



SENSOR+TEST 2024
DIE MESSTECHNIK-MESSE
The Measurement Fair

June 11 - 13, 2024
Nuremberg, Germany

Exhibitors

Visitors

Conferences

Press



SENSOR + TEST 2024

WELCOME TO THE INNOVATION DIALOG!



EXHIBITION



ACTION PROGRAM



CONFERENCES



GREETING

Dear exhibitors,

We are pleased to welcome you as an exhibitor at SENSOR+TEST 2024. Our trade fair is one of the leading events for sensor, measurement and testing technology and offers you a unique platform to present your company and your innovations to a broad professional audience.

Participating in SENSOR+TEST 2024 will significantly enhance your visibility within the industry. Your presence at this prestigious event will position your company as a key player in the field of sensor and measurement technology. It presents an excellent opportunity to present your products, services, and expertise to a highly targeted audience actively seeking solutions in this domain.

SENSOR+TEST 2024 will even more increase its orientation on application. "Innovative Calibration" will be the focus in 2024 with a generous exhibition area as well as a Technology Forum with best practice presentations, top-class tutorials and special sessions. A perfect combination, so that visitors can obtain even more targeted information. They will also have this opportunity in the new "Technology & Application Guided Tours" on the topics of "AI in sensor, measurement and automation technology", "Mobile testing" and "Sensor, measurement and testing technology for the hydrogen industry", which will be supplemented by panel discussions and forum presentations.

In addition, SENSOR+TEST offers an extensive supporting program of technical presentations, workshops and panel discussions that will provide you with valuable knowledge and new ideas for your business. In addition to these offerings, SENSOR+TEST 2024 comes up with some new and proven highlights that will make your participation even more exciting.

The innovation dialog at SENSOR+TEST 2024 will be ideally rounded off by the 22. GMA/ITG-Fachtagung "Sensoren und