

THE OFFICIAL DAILY NEWSPAPER FOR SPS 2026!

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24



THE OFFICIAL DAILY

PRINT +
E-PAPER!
30.000
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Industrial AI' live –
Erfahrung live erleben

Andrea Gillhuber

... zurück in Nürnberg! Rund 1150 Aussteller
... Ihnen neue Technologien und Lösungen
... smarte Produktion, mit Schwerpunkten auf
... Industrial AI, Digitalisierung und Sicherheit.



„KI ist per se ja nichts Neues – in der Industrie werden KI-Algorithmen seit Jahren eingesetzt. Mit dem Aufkommen von ChatGPT hat das Thema aber einen ganz neuen Stellenwert bekommen, der auch auf die Industrie ausstrahlt“, erklärt Sylke Schulz-Metzner, Vice President SPS. Auf der Messe können Besucher erleben, wie Industrial AI heute schon Prozesse wie Engineering, Steuerung, Predictive Maintenance oder Qualitätskontrolle optimiert und Effizienzpotenziale erschließt.

Vortragsprogramm und Guided Tours
Das Rahmenprogramm umfasst vier Bühnen in den Hallen 1, 3, 3C und 6. Auf der Technology Stage in Halle 3, gestaltet von VDMA und ZVEI, stehen unter anderem Fachvorträge zu Industrial AI, digitaler Transformation und nachhaltiger Produk-

tion auf dem Programm. Ergänzend laden „Meet the Speaker“-Zonen zum direkten Austausch mit den Referenten ein. In Halle 6 finden Besucher drei Gemeinschaftsstände, „Automation meets IT“ mit Fokus auf Digitalisierung und Cybersecurity, eine internationale Start-up-Area sowie der Bereich Young Innovators. An drei Messertagen präsentieren sich über ein Dutzend Start-ups und junge Technologieunternehmen mit eigenen Ständen. Die Start-up & Young Innovators Area ist damit nicht nur Bühne, sondern durchgehend ein Ort für Austausch, Inspiration und konkrete Lösungen aus der Praxis. Zusätzlich zum Messe-Ausstellungsbetrieb findet täglich von 12:00 bis 13:20 Uhr ein kuratiertes Bühnenprogramm auf der Stage in Halle 6 statt. Dort sollen gezielt Impulse für Industrie, Mittelstand und

Investoren gesetzt werden. Praxisnahe Einblicke bieten die Guided Tours der SmartFactory Kaiserslautern, die zweimal täglich zu innovativen Unternehmen der Hard- und Softwarebranche führen und technische Herausforderungen beleuchten. Auch die Förderung junger Talente ist

ein Schwerpunkt der SPS: Beim Makeathon entwickeln Teams innerhalb von 2,5 Stunden Prototypen, unterstützt von Unternehmen und Organisationen. Beim Young Talents Day gibt es geführte Touren, zahlreiche Vorträge und auch eine Karriereberatung.

Hall plan inside!

To help you keep track of everything, this issue includes the complete hall plan as a handy supplement. Plan your tour of the trade fair, discover exciting exhibitors, and make sure you don't miss a single highlight. Also available digitally: simply scan the QR code and access the interactive hall plan as an e-paper!



AI in mechanical engineering: the potential of open data spaces

Manufacturing-X aims to create a collaborative data ecosystem that connects companies along the value chain. Dr. Reinhard Heister explains how this initiative paves the way for successful „Industrial AI“ projects.

What significance does „Industrial AI“ have in the context of the Manufacturing-X initiative?

The Manufacturing-X initiative represents the next major step in the digital transformation of industrial value creation. The goal is to create a sovereign, collaborative data ecosystem that securely, interoperable and scalable connects companies along the entire supply chain. A key component is breaking down existing data silos to significantly improve data availability and usability. This paves the way for innovative applications, particularly in artificial intelligence, that rely on comprehensive, high-quality data. The initiative therefore contributes to the topic of „Industrial AI“ in three ways. > Page 3



Dr. Reinhard Heister is Managing Director of VDMA Electrical Automation and Forum Manufacturing-X.

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Hall 4,
Booth 210

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NEXT**

THE OFFICIAL DAILY NEWSPAPER SETTING THE PACE FOR AUTOMATION

24. – 26.11.
2026
#wearein

At SPS, you can expect
the latest trends and
innovations from the
automation industry.

