



Press Release

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SPS 2020 Goes All-Virtual

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Due to the ongoing travel restrictions and other fundamental changes caused by the coronavirus pandemic, Mesago Messe Frankfurt has decided to hold the SPS 2020 in an all-virtual format.

“We’re very disappointed to have to cancel this year’s SPS event in Nuremberg,” says Martin Roschkowski, President of Mesago Messe Frankfurt GmbH. “Early this summer, all signs were pointing in the right direction and we were all but certain that the exhibition would go ahead in November. The safety and hygiene concept we had put together at the time was well received and developed further by many people involved in the SPS. For us, it was another example of how well the SPS community works together, and our sincere thanks go out to all those who pitched in.”

The main reasons behind the event’s cancellation include the serious concerns many participants had expressed with regard to the very different surrounding conditions at hand and the well-being of their employees. The strict hygiene and social distancing rules that have been established, the travel restrictions in place, and the economic uncertainty resulting from the pandemic have made it clear that it would not be possible to hold the high-quality exhibition SPS attendees have come to expect. “The SPS is known for facilitating in-depth technical discussions and valuable conversations among its visitors and exhibitors,” Sylke Schulz-Metzner, Vice President SPS points out. “Unfortunately, we don’t see a real chance to make this happen on-site as we normally would at the moment.”

The organizer of the event, Mesago Messe Frankfurt GmbH, is already in the final stages of implementing a virtual setting that will give the SPS exhibitors and attendees the opportunity to talk about the latest developments and trends in automation technology online. The virtual platform SPS Connect will go live on the same day the on-site exhibition was scheduled to begin (24 November 2020). Those interested can access further information on the event’s website, sps-exhibition.com.

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Messe Frankfurt Group

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 160 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 on Messe Frankfurt (as of June 2020)

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com