



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

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!



Bringing Automation to Life Events Worldwide

SPS – Smart Production Solutions
Guangzhou, China
1 – 3 September 2027

▪ Automation Sector accelerated by SPS at IMTS
Chicago, USA, 14 – 19 September 2026

SPS Stage – Smart Production Solutions
Bangkok, Thailand
10 – 12 March 2027



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Nuremberg, Germany
25 – 27 November 2026

SPS Stage
Smart Production Solutions
Hanoi, Vietnam
10 – 12 March 2027

SPS Stage – Smart Production Solutions
Kuala Lumpur, Malaysia
13 – 15 May 2027

SPS – Smart Production Solutions Atlanta
Atlanta, USA, 14 – 16 September 2027
www.spsamericas.com

SPS – Smart Production Solutions Italia,
Parma, Italy, 25 – 27 May 2027



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**