



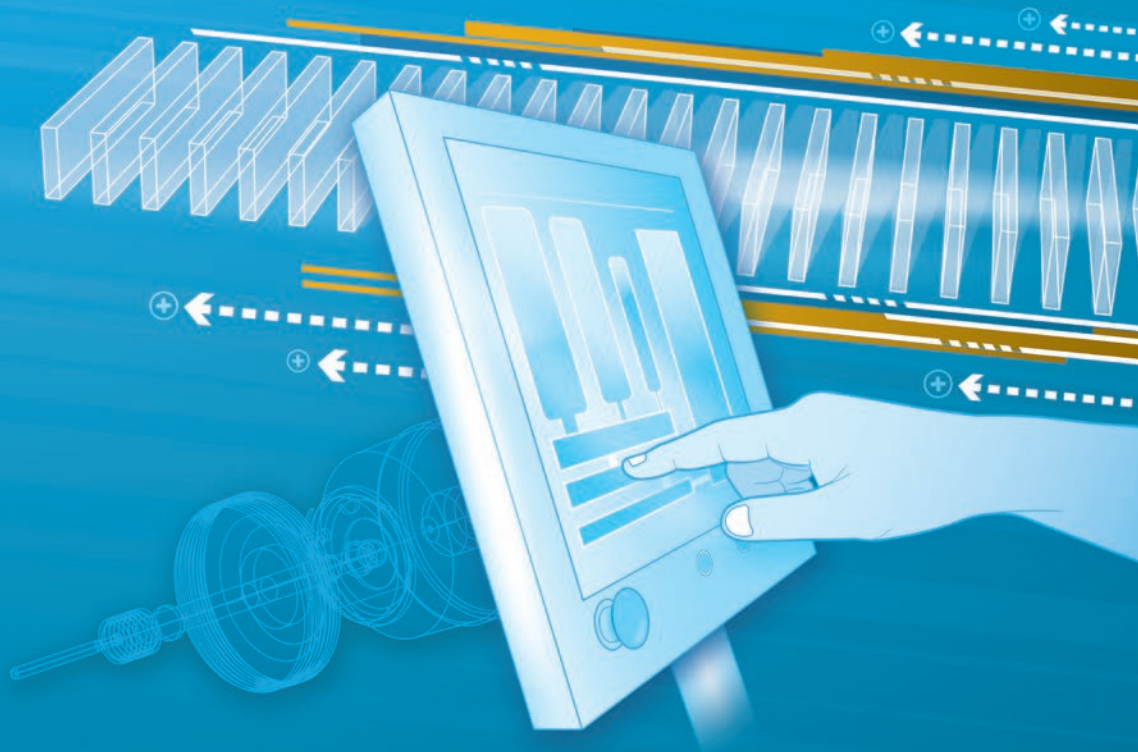
Electric Automation  
Systems and Components  
International Exhibition and Conference

## Exhibitor information

Nuremberg, 25 – 27 November 2014  
[mesago.com/sps](http://mesago.com/sps)



## Answers for automation



# Your platform for electric automation

SPS IPC Drives is Europe's leading exhibition on the topic of electric automation. The trade fair clearly focuses on this theme and therefore provides visitors with the ideal platform to obtain the comprehensive information they are looking for.

One of the defining characteristics of SPS IPC Drives is the pronounced working atmosphere that prevails at the booths. Exhibitors come face to face with interested visitors who are very well informed and are looking for ways to address their production and performance requirements in practice. As an exhibitor, you have the opportunity to present your potential customers your optimal solution.

Meet your target group at SPS IPC Drives!

## Exhibition topics

SPS IPC Drives covers the entire spectrum of electric automation. It exhibits all of the **components** up to complete **systems** and integrated **automation solutions**.

As supplier of electric automation systems you can showcase your products and services in the following key areas:

- Control technology
- IPCs
- Drive systems and components
- Human-machine-interface devices
- Industrial communication
- Industrial software
- Interface technology
- Mechanical infrastructure
- Sensor technology

## Conference

Parallel to the exhibition, the biggest user-oriented German speaking conference dealing with automation technology is held. New products, system solutions and concepts are presented and evaluated manufacturer independently.

**The whole world of  
electric automation  
at one single location.**



Present your products  
and services target-oriented.  
Reach your customer group!

## Become an exhibitor and participate in the success of SPS IPC Drives!

SPS IPC Drives is the hallmark exhibition for manufacturers of electric automation technology. What started in 1990 has since grown to become the highlight event of the industry. Many product innovations celebrate their premier at the exhibition. This year marks the show's 25th anniversary.

With 1,622 national and international exhibitors from 42 countries SPS IPC Drives 2013 offered visitors a unique and comprehensive overview of the market. The proportion of foreign exhibitors amounts to 29.9%.

