



**sps**

smart production solutions  
ATLANTA

**September 16 - 18, 2025**

Georgia World Congress Center  
Atlanta, Georgia

# Bringing Automation to Life

[SPSAmericas.com](https://SPSAmericas.com)

Reserve your  
space today!



# INTRODUCING sps

smart production solutions

ATLANTA

The World's Central  
Trade Event for the  
Automation Industry  
comes to the US.

SPS — Smart Production Solutions, organized by Mesago Messe Frankfurt, is a renowned global trade event for the automation industry. In Germany, it has served as a vital platform for industrial automation knowledge exchange and advancement since 1930. The event expanded into Italy and China in 2011.

To enhance its reach and impact, SPS is expanding into the US market.

Serving the international automation industry, the annual flagship SPS event in Germany covers more than 1 million sq. feet of exhibition space, hosting almost 1,000 exhibitors and serving over 40,000 attendees.



# THE POWER OF 3



The unique concept of SPS covers the entire spectrum of smart and digital automation from simple sensors to intelligent solutions, from what is feasible today to the vision of a comprehensively digitized industrial world.

Collaboratively, Messe Frankfurt Inc., Mesago Messe Frankfurt and The Association For Manufacturing Technology (AMT) deliver the essential elements that support the North American manufacturing community's investment in industrial automation.

# ADVANCING AUTOMATION

## THE USA COMMITMENT

SPS Smart Production Solutions Atlanta supports the USA manufacturing agenda through the showcasing of automation solutions that enable efficient and agile local production, reducing dependency on foreign suppliers

— US automation industry is expected to grow at a CAGR of 9% from 2023 to 2032

— U.S. Government commits to a 28% increase in its funding for automation-based R&D

— Automation will account for 25% of an industrial companies' capital spending over the next 5 years

## WHY ATLANTA, GEORGIA

— One of the nation's leaders in advanced manufacturing, outpacing the U.S in 10-year GDP growth

— Home to world class technical universities and innovation hubs such as The Center of Innovation for Manufacturing - a hub dedicated to building a skilled workforce for the industry

— Home to a thriving CPG packaging machinery market



# ONE OF THE BEST BUSINESS DECISIONS YOU WILL MAKE THIS YEAR...

Join approximately 400+ international exhibitors as they gather to showcase their newest innovations to the manufacturing automation community comprised of decision-makers from across the southeast region of the US and beyond.

## THE BENEFITS

### Exhibiting Your Technology:

- Innovations covering the entire spectrum of smart and digital automation
- Be a part of discussions covering key topics such as digitalization, cybersecurity, labor shortages and more

### Expanding Your International Business Opportunities:

- Reach more than 6,000 decision-makers representing nearly every continent around the world

### Re-engaging with Your Community:

- Drive information on current trends
- Network to promote cooperation and knowledge exchange

## GET READY FOR AN INCREASE!

- In YOUR Visibility:  
See your brand promoted on a global scale ensuring that your products and solutions gain maximum exposure
- In YOUR Audience Engagement:  
Connect directly with your target market comprised of industry professionals, decision-makers, and potential clients actively seeking automation solutions
- In YOUR Market Leadership:  
Position your company alongside this international platform and elevate your position as a leader within the automation industry
- In YOUR Networking Opportunities:  
Forge invaluable connections and establish strategic partnerships with industry leaders, potential customers, investors, and collaborators





Let's unleash  
easy engineering



Unique hands-on experience for solution-oriented and practical conversations.

An extensive educational program with topic-oriented forums, cutting-edge presentations and panel discussions.

# CONNECTING PEOPLE WITH AUTOMATION SOLUTIONS

## THE APPLICATION INDUSTRIES.

Start engaging with your targeted audience — eager to explore the latest advancements and solutions in the field. Establish your brand as an industry leader in the world of automation, smart production, and digital transformation. Here is your opportunity to benefit from invaluable face-to-face interactions and generate high-quality leads.

