

The only official daily newspaper for SPS 2024!

sps
smart production solutions

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computer & automation

NOVEMBER
12



THE OFFICIAL DAILY

Die Zukunft im Visier

Der deutsche Branchenverband VDMA prophezeit, dass der Automation sowohl im produzierenden Gewerbe als auch im Dienstleistungssektor zukünftig eine Schlüsselrolle zukommt. In den nächsten drei Tagen zeigt die Automatisierungsbranche, wie Visionen Realität werden können.

Andrea Gillhuber, Computer&Automation

Neue Hallen, mehr Foren

In Halle 3C zeigen Unternehmen ihre aktuellen Entwicklungen und Lösungen rund um die Schwerpunkte Mechanische Infrastruktur, Steuerungstechnik sowie Software & IT in der Fertigung. Neben Rittal und Eplan stellen dort Unternehmen wie Eaton und Rockwell aus. In Halle 8 stehen Steuerungstechnik und Mensch-Maschine-Interfaces im Mittelpunkt. Ebenfalls dort angesiedelt ist der BMWK-Gemeinschaftsstand. Dabei handelt es sich um ein Förderprogramm des Bundesministeriums für Wirtschaft und Klimaschutz, das jungen innovativen Unternehmen mit Sitz und wirtschaftlicher Tätigkeit in Deutschland den Besuch der SPS ermöglicht.

Insgesamt gibt es in diesem Jahr drei Foren, mit Vorträgen und Podiumsdiskussionen zu Themen wie Industrie 4.0, Industrielle Kommunikation, Antriebstechnik, Nachhaltigkeit durch Automatisierungstechnik und zu intelligenten Konzepten zur Steuerung und Visualisierung. Einen Einblick in das Programm erhalten Sie ab **Seite 14**. Erstmals gibt es im Umfeld der Foren einen Bereich „Meet the Speaker“. Dort haben Sie die Möglichkeit, Fragen im Nachgang direkt an den Sprecher zu richten. Bereits eine feste Größe auf der Messe ist der Gemeinschaftsstand „Automation meets IT“. In Halle 6 zeigen rund 26 Aussteller ihre Produkte, Lösungen und Dienstleistungen rund um die Themenbereich IT-Management in der Fertigung, Cloud- und Edge-basierte Lösungen und Services, Security-Maßnahmen in der Fertigung, IoT- und KI-basierte Lösungen sowie Open Source.

Jobplattform gestartet

Wer in der Automatisierungsbranche einen Job sucht, dem bietet das Karriereportal „SPS CareerDrive“ eine Auswahl an passenden Angeboten. Mit der Jobplattform bietet die Mesago Unternehmen und Jobsuchenden die Möglichkeit, Beschäftigten in der Automatisierungsbranche anzubieten und zu finden. Auf der Messe können Sie an mehreren Terminals auf die Jobbörse zugreifen und nach passenden Vakanzten stöbern. Der Link zum Karriereportal lautet automation-jobs.de.

On the Way to Manufacturing-X

The Manufacturing-X initiative is driving the digitization of supply chains in industry. But what does a factory that can handle this have to look like? The ISW at the University of Stuttgart provides answers to these questions.

Meinrad Hapbacher, Computer&Automation

To bring Manufacturing-X from vision to implementation, technologies are needed that realize cross-company data spaces. Here, it is of particular relevance that these are interoperable and freely accessible to all companies that want to be part of such a data ecosystem. Manufacturing-X can already be experienced in the Stuttgart Machine Factory, a research platform of the ISW. Technologies such as the Eclipse Dataspace Connector (EDC), the Asset Administration Shell (AAS) and OPC UA are used. With the help of the EDCs, cross-company communication including contract processing is implemented. The data sent is modeled according to the AAS standard of the Industrial Digital Twin Association (IDTA). In order to unleash the full effect of Manufacturing-X, continuous networking within the company must be realized in addition to communication.



Image: ISW

How can Manufacturing-X become reality? The exhibit of a 5-axis milling machine from the Stuttgart machine factory shows which technologies the industry must take up for this.

TURCK
Your Global Automation Partner

Smarte Automation für Produktion und Logistik!

Halle 7
Stand 250



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IN COOPERATION WITH
INDUSTRIAL Production **KM KUNSTSTOFF MAGAZIN**

The official daily newspaper as a pulse generator of automation

12. – 14.11.2024
#wirsinddabei

The latest trends and innovations in the automation industry await you at SPS.

THE OFFICIAL DAILY - the only official trade show daily newspaper - reports daily and up-to-the-minute on press conferences, trends, product highlights and innovations. Use this exclusive platform for your advertising presence during the trade show a without wastage!

Secure your placement now with optional multimedia element!



Successful employees for successful companies - the job market in the official daily newspaper for SPS 2024

Job advertisements with immediate effect!

“THE OFFICIAL DAILY” gives you the opportunity to approach potential employees directly at the trade fair. Use your chance to draw attention to your vacant positions and meet suitable candidates from the industry already at the SPS.



