

Press release

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SPS expands to the USA

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With an annual sales volume of more than 50 billion euros, industrial automation is one of the most important economic sectors in Germany. The world's central trade fair platform for the industry is the SPS - Smart Production Solutions, organized by Mesago Messe Frankfurt. In view of its international success, the organizer will now also gain a foothold in the US market with this leading trade event. The SPS brand will be premiering in the region as the "Automation Sector powered by SPS" as part of IMTS 2024, before a stand-alone trade show is held in Atlanta in 2025.

As a supplement to the trade show in Nuremberg and its associated events in Italy and China, the new formats will further accelerate and facilitate the exchange of knowledge in the field of industrial automation between the economic regions of the USA and Europe. This is particularly relevant against the backdrop of the current challenges in the areas of supply chains, logistics, staff shortages and cost pressure, as this is also accompanied by an increased need for automation.

Since industrial automation had become increasingly important for the leading American trade fair for manufacturing technology, IMTS, in recent years, this subject will now be spotlighted in the "Automation Sector powered by SPS - Smart Production Solutions" as part of the event from 9 -14 September 2024 in Chicago. With its expertise, Mesago Messe Frankfurt is supporting the organizer AMT (Association For Manufacturing Technology) in the realization of this special showcase, which is intended to illustrate smart and digital automation solutions for industrial manufacturing.

"The Automation Sector at IMTS expands IMTS' appeal as a must-attend event for businesses that want to increase their manufacturing efficiency through automation," says Douglas K. Woods, President at AMT, which owns and produces IMTS. "By working with SPS – Smart Production Solutions, IMTS 2024 will have even more exhibits featuring advanced motion systems, vision and imaging, data analytics, systems integration, artificial intelligence, and cloud and edge computing." Further cooperation partner is Gardner Business Media (GBM), the leading publisher for manufacturing in North America.

In addition, given the rapid developments in automation technology, Mesago Messe Frankfurt's U.S. sister company, Messe Frankfurt Inc., will hold an independent industry event in Atlanta every two years under

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the name "SPS - Smart Production Solutions," the first event will be from 23 - 25 September 2025.

"Manufacturing in the Southeast region is flourishing and as one of the national leaders in advanced manufacturing, Georgia is the perfect backstory for an automation industry event in the U.S., stated Constantin von Vieregge, President and CEO, Messe Frankfurt, Inc. "Working in concert with AMT, GBM and our sister company, Mesago, the development of the SPS – Smart Production Solutions in Atlanta will cater to a multiplicity of sectors providing a platform to elevate the advancing technological innovations."

"We are delighted to enter into this cooperation and offer the global automation industry a high-quality platform to intensify cross-border business relations," commented Martin Roschkowski, President of Mesago Messe Frankfurt. "A fast exchange of knowledge is crucial in today's world, and we are convinced that this new concept will meet the needs of the industry."

Further information on the SPS and its cooperation partners as well as selected image material are available in the press area at sps-exhibition.com.

About Mesago Messe Frankfurt

Mesago, founded in 1982 and located in Stuttgart, specializes in exhibitions and conferences on various topics of technology. The company belongs to the Messe Frankfurt Group. Mesago operates internationally and is not tied to a specific venue. With around 150 members of staff, Mesago organizes events for the benefit of more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers from all over the world. Numerous trade associations, publishing houses, scientific institutes and universities work with Mesago closely as advisers, co-organizers and partners. (mesago.com)

Background information: Sustainable Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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* Preliminary figures for 2022

SPS
Nuremberg, Germany,
14 – 16 November 2023

About Messe Frankfurt North America

Messe Frankfurt Inc. is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces and manages 10 shows within the United States, Canada, and Mexico, including: The Clean Show, Texworld New York City, Apparel Sourcing New York City, Home Textiles Sourcing, Techtextil North America, Texprocess Americas, INA PAACE Automechanika Mexico City, Waste & Recycling Expo Canada, and Process Expo. For more information, please visit our website at www.us.messefrankfurt.com.

About AMT - The Association For Manufacturing Technology

AMT represents and promotes U.S.-based manufacturing technology and its members — those who design, build, sell, and service the continuously evolving technology that lies at the heart of manufacturing. Founded in 1902 and based in Virginia, the association specializes in providing targeted business assistance, extensive global support, and business intelligence systems and analysis. AMT is the voice that communicates the importance of policies and programs that encourage research and innovation, and the development of educational initiatives to create tomorrow's Smartforce. AMT owns and produces IMTS — The International Manufacturing Technology Show, which is the premier manufacturing technology event in North America (AMTonline.org).

About IMTS – The International Manufacturing Technology Show

IMTS is the largest and longest running manufacturing technology trade show in the United States is held every other year at McCormick Place in Chicago, Ill. IMTS 2024 will run Sept. 9-14. IMTS is ranked among the largest trade shows in the world. Recognized as one of the world's preeminent stages for introducing and selling manufacturing equipment and technology as well as connecting the industry's supply chain. IMTS attracts visitors from every level of industry and more than 121 countries. IMTS 2022 stats: registrations (86,307), net square feet of exhibit space (1,212,806 sq. ft.), and exhibiting companies (1,816). IMTS is owned and produced by AMT – The Association For Manufacturing Technology (IMTS.com).

About Gardner Business Media, Inc.

Gardner Business Media is the premier publisher and event producer for manufacturing in North America – providing unique, one-of-a-kind, relevant information of keen interest to the people who power plants, shops, and factories. With powerhouse media brands like Modern Machine Shop, Plastics Technology, Composites World and Additive Manufacturing Gardner has unprecedented reach into the North American manufacturing ecosystem (Gardnerweb.com).

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