



sps

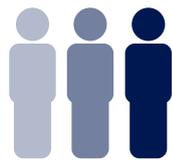
mesago

Analysis 2022

Messe Frankfurt Group

Overview

112,000 m²
exhibition space



43,813
visitors

29% of which were international



999
exhibitors

29% of which were international



120
forum
presentations



4.076
forum participants

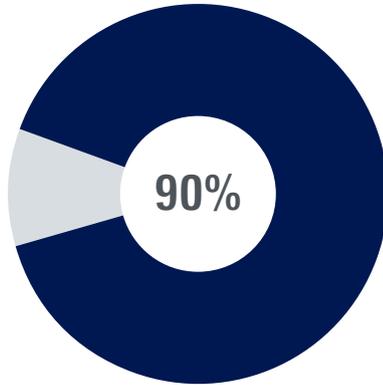
28% of which via the digital event platform

Save the date:
14 – 16.11.2023

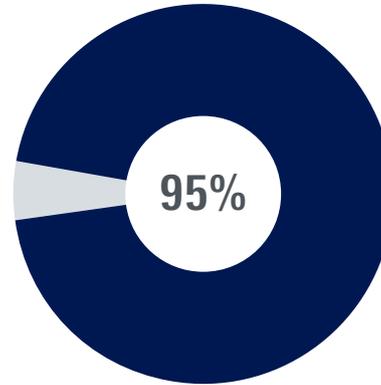
Exhibitors



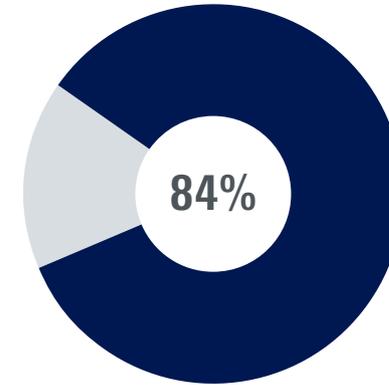
Level of Satisfaction



of the exhibitors were satisfied with their participation



