027

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 2027)

Product	Service	Price	Additional informationen
Catering sponsorship	Your advertising message on the event buffets, including space for your own roll-up banner and display of your brochures	**€1,590**	plus production (maximum size: DIN A4)
Lanyard sponsorship	Event lanyards for all participants with your logo	**€1,190**	plus production
Provision of pens and/ or notepads (exclusive for 1 sponsor)	Writing utensils for all event participants on-site	**€499 each**	plus production (notepad minimum size: DIN A5)
Roll-up banner	Roll-up banner with your message	**€790**	incl. production



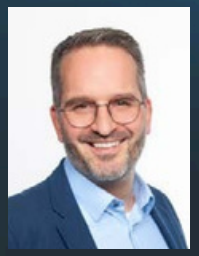
Do you have your own ideas or special requests?
Feel free to reach out to us!

Further information

All prices are exclusive of statutory VAT

WE ARE HERE FOR YOU!

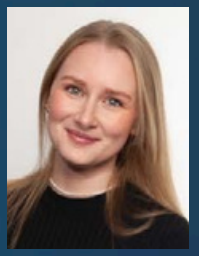
Your contacts for the SPS Automation Hub



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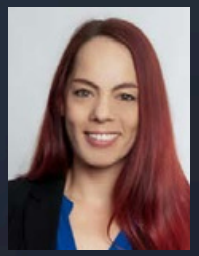


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