## THE PRODUCT CATEGORIES.

Showcase the depth and breadth of your brand

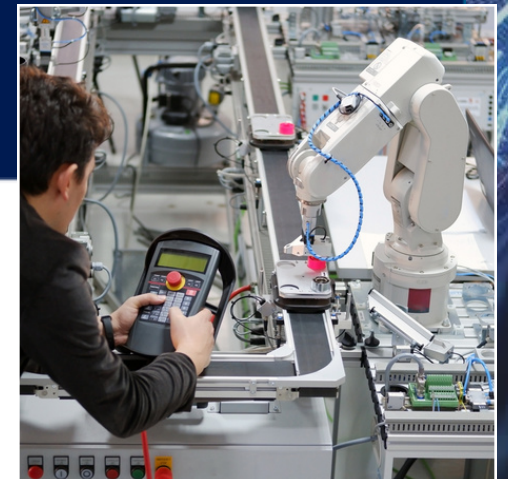
- Drive systems and components
- Sensor technology
- Control technology
- Factory power - grids and -supplies
- Interface and interface technology
- Low voltage-switching devices
- Mechanical infrastructure
- IPCs
- Software & IT in manufacturing
- Human-machine-interface devices
- Industrial communication
- Training and consulting
- PLCs
- Cybersecurity
- Wireless systems for industrial environments

## Expand your reach

Visitors represent a range of industries looking for automation solutions, including the following:

- Electric control and sensor technology
- Electric drive systems and components
- Engineering, services
- Plant engineering
- Industrial IT and networks
- Energy, water supply and wastewater treatment
- Packaging machinery
- Assembly technologies, handling
- Electrical measurement and controls
- Process machinery, plants
- Machine tools
- Automotive production

**Join us at SPS  
Atlanta 2025  
and take your  
place among the  
trailblazers of  
smart and digital  
automation.**



# Why SPS Atlanta?

While many of the other automation shows focus more on end use products like a robotic arm or an automated sorter, **SPS takes it a bit deeper and looks at smart solutions more broadly.**

More than robots, SPS Atlanta 2025 focuses on the entire spectrum of smart and digital automation – from sensors to integrated-intelligent solutions, from control technology to manufacturing cybersecurity, **from what is feasible today to the vision of a fully digitalized industrial world.**





Visitors are encouraged to bring their manufacturing problems to the show to explore various vendors' automation solutions!

SPS Atlanta's focus is to provide optimal solutions for various manufacturing processes.

a 'working' show



# BOOK YOUR SPACE TODAY!

TYPE OF BOOTH	SPS FAMILY MEMBER	AMT FAMILY MEMBER	NON - MEMBER
RAW SPACE per sq ft (minimum 100 sq ft)	\$38	\$38	\$50
PACKAGE (per 100 sq ft/ maximum 200 sq ft)	\$6,500: 10x10 (100 sq ft) \$13,000: 10x20 (200 sq ft)	\$6,500: 10x10 (100 sq ft) \$13,000: 10x20 (200 sq ft)	\$7,700: 10x10 (100 sq ft) \$15,400: 10x20 (200 sq ft)
PACKAGE INCLUDES:	120 V - 500 Watt Outlet (one per each 100 sq ft); Basic Lead Retrieval Package; Drayage - up to 17.99 lbs per sq ft; Carpet - Custom Cut - 26 oz Plush; Standard Furniture; Cleaning		

READY TO SECURE YOUR SPACE  
IN SPS ATLANTA 2025?

## Ryan Delahanty

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Scan for details on the  
event, show activities,  
sponsorship opportunities  
and more.





At SPS Smart Production Solutions Atlanta, you will forge new profitable business relationships with North American decision-makers looking to integrate advanced automation solutions into their manufacturing facilities.

## MEET WITH YOUR TARGET MARKETS

- TECHNICAL EXPERTS
- MANUFACTURING TEAMS
- OWNERS
- MANAGERS
- ENGINEERS
- RESEARCH + DEVELOPMENT
- CORPORATE MANAGEMENT
- FUTURE INNOVATORS

**sps**

**Bringing Automation to Life  
Events worldwide**

Automation Sector  
accelerated by SPS at IMTS  
Chicago, USA, 9 – 14 September 2024

SPS – Smart Production Solutions  
Guangzhou, China  
4 – 6 March 2024



SPS – Smart Production Solutions Atlanta  
Atlanta, USA, 16 – 18 September 2025



Nuremberg, Germany  
12 – 14 November 2024



SPS – Smart Production Solutions Italia,  
Parma, Italy, 28 – 30 May 2024



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# Join SPS Smart Production Solutions Atlanta 2025

[www.spsamericas.com](http://www.spsamericas.com)