of the exhibitors rate the SPS as important for their company



of the exhibitors wish to participate in the SPS 2023

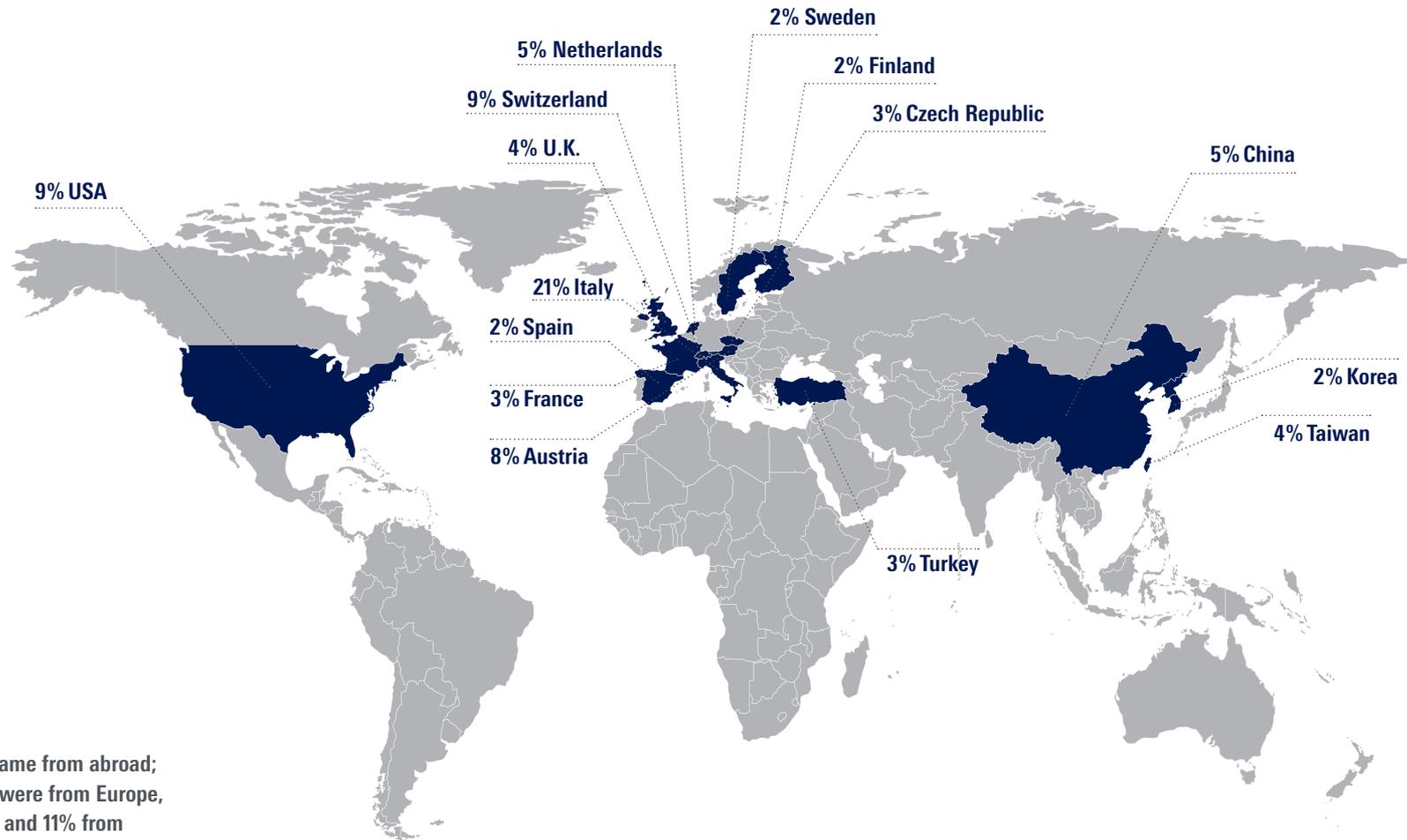
» ... as the leading trade fair for automation, the SPS has a regular place in our schedule. The SPS can definitely count on Lenze SE in the coming years as well. «

Christian Wendler, CEO, Lenze SE
Exhibitor at the SPS 2022

Exhibitors



Origin of the top 15 international exhibitors by country



29%

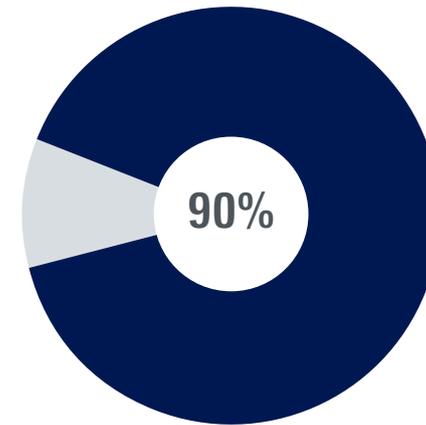
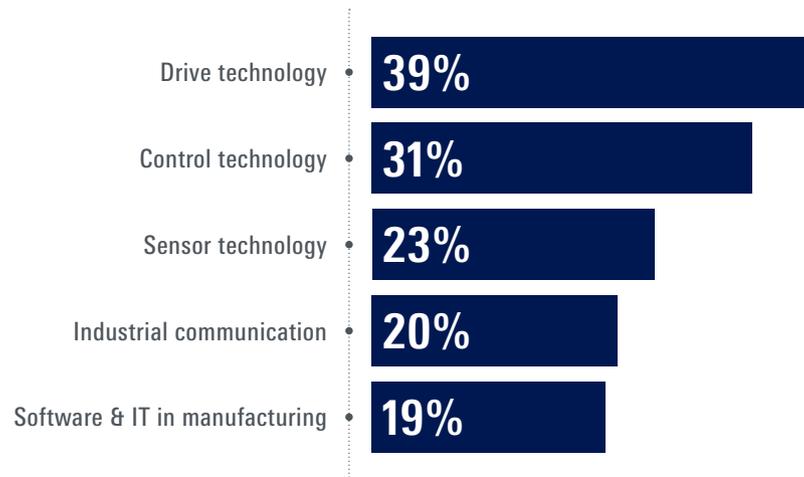
of exhibitors came from abroad;
70% of which were from Europe,
18% from Asia and 11% from
America.

