**sps**
smart production solutions
ATLANTA

**SEPTEMBER 14 - 16, 2027**
GEORGIA WORLD CONGRESS CENTER

# Where Automation Connects

**Reserve Your Space.**

messe frankfurt

# CONNECT. DEMONSTRATE. GROW. ONE DECISION THAT MOVES IT ALL.

## COMPONENTS. SYSTEMS. SOLUTIONS.

Backed by the world's leading automation event — SPS in Nuremberg — this North American edition delivers a highly targeted audience of engineers, integrators, and plant decision-makers seeking next-generation solutions. Exhibit to connect with real buyers, launch technologies to engaged technical professionals, and join a global network advancing smarter production.

## Why Exhibit at SPS Atlanta

- **MEET REAL BUYERS, NOT BROWSERS.** Decision-makers across automotive, EV, aerospace / defense, F&B processing, pharma, packaging, textiles, energy and utilities.
- **OWN THE SOUTHEAST.** Jobs projected to outpace the U.S. over the next five years creating continuous demand for automation upgrades and capacity adds.
- **SELL INTO AN AUTOMATION-HUNGRY U.S. MARKET.** A record 380,000+ robots now operating in U.S. factories—your customers are actively investing.
- **WIN BUDGET CYCLES TIED TO RESHORING.** Reshoring and FDI announcements remain elevated, with tech sectors accounting for 88–90% of jobs—sweet spot industries for advanced automation.

**112**
**Exhibitors from 10 countries**

## Product Categories

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

# WHO YOU'LL MEET

**PLANT LEADERSHIP:**

VPs of Manufacturing, Directors of Operations, Plant Managers, Continuous Improvement, Maintenance Leaders

TECHNICAL BUYERS:

Automation/Controls Engineers, OT/IT Architects, SCADA/MES Leads, Safety/ Reliability Engineers, Robotics & Motion Specialists

**SPECIFIERS & INFLUENCERS:**

**System** Integrators, EPCs, OEMs, Panel Builders, Distributors, Software Part**ners**

**70%**

of attendees are decision makers / influencers

## TOP 5 VISITOR INTEREST CATEGORIES

- **HUMAN-MACHINE-INTERFACE**
- **SOFTWARE & IT IN MANUFACTURING**
- **DRIVE SYSTEMS & COMPONENTS**
- **SENSOR TECHNOLOGY**
- **CONTROL TECHNOLOGY**

**50%**

of attendees have buying power above $1M

## Our Attendees

ABB, ADVANTAGE INDUSTRIAL AUTOMATION, ALCON LABORATORIES, AMERICAN TEXTILE & APPAREL, AMERICAN YARN, AUTOMATE 365, AMAZON, CANON, COCA-COLA, COLONIAL PIPELINE, CSA, DELTA AIRLINES, EASTMAN KODAK, FORD MOTOR CO., JOHNSON & JOHNSON, MARRIOTT INTERNATIONAL, MERCEDES-BENZ, MCKEE FOODS, MOHAWK, PHILLIPS MORRIS USA, PROCTER & GAMBLE, ROCKWELL AUTOMATION, ROVISYS SCHNEIDER ELECTRIC, SCIENTIFIC GAMES, SOUTHERN CO., TESLA, THE CLOROX CO., TOYO TIRES, TOYOTA INDUSTRIES, UL SOLUTIONS, YAMAHA MOTORS AND MANY MORE.

## Application Areas

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

# THE GEORGIA ADVANTAGE

## MANUFACTURING AND AUTOMATION CAPITAL OF THE SOUTHEAST

### Manufacturing Scale & Spend

- $84B manufacturing value-add (9.2% of GA GDP) and 427,500 Georgians employed by 8,000+ manufacturers.
- Georgia manufacturers exported $48.3B in goods in 2024—global customers expect automated, resilient plants.

### Logistics that Shorten your Sales Cycle

- World's busiest airport: Hartsfield-Jackson handled 108.1M passengers (2024)—easy in/out for demos and customers.
- Port of Savannah: fastest-growing East & Gulf Coast container port —a magnet for import-dependent manufacturers.

### Workforce that can absorb New Tech

- Georgia Quick Start—America's #1 workforce training program, aligning new lines and skills fast.
- Georgia Tech's GaMEP (statewide MEP center) marks 65 years helping factories improve throughput, quality and tech adoption.

### Policy & Business Climate

- #1 State for Business—11 years running. If you're expanding, piloting, or partnering in the Southeast, Georgia is the front door.

### EV & Electrification Momentum

- $27.3B+ in e-mobility investments; Georgia leads the Southeast in EV registrations — evidence of a full ecosystem from suppliers to end users.
- Hyundai Motor Group Metaplant + LG Energy Solution: $7.6B mega-project near Savannah; production underway with targeted 300,000 EVs/year and 8,500 jobs when fully ramped—pulling a deep supplier network.

Put your automation portfolio in front of the fastest-rising manufacturing region in America. SPS Atlanta convenes plant leadership, OT/IT, controls engineers, systems integrators and OEMs who are actively specifying, piloting and scaling digital and electrical automation—right in the middle of a booming Southeast production corridor and a pro-manufacturing Georgia ecosystem.

**9% CAGR GROWTH**
Projected in the U.S. Automation Industry
(2023 – 2032)

**25%**
Of Industrial Manufacturing Capital Spent on Automation

**28%**
In U.S. Government R & D Automation Funding

# THE MOST PRODUCTIVE PLACE TO PUT YOUR BRAND IN 2027

## THE BENEFITS

### SHOWCASING TECHNOLOGY
From components and controls to software, robotics, and AI-driven systems, be at the center of discussions on digitalization, cybersecurity, workforce challenges, and intelligent production.

### EXPANDING GLOBAL REACH
Connect with qualified decision-makers representing manufacturing markets and access new opportunities across diverse industries and applications.

### INDUSTRY CONNECTION
Exchange insights, strengthen relationships, and collaborate on the technologies shaping the future of production.

## BOOK YOUR SPACE TODAY!

### RAW SPACE

**SPS / AMT FAMILY MEMBER**
**$38**/per sq. foot **(minimum 100 sq. ft.)**

**STANDARD**
**$40.00**/per sq. foot **(minimum 100 sq. ft.)**

### MEDIA PLANS

**BASIC** $550 **GOLD** $800 **PLATINUM** $1600

**SPSatlantasales@usa.messefrankfurt.com**

**LOOKING FOR MORE INFORMATION? LET'S CONNECT!**

# sps

## Bringing Automation to Life
## Events Worldwide

## READY TO LEAD THE SOUTHEAST?

**SPS Atlanta 2027** — September 14 - 16, 2027 Atlanta, GA
Book space early to lock prime demo locations, presentation slots, and sponsorship programs.

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THE ASSOCIATION FOR MANUFACTURING TECHNOLOGY