

SPS 2026: Mid-year update for your successful exhibition presence

sps

Dear exhibitors,

We are delighted to welcome you as an exhibitor at the SPS 2026 and as part of a strong, long standing community that knows each other well and agrees on one thing: this is an event you simply do not miss.

To support your planning and keep you fully informed, we will provide you with regular updates on all key milestones and deadlines. Our summer update offers a clear overview of everything that matters right now.

**EXHIBITORSHOP | EXPRESS SURCHARGES | LECTURE PROGRAM |
ADVERTISING PORTFOLIO**

YOUR MID-YEAR UPDATE:

EXHIBITORSHOP OF THE NÜRNBERGMESSE

Here you can place all bookings for services related to your exhibition stand – from booth construction services to technical connections and on-site booth services.

SPS 2026: Mid-year update for your successful exhibition presence

The logo for SPS 2026, featuring the letters 'sps' in a white, lowercase, sans-serif font, centered within a dark blue square.

Registration is required to access the shop. You can register via the following link:

https://shops.nuernbergmesse.de/nuem/go/shopzugang-anfordern/sps26gb_gvsb

Important: Only the original link provided above may be forwarded (for example, to partners). Do not copy the link from the browser's URL field.

Please note: Per registration, you can only place orders for one exhibition stand on your own account. If you would like to place orders for multiple booths in the shop, you must register again. This is possible using the same email address for a maximum of five booths. If you require orders for more than five booths, please contact: order.services@nuernbergmesse.de.

Important: Please make a note of your username, as it is required to assign your account to your booth if you forget your password.

You have the option to request separate login credentials for your partner (for example, your stand builder). This allows your partner to order services for your booth space. Further information and detailed instructions can be found in our [How-To](#).

Your contact for questions regarding the shop: +49 (0) 911 86 06-88 50 or exhibitor.services@nuernbergmesse.de

SPS 2026: Mid-year update for your successful exhibition presence

The logo for SPS (Specialized Professional Suppliers) is a dark blue square with the lowercase letters 'sps' in white.

EXPRESS SURCHARGES

Please make sure to submit your orders in good time. This is the only way to meet the applicable deadlines and avoid express surcharges. Please note that the first deadline for ceiling points applies from 10 October 2026. Further deadlines and the corresponding express surcharges can be found [here](#) or in the "ExhibitorShop of the NürnbergMesse" under "Express surcharges / deadlines".

LECTURE PROGRAM

Presenting on one of the SPS stages is a great opportunity to showcase your expertise, engage with the community and contribute to the 2026 program. This year, the submission process has been simplified: submissions can be made directly via a [booking form](#) from 24 August – 30 September 2026. For more information, please see the [Call for Content](#).

SPS 2026: Mid-year update for your successful exhibition presence

The SPS logo consists of the letters 'sps' in a white, lowercase, sans-serif font, centered within a dark blue square.

ADVERTISING PORTFOLIO

As an exhibitor, you can also enhance your visibility through a range of optional marketing opportunities, both on-site and across the SPS digital channels. Options include online banners, LED displays and large-format advertising spaces. For more information, please see the [advertising portfolio](#).

To help you take your next steps with focus, we recommend our concise [checklist for exhibitors](#).

TIPS FOR A MORE CONSCIOUS EVENT PARTICIPATION:

Sustainability is a shared process. To support you before, during and after the event, we have put together practical tips on topics such as mobility, material use and resource management, including:

- **Accessible exhibition presence:** Identify and address potential barriers early in the planning process. Avoid steps and raised thresholds, choose flooring that is easy to navigate (rather than thick-pile carpeting), and provide seating areas for visitors.
- More tips can be found in the [sustainability guide](#) for exhibitors.

SPS 2026: Mid-year update for your successful exhibition presence

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

DO YOU HAVE ANY QUESTIONS?

Please contact your [hall contact person](#) directly.
We are happy to assist you.

Your SPS team