→ For a complete list of exhibitors, please visit the [SPS website](#).

Exhibitors



Top 5 exhibition topics*:



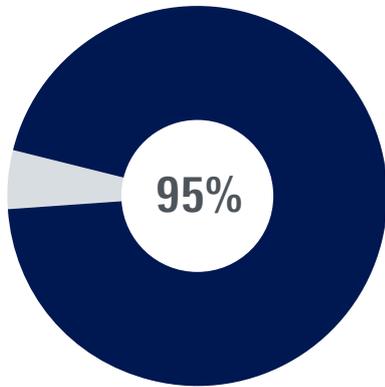
of the exhibitors have already participated in the SPS several times.

*Multiple answers possible

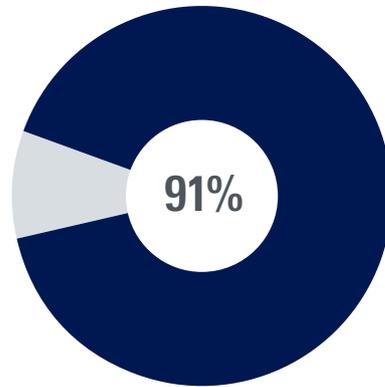
Visitors



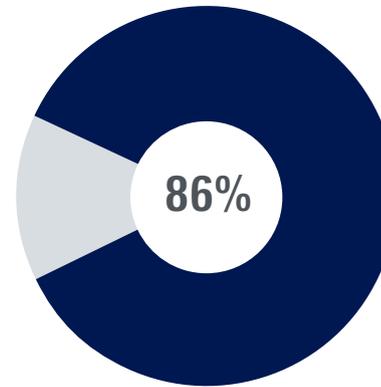
Level of Satisfaction



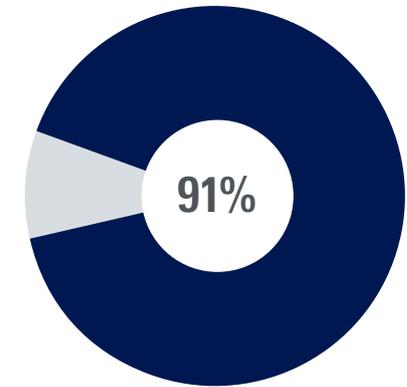
of visitors would visit the SPS again



of visitors will recommend the SPS to others



of the visitors were very satisfied or satisfied with their visit



of the visitors rate the SPS as important for their company

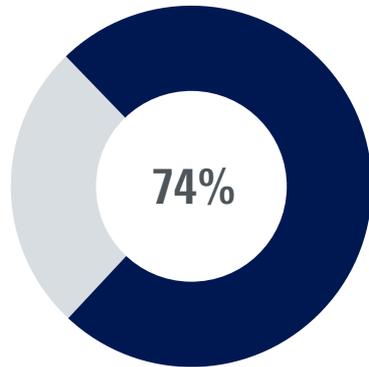
» The enthusiasm felt by visitors was already palpable on the first day when the gates of the trade fair opened. This amazing feeling then spread through the halls among all participants. «