Year	2013	2012	2011
Total number of exhibitors	1,622	1,458	1,429
National exhibitors	1,137	1,029	1,041
International exhibitors	485	429	388



Society for Voluntary Control  
of Fair and Exhibition Statistics

### SPS IPC Drives is the right platform

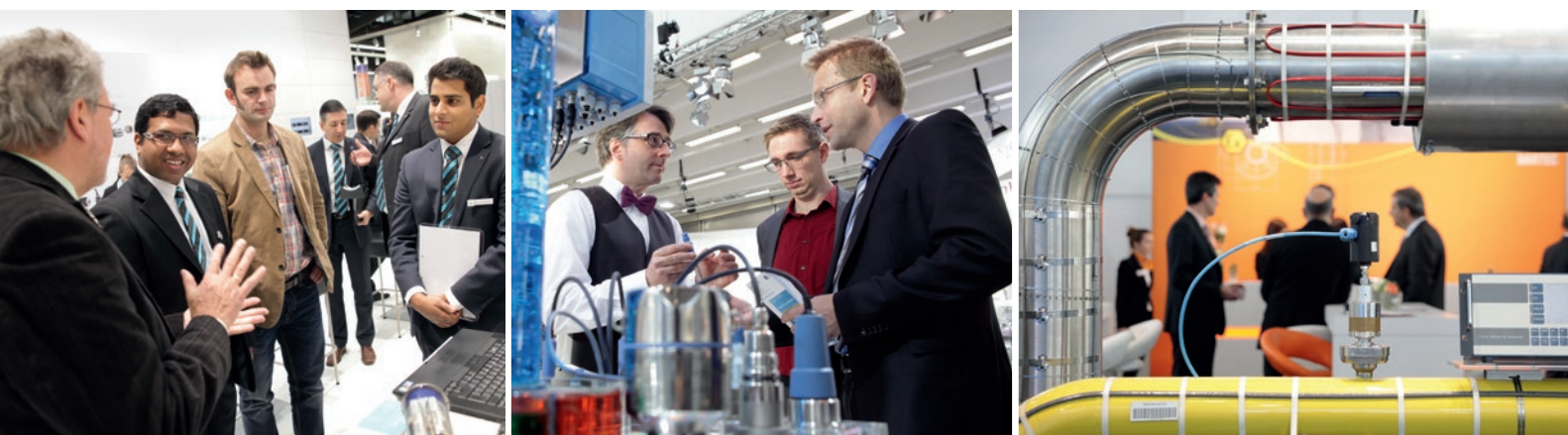
- 97 %\* of the exhibitors would recommend SPS IPC Drives
- 78 %\* of the exhibiting companies showcased new products at SPS IPC Drives 2013

\*Source: Exhibitor survey SPS IPC Drives 2013

### Our marketing services for you

For your ideal participation we offer you the following services:

- **Advertising material** in unlimited quantity such as free admission vouchers, stickers, posters, etc.  
Invite your customers free of charge.
- **Listing of your company details in the exhibitor and product directories**  
This allows your potential customers to contact you in an ideal way.
- **Company profile online**  
Inform your potential customers with your comprehensive company profile on the exhibition homepage.
- **Free registration of your co-exhibitors**  
Register your partners and achieve success together.
- **Advertising opportunities**  
Draw attention to your company by booking additional promotional tools such as internet banners or indoor and outdoor advertising on-site, etc.
- **Targeted international marketing and press activities**  
We will promote SPS IPC Drives for you in visitor newsletters, place advertisements in trade journals and banners on relevant internet pages, and publish the event at national and international press conferences.





As an exhibitor at  
SPS IPC Drives, you will connect  
with your target group with  
pinpoint accuracy –  
the users of electric automation.

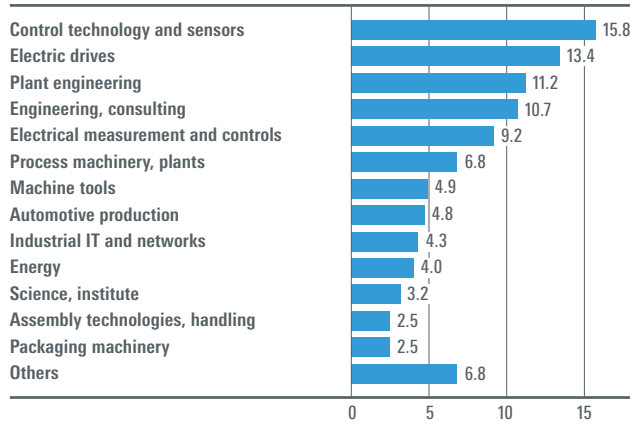
## Your target group

60,027 professional visitors from 76 countries visited SPS IPC Drives in 2013. These highly-qualified visitors are your potential customers!