THE OFFICIAL DAILY – the only official trade
fair daily newspaper – provides daily updates
on press conferences, trends, product high-
lights and innovations. Take advantage of
this exclusive platform for your
advertising during the trade fair
➔ with no wastage!



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Sylke Schulz-Metzner

Vice President SPS
Mesago

mesago

Messe Frankfurt Group

Well informed at the SPS

The SPS brings three days filled with exchange, new technologies, and diverse perspectives from the world of automation. In such a dynamic environment, having a reliable source of information is invaluable – one that highlights the latest topics and helps focus on what truly matters.

THE OFFICIAL DAILY accompanies visitors in exactly this way. Each day, it summarizes the most important impressions, provides insights into on-site discussions and developments, and offers background information that can easily be overlooked amid the bustle of the exhibition halls.

Distributed each morning in the entrance areas, it gives visitors a quick and convenient overview of the day's activities – no matter how busy their personal schedule may be.

We wish you an inspiring and insightful SPS, and hope you enjoy exploring the many topics that continue to drive the automation industry forward.

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OFFICIAL DAILY



Thomas Rönitzsch

Corporate Communications
Bihl+Wiedemann

**Bihl
+ Wiedemann**

"Your Daily Guide to SPS"

When I step into the exhibition halls in Nuremberg on November 24, 2026, to finally attend SPS again, the first thing I'll have in my hands will be THE OFFICIAL DAILY by Pele-media. And I'm sure many thousands of other visitors will feel the same, using the official trade fair newspaper as a key source of information and orientation during their visit. Clearly structured, it provides up-to-date information on innovations, trends, solutions, and products, and the included hall plan shows the quickest way to each destination. To make sure visitors also find their way to us, we have been using the THE OFFICIAL DAILY as the ideal advertising platform for SPS for many years – and we'll be doing so again this year.

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OFFICIAL DAILY



Cathrin Kröll

Vice President Global Marketing
Pilz

PILZ

THE SPIRIT OF SAFETY

Your Extra Platform at the Fair!

As the official trade fair newspaper, THE OFFICIAL DAILY 2026 will once again accompany Pilz as a reliable partner at the show. It delivers professionally prepared, up-to-date journalistic coverage of the most important automation industry fair.

For exhibitors, it provides an additional platform to showcase their innovations, trends, and latest updates at a glance.

Last but not least, THE OFFICIAL DAILY also serves as a unique advertising platform for the event: It showcases new products and solutions in the best possible light and ensures they gain the visibility they deserve.

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OFFICIAL DAILY



Anja Schaber

Marketing Manager
AMKmotion

AMKmotion
MEMBER OF THE ARBURG FAMILY

Visibility is crucial for success – especially at a major trade show. For small and medium-sized companies, showcasing innovations at the SPS exhibition is more important than ever.

THE OFFICIAL DAILY adds real value for visitors, offering daily highlights, interviews, and a hall map – making it easy to stay informed during the event and even afterward. We're thrilled when coverage of our electric drive solutions gives potential customers a clear reason to stop by our booth.

We truly value the professional and inspiring collaboration with the editorial and publishing team – it makes the whole experience seamless and rewarding.

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OFFICIAL DAILY



Tom Mulvey

Sales Manager Germany
VEGA Grieshaber KG

VEGA

VEGA Grieshaber KG – connecting reliable measurement with digital solutions

At SPS 2026 in Nuremberg, we will demonstrate how our level and pressure measurement technology comes alive when integrated with digital solutions.

Today, customers expect more than a sensor – they want connected solutions that visualize processes digitally while cutting costs. At SPS, we show exactly that: from measurement devices to cloud-based systems, we deliver everything from a single source – reliable, transparent, and service-oriented.

Stay up to date with key innovations and industry insights via THE OFFICIAL DAILY, the trade fair's companion platform.

We look forward to meeting you at SPS 2026 and sharing our latest solutions in person!

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Roland Wagner

Head of Product Marketing
CODESYS



A Nightmare

I'm at the SPS trade fair, surrounded by more than 1,000 exhibitors. . . and 50,000 visitors. Crowds everywhere. Only a few hours to see everything.

Where can I find the most interesting information? The key exhibitors? Who's using CODESYS? The clock is ticking. . . I wake up in a sweat! Phew – just a nightmare.