Place your job application now in “THE OFFICIAL DAILY” on all three days of the fair. Circulation: 30,000 copies + e-paper.

A strong medium for a strong trade fair!

› The only official one!

The only official daily newspaper for **SPS 2024**, published by Computer&Automation, INDUSTRIAL Production and KUNSTSTOFF MAGAZIN, is published exclusively in cooperation with the successful organiser of **SPS - Mesago Messe Frankfurt GmbH**.

› Daily updated content!

Every day from 12 November to 14 November 2024 brand-new content directly from the fair for visitors! What suits your high-quality products better than a high-quality editorial environment?

› The platform for successful providers for 20 years!

Since 2004, successful providers have relied on the special media performance of the **SPS** as well as on the strengths of the only official daily newspaper. In **2024**, you too, as a successful company with strong products and solutions, cannot be left out.

› Addressing international customers!

For international trade visitors and exhibitors, the only official daily newspaper for **SPS 2024** once again includes an English-language section - for "unlimited advertising success". It is also distributed to over 6,000 international newsletter recipients.

› Interactive e-paper!

The only official daily newspaper for the **SPS** will appear in 2024 as an e-paper on computer-automation.de, industrial-production.de and kunststoff-magazin.de as well as on the accompanying digital SPS on air. The interactive format means readers can be directed from your ad directly to your website and even be inspired by your multimedia content on day 1.

› Overarching editorial office!

The editorial teams of the renowned trade magazines Computer&Automation, INDUSTRIAL Production and KUNSTSTOFF MAGAZIN deliver top-class content with bundled expertise, as a perfect source of information for all trade fair visitors & newsletter recipients.

› 100,000 newsletter recipients!

Each issue is sent to Pelemedia GmbH newsletter recipients via stand-alone newsletters. In addition, the e-paper issue is distributed via the channels of Mesago Messe Frankfurt GmbH and the social media channels of Pelemedia GmbH.

› 30,000 copies!

Only the official daily newspaper for SPS 2024 will be distributed exclusively to trade visitors and exhibitors in the entrance areas, in the congress area of the Exhibition Centre Nuremberg - and with a print run of 30,000 copies hot off the press.

› Changing motifs!

Use the only official daily newspaper for your campaign and use a different advertising motif for each of the three days of publication. A brief indication of which motif is to be published on which day is sufficient.

Secure placement now in all three editions of the only official daily newspaper for SPS 2024!



ON ALL THREE FAIR DAYS!

NEW DAILY

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THE
OFFICIAL DAILY

PUBLISHED BY
computer & automation

IN COOPERATION WITH
INDUSTRIAL **KM** KUNSTSTOFF
Production MAGAZIN

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Publication dates:

12. November +
13. November +
14. November 2024

Advertising deadline:

18. Oktober 2024
(for all three issues)

Ad delivery:

25. Oktober 2024
(for all three issues)

100.000 NEWSLETTER-RECIPIENTS PER ISSUE

For production reasons, only all three issues can be documented.

Prices and formats for ads and job market (package price for all 3 days)

| Format | bw | 2c | 3c | 4c | Type area in mm | Bleed format in mm |
|---------------------------------------|----------|----------|----------|----------|-----------------------------------|-----------------------------------|
| 1/1 | 12,190 € | 13,290 € | 14,400 € | 15,350 € | 235 x 317 | 255 x 350 |
| 9/16 (junior) | 6,300 € | 7,390 € | 8,100 € | 8,750 € | 170x 254 | 180 x 270 |
| 1/2 high 1/2 cross | 5,650 € | 6,750 € | 7,230 € | 7,800 € | 110 x 317 235 x 154 | 120 x 350 255 x 171 |
| 1/3 high 1/3 cross | 3,750 € | 4,450 € | 4,820 € | 5,300 € | 72 x 317 235 x 101 | 79 x 350 255 x 112 |
| 1/4 high 1/4 cross 1/4 2 column | 3,050 € | 3,400 € | 3,710 € | 3,950 € | 50 x 317 235 x 74 110 x 154 | 60 x 350 255 x 83 120 x 171 |
| 1/8 2 column | 1,420 € | 1,670 € | 1,840 € | 1,980 € | 110 x 40 | 120 x 50 |
| Millimeter Price | 6,80 € | 7,70 € | 8,70 € | 9,40 € | | |

Prices for Media Integration (for Day 1)

Video, GIF integration, logo animation €250 each

Digital inserts on request

Special forms of advertising

| | | |
|------------------------|----------|-----------|
| Flap | 25,890 € | 125 x 350 |
| Island display title | 10,100 € | |
| Island display | 6,980 € | 55 x 75 |
| Center stapler 4-sided | 14,700 € | |
| Supplement up to 25g | 11,600 € | |
| Supplement up to 45g | 12,550 € | |

Prices for all three days. Discounts are taken from the master objects.



SPS 2024 | We are in!

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