The number of visitors during the last three years proves the attractiveness and importance of the exhibition to the professional visitors.

Year	2013	2012	2011
Total number of visitors	60,027	56,874	56,321
National visitors	46,248	44,401	44,457
International visitors	13,779	12,473	11,864

### Industry

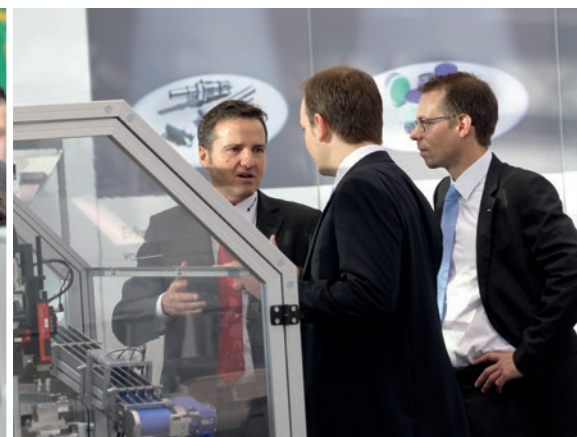
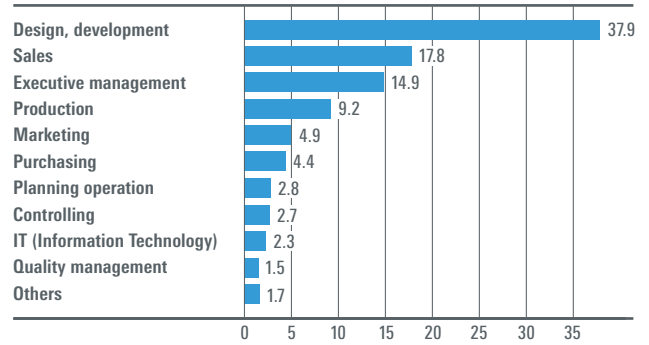


### Visitors with potential

- 92 %\* of the visitors found products or solutions for their companies
- 81 %\* of the visitors gathered information at the exhibitors about their product offers, innovations and trends
- 75 %\* of the visitors are involved in the decision making of purchasing new products

\*Source: Visitor survey SPS IPC Drives 2013

### Corporate sector



## Exhibitors' statements



### LUCAS WINTJES

Senior Vice President Sales and Industry Sector Management Factory Automation, Bosch Rexroth AG

»The success of SPS IPC Drives lies within its character as a clearly focused trade fair. As such, it attracts a highly competent audience of professionals, not only from Germany but noticeably also from Asia and America. For us, SPS IPC Drives is the leading trade fair for Electric Automation.«



### VOLKER JAHNS

Chairman and Managing Director, ifm electronic GmbH

»SPS IPC Drives is a great show for us. Here is where we meet people with clearly defined working tasks, searching for a solution. All conversations take place on a high technical level. Of course, we also use these talks to win insight for new products. SPS IPC Drives gives us a good feeling for the annual finish.«



### HEINZ EISENBEISS

Director Marketing & Promotion, Siemens AG, Industry Sector, Industry Automation Division

»The visitor response has thrilled our booth staff. Our integrated offer covering the different product families of automation and drives technologies has been met with high esteem. Especially our customers from around the world are enthusiastic about the SPS IPC Drives spirit.«



### CARL-JOHAN HALLENBORG

Sales Director, Unjo AB

»Having participated for the seventh consecutive year, we are very happy with the outcome with a good mix of meeting existing contacts and new companies with really interesting opportunities.«

Order your exhibition  
documents now at  
[www.mesago.com/sps/  
exhibitorkit](http://www.mesago.com/sps/exhibitorkit)

## At a glance

### Date/Regular cycle

25 – 27 November 2014/annually

### Location

Exhibition Center Nuremberg, Germany

### Space rental

Row stand:	EUR 199.00/m <sup>2</sup>
Corner stand:	EUR 237.00/m <sup>2</sup>
Head stand:	EUR 247.00/m <sup>2</sup>
Island stand:	EUR 257.00/m <sup>2</sup>

Prices exclude sales tax and AUMA fee\*

\*An additional surcharge of EUR 0.60 per m<sup>2</sup> plus sales tax will be charged on behalf and account of the Association of the German Trade Fair Industry (AUMA).

### Stand rental

System stand:	EUR 89.50/m <sup>2</sup> + VAT
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### Your SPS IPC Drives team



From left to right: Corina Hofferberth, Eva Latus, Simone Schwebsch, Sylke Schulz-Metzner, Stephanie Ehm, Simone Pfisterer, Simone Dirkopf, Tina Richter, Janka Becker, Ahmet Kaya, Veronika Mielnik, Anja Faulhaber, Kerstin Kohler

### Organizer

**mesago**

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