

SPS 2026: Spring update for your successful exhibition presence

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Dear exhibitors,

Preparations for the SPS 2026 in November are already underway. To help you plan ahead and stay fully informed, we will support you with regular updates on the key steps and deadlines. Our spring update gives you a clear overview of everything that matters right now.

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

We are delighted that you will be exhibiting at the SPS 2026!

PLANNING STATUS | FOCUS TOPIC INDUSTRIAL AI

YOUR SPRING UPDATE:

CURRENT PLANNING STATUS

Already, 94% of last year's exhibition space has been reserved. This early commitment shows how important the SPS remains as a platform for technologies, trends and real world applications.

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

FOCUS TOPIC 2026

Industrial AI remains the key focus topic of the SPS 2026, serving as a driver for increased productivity and efficiency in the industry.

If you have already developed applications or solutions in the field of Industrial AI, you will find the most important organizational information here:

- The lecture program is expected to open in June for submissions related to Industrial AI as well as additional technical topics.
- In the exhibitor and product search, you can already filter for AI today. As soon as the Media Package Manager becomes available (expected in May), you can highlight your focus areas accordingly.
- Check internally whether and how you want to incorporate this focus topic into your preparation.

We are intentionally sharing this information early so that – if the topic aligns with your portfolio – you can adapt your trade fair planning accordingly and gain additional visibility within your target audience.

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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:

- **Sustainability guide for exhibitors:** Exhibiting sustainably is both achievable and impactful. This [guide](#) shows how small, clever steps can make your presence at the trade fair more sustainable without compromising on quality.

DO YOU HAVE ANY QUESTIONS?

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

Your SPS team