Fortunately, there's the OFFICIAL DAILY. With it, I already know the essentials before I even set foot on the show floor. That way, I can focus on what really matters at the fair: personal exchange with automation professionals. And if a conversation runs longer than planned? That's perfectly fine.

That's exactly why I'm here – and I leave the fair feeling energized, with valuable insights in hand.

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A STRONG MEDIUM FOR A STRONG TRADE FAIR!

➤ THE ONLY OFFICIAL ONE!

The only official daily newspaper for SPS 2026, published by Computer&Automation, INDUSTRIAL Production and PolyFormNEXT, is produced exclusively in cooperation with the successful organiser of SPS – Mesago Messe Frankfurt GmbH.

➤ INTERNATIONAL CUSTOMER REACH!

For international trade visitors and exhibitors, the only official daily newspaper for SPS 2026 will once again feature English-language content – for ‘boundless advertising success’.

➤ CROSS-PUBLICATION EDITORIAL TEAM!

The editorial teams of the renowned trade journals Computer&Automation, INDUSTRIAL Production and PolyFormNEXT combine their specialist expertise to deliver high-quality content, serving as the perfect source of information for all trade fair visitors and newsletter subscribers.

➤ 30,000 COPIES!

Only the official daily newspaper for SPS 2026 will be distributed exclusively to trade visitors and exhibitors in the entrance areas of the congress centre at the Nuremberg Exhibition Centre – with a print run of 30,000 copies.

➤ DAILY UPDATES!

Every day from 24 to 26 November 2026, the very latest content straight from the trade fair for visitors! What could be a better fit for your high-quality products than a high-quality editorial environment?

➤ INTERACTIVE E-NEWSPAPER!

The only official daily newspaper for SPS will also be published in 2026 as an e-paper on computer-automation.de, industrial-production.de and polyformnext.de, as well as on the accompanying digital platform SPS on air. Thanks to the interactive format, readers can be directed from your advert straight to your website and even be inspired by your multimedia content on Day 1.

➤ 90,000 NEWSLETTER RECIPIENTS!

Each issue is sent to Pelemedia GmbH's newsletter subscribers via a standalone newsletter. In addition, the e-paper edition is distributed via the channels of Mesago Messe Frankfurt GmbH and the social media channels of Pelemedia GmbH.

➤ VARYING ADVERTISEMENT DESIGNS!

Make use of the only official daily newspaper for your campaign and feature a different advertisement design on each of the three publication days. A brief note specifying which design is to be published on which day is all that is required.

Secure your advertising space now
in all three editions of the only official
daily newspaper for SPS 2026!



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ON ALL 3 DAYS
 OF THE FAIR
DAILY NEW

Publication Dates: 24. Nov. + 25. Nov. + 26. Nov. 2026
Advertising Deadline: 30. Okt. 2026 (for all 3 issues)
Deadline for Printing Files: 06. Nov. 2026 (for all 3 issues)
 For production reasons, only all three issues can be booked.

90.000 NEWSLETTER RECIPIENTS PER ISSUE

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Prices and formats for advertisements and job listings (package price for all 3 days)

Format	Price 4c	Print area in mm	Bleed size in mm
1/1	16,600 €	235 x 317	255 x 350
9/16 (junior)	9,470 €	170x 254	180 x 270
1/2 portrait 1/2 landscape	8,440 €	110 x 317 235 x 154	120 x 350 255 x 171
1/3 portrait 1/3 landscape	5,740 €	72 x 317 235 x 101	79 x 350 255 x 112
1/4 portrait 1/4 landscape 1/4 page corner	4,280 €	50 x 317 235 x 74 110 x 154	60 x 350 255 x 83 120 x 171
1/6 landscape 1/6 portrait	2,810 €	235 x 47 34 x 317	255 x 53 37 x 350
1/8 page corner	2,140 €	110 x 40	120 x 50
mm-Price	10,20 €		

Price for media integration (for day 1)

Video-, GIF-Integration, Logoanimation per 250 €
 Digital Supplements on request

Sonderwerbformen Price in mm

Cover Flap	27,270 €	125 x 350
Island Display Titel	9,950 €	
Island Display	6,780 €	55 x 75
Bound-in Inserts 4-pages	14,250 €	
Supplements up to 25g	11,070 €	
Supplements up to 45g	12,180 €	

Price for all three days. Discounts are transferred from the master objects.

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