Trade show visitor at SPS 2022

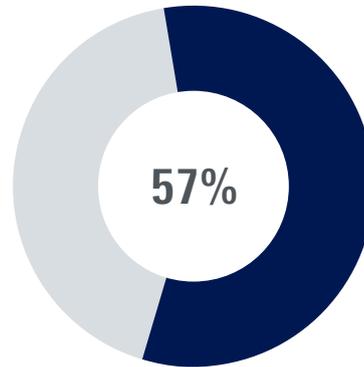
Visitors



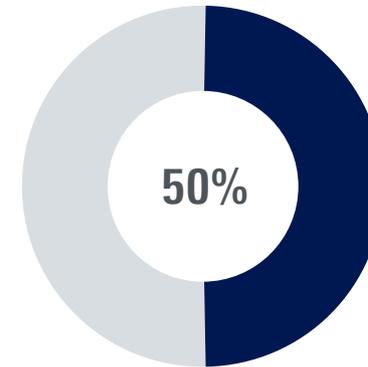
Top goals of the trade fair visitors*



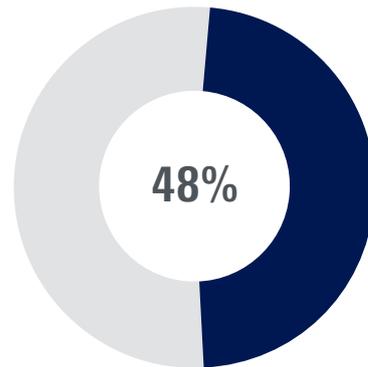
Information on new products and trends



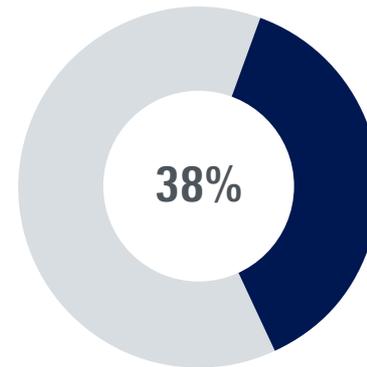
Exchange of experience and information



Procure an overview of the market



Care of existing business relationships



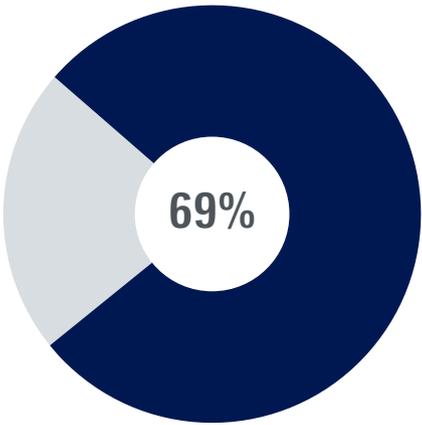
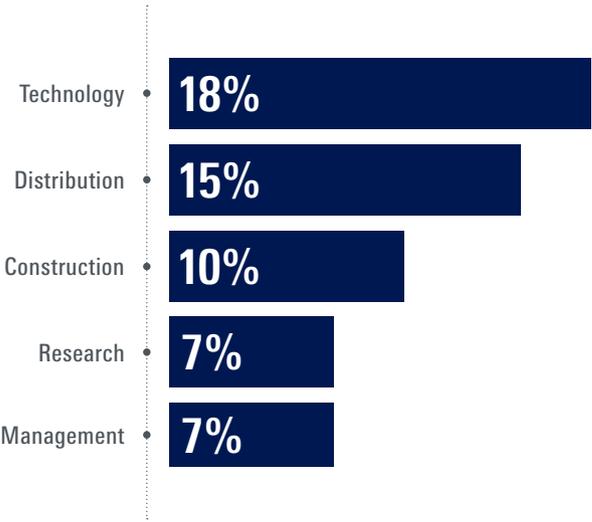
Building new business relationships

