

SPS 2026: Summer 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.

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.

**MEDIA PACKAGE MANAGER | TICKET SERVICES FOR EXHIBITORS |
FOCUS TOPIC 2026 | GUIDED TOURS | SPS MAKEATHON | ADVERTISING
PORTFOLIO**

YOUR SUMMER UPDATE:

MEDIA PACKAGE MANAGER

The “[Media Package Manager](#)” and the [exhibitor search](#) are now live. Please check whether your selected [SMS package](#) covers the services you require. Our tip: the popular logo placement in the exhibitor search and in the hall plans is already included in the SMS Boost package.

SPS 2026: Summer 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.

TICKET SERVICES FOR EXHIBITORS

The [“Ticket Services for Exhibitors”](#) portal is now available. Please review your visitor code quota and upgrade your SMS package if needed. You can already send invitation codes to your customers – visitor ticketing has been live since the end of April.

FOCUS TOPIC 2026

[Industrial AI](#) remains a key focus topic of the SPS – whether artificial intelligence (AI) in the engineering process, AI models and tools in control applications or AI-based business models. If you already offer suitable applications or solutions, we strongly recommend showcasing them clearly at your booth. You can submit your topic for the lecture program starting in summer and already mark your focus areas in your exhibitor profile via the “Media Package Manager”.

SPS 2026: Summer update for your successful exhibition presence

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

GUIDED TOURS FOR YOUNG TALENTS

Small groups are guided directly to selected exhibitors, with an approximately 15-minute stop per booth. For you, this means direct, structured interaction with potential young professionals as well as additional visibility in the exhibitor search and across the SPS channels. For further information and registration, please refer to the [portfolio](#).

SPS MAKEATHON

A workshop format featuring real-world challenges. You contribute your own challenge, provide hardware and software and support the teams on-site. This allows you to experience potential specialists in a real working environment while increasing your visibility on-site and across the SPS channels. For further information and registration, please refer to the [portfolio](#).

SPS 2026: Summer 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

In addition, as an exhibitor you can take advantage of optional placements on-site and across the digital channels of the SPS. These include online banners, LED displays and large-format advertising spaces. Further details can be found in 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:

- **Booth design:** When planning your exhibition stand, make sure to use reusable and recyclable materials. Choose reusable flooring, sustainable packaging and fabric graphics. Avoid year-specific references and use environmentally friendly printing inks.
- More tips can be found in the [sustainability guide](#) for exhibitors.

SPS 2026: Summer 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