

Art meets technology - where metal comes alive -

Internationaler Wettbewerb auf der AMB 2026

15-19 September 2026 | Messe Stuttgart

An action by:



Kunst trifft Technik

Art meets technology – "where metal comes alive"

International art competition for exhibitors at AMB 2026

For decades, the Konradin Media Group has stood for high-quality trade media, strong industry networks and targeted communication in the industry. For many years, we have been creating a stage with our "Art meets Technology" campaign on which the technological competence and creative creative power of our industry partners can be seen and experienced.

The international trade fair AMB will once again be the platform for innovation in 2026. This year's trade fair motto "where metal comes alive" describes that metalworking is more than just technology. It is energy, precision and emotion. We are taking up this motto in our "Art meets Technology" campaign and would like to invite all AMB exhibitors to take part in this year's campaign.



We call on all AMB exhibitors and especially their trainees to leave their familiar territory and pushing the boundaries of metalworking with creative solutions. Show us and the international trade audience at AMB how to set new standards with state-of-the-art technology!

The aim of our campaign is:

- To present technological competence creatively
- To make innovative strength emotionally tangible
- Generate attention before, during and after the trade fair
- Create reach via digital channels
- Actively involve trade fair visitors

Art meets technology

Valued and established part of AMB in Stuttgart for years

2024: AMB – From metals to medals



2022: AMB – We are back in the Game



2020: AMB – Leading the way in the industry



2018: AMB – Wahrzeichen der Branche



2016: AMB on fire – Barbecue competition



... 2014, 2012, 2010



Do you bring metal to life?

Description of the action

1. The aluminium plate as a creative basis

Each participating exhibitor will be provided with an aluminium plate by Konradin, on which they can express themselves creatively until the trade fair. It can be milled, engraved, lasered, eroded, turned, glued – "tinkered". Also possible are bodies made of e.g. metal or additively produced objects. There are no limits to the design and processing of the board. The aluminium plate is deburred and sent to the participant by post.

Dimensions: 300 x 450 mm | Thickness: 5 mm

Important to note!

- All technical components must function autonomously, as no power connection is provided on site
- Maximum height of the entire object: 200 mm
- The aluminium plate is hung on a wall or steel, which should be taken into account during the design

2. Video | The Digital Component – The Creation Process as a Story

A central component of the competition is a video on the creation process.

Important to note!

- The video must not exceed a maximum duration of 2 minutes
- A mandatory component is the documentation of the development process (if there is still time, the company itself or its competencies may also be discussed)
- Submission to the Konradin Media Group by **10.08.2026** at the latest

All submitted exhibits will be presented in the East Entrance Area during the entire duration of the trade fair and will be made accessible to the AMB trade audience.

Take part and win!

Conditions of participation + evaluation criteria

Eligibility:

The competition is aimed at all AMB exhibitors in 2026.

Registration deadline:

Written registration by e-mail to ann-kathrin.thieme@konradin.de possible until 08.06.2026. As soon as an exhibitor has registered his participation, he receives the aluminum plate by mail and can get started.

Deadline:

All registered aluminium plates that are delivered by the exhibitor to Messe Stuttgart by **10.09.2026** at the latest will be evaluated. Alternatively, the panels can also be handed in in person at booth EO300 in the East Entrance.

Participation price:

990 Euro plus VAT

Evaluation and award ceremony:

Our jury of experts evaluates all submitted panels from the point of view of **complexity / quality of execution / design and appearance / choice of materials**. In addition, there is the opinion of the trade fair visitors, who can vote for their favourite platter at the fair. In addition, we will make the videos of the creation of the records available on our landing page for the campaign from 01.09.2026, so that those interested in the campaign can also vote online for their favourite in the run-up to the fair.

The best three records will be awarded at our award ceremony on **19.09.2026** in the atrium of Messe Stuttgart (East Entrance), to which we cordially invite all participants.



Plate Action, AMB 2010

Advantages at a glance

Scope of services and organisation

After successful registration of participation, Konradin will regularly keep the participant and his team up to date on all important deadlines and details of the process. The Konradin Media Group is responsible for the organisation of the campaign. A contact person will be happy to answer any questions you may have at any time.

Being there is everything!

Thanks to the extensive coverage in the run-up to the trade fair in the trade media of Konradin Industrie, every participant achieves a high level of visibility and reach. The following content is covered as part of participation in the competition:

- Extensive coverage of the campaign in Konradin Industrie's trade media (print, digital, social media)
- Announcement of the campaign by Landesmesse Stuttgart
- Integration of the company logo (incl. link to the company website) on the landing page incl. voting function for the campaign (high traffic guaranteed)
- Attention-grabbing placement of the exhibit at the mav "Art meets Technology" stand in the East Entrance with a high number of visitors every day.
- Organisation and supervision of the campaign by the mav team

If you would like us to include you in our media coverage, please provide us with print-quality photos, company logo, and texts about the exhibit and the people involved.

Maximize attention...

... for even more reach and visibility in the industry

Your cross-media participation opportunity

What we offer	What we need for this	Price
1/1 site Advertorial in mav 04/26 + Online publication of the advertorial on mav.industrie.de + Teaser for publication in the special newsletter for the event	Topic: AMB-Reference/ Your highlight at AMB (Text 2,400 characters + 1 photo + your company logo)	4.500 € plus VAT

Booking
Conclusion:
17.06.2026

Exclusive benefits for cross-media bookings:

Publication of the advertorial in mav 04/2026 (ET: 21.07.2026)	✓
Publication of the advertorial under the heading "Highlights of machining" on our online platform	✓
Active promotion of the advertorial via a special newsletter "Highlights of AMB" in August 2026	✓

Konradin Verbreitung mit Garantie

Contact opportunities Magazin:	15.069/ issue
Contact opportunities Newsletter:	6.112/ month
Contact opportunities Website:	43.654/ month (page impressions)

The information on the contact opportunity is based on the [mav Media kit 2026](#).



All dates at a glance

- until 08.06.2026: written registration of your participation in the campaign
- 17.06.2026: Booking deadline for cross-media advertorial
- June-August 2026: Submission of photos, texts and information material on the campaign for publication in the media of Konradin Industrie
- 10.08.2026: Submission of the video to Konradin for publication on the landing page for the campaign
- 10.09.2026: Submission of the aluminium plate to the stand builder
- 15.-19.09.2026: (AMB Stuttgart trade fair) Presentation of the exhibit in the East Entrance
- 19.09.2026: Award ceremony in the atrium of Messe Stuttgart
- 19.09.2026: Dismantling, after the end of the fair on 19.09.2026

Good to know!



By sending in photos and texts as well as delivering the exhibits, the participant acknowledges the terms and conditions of the competition. The organizer excludes any liability for exhibits handed over. These can be picked up again after the end of the fair at the Art meets technology-booth. A stand guard for the set-up and dismantling will not be provided. The participant is also responsible for the delivery or removal of the exhibits and any costs incurred as a result.

Do you have any questions?

We would also be happy to advise you in a personal conversation.



Joachim Linckh

Overall Display Manager

Phone +49 711 7594-565

Mobil +49 173 353 92 11

E-Mail joachim.linckh@konradin.de



Ann-Kathrin Thieme

Project Manager

Phone +49 711 7594-338

E-Mail ann-kathrin.thieme@konradin.de



Konradin Mediengruppe GmbH
Ernst-Mey-Straße 8
70771 Leinfelden-Echterdingen