*Multiple answers possible

Visitors



Top business sectors of visitors to the fair

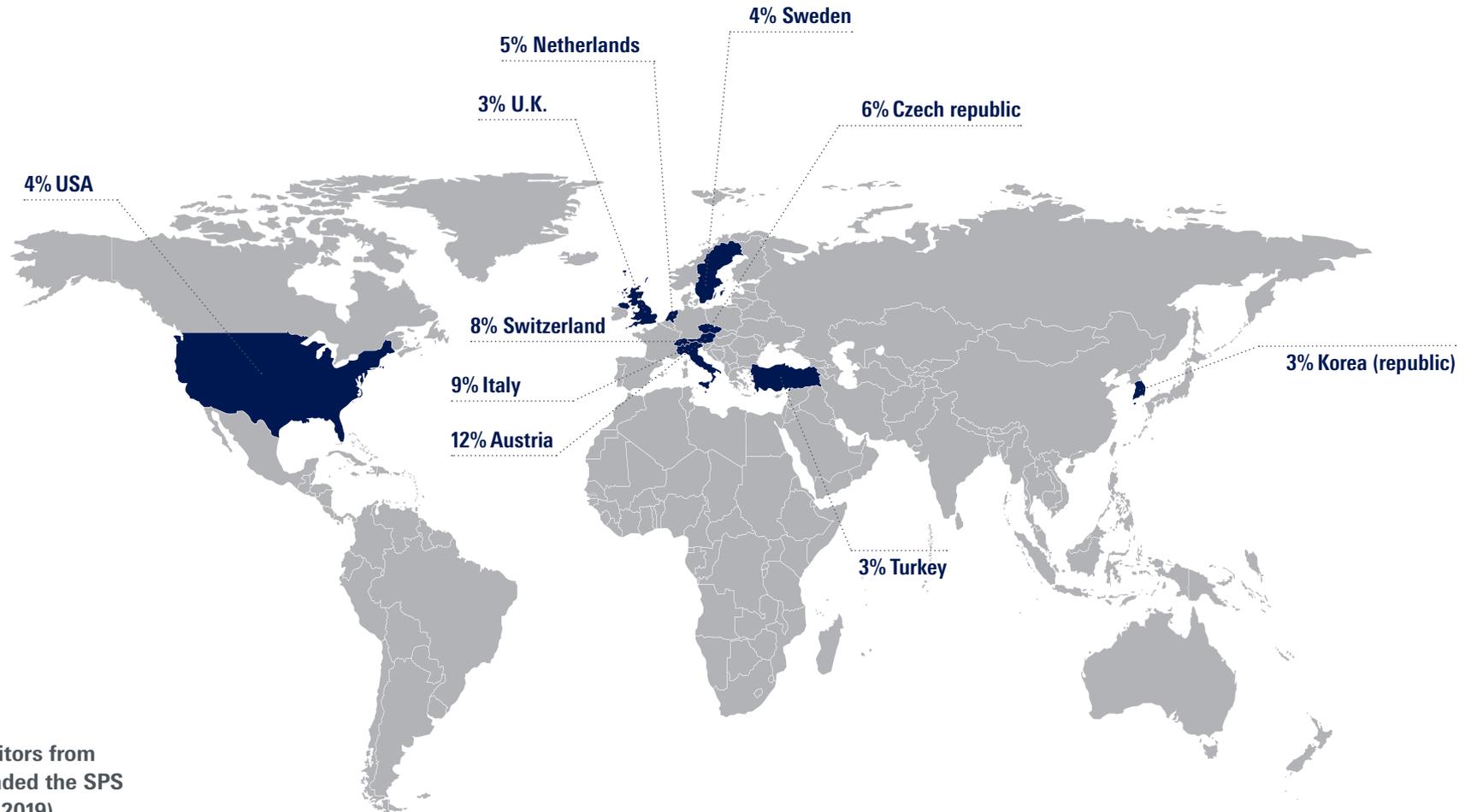


of visitors present are involved in procurement decisions in their company

Visitors



Origin of international visitors by country in percent:



29%

visitors came from abroad

+40%

40% more visitors from the USA attended the SPS (compared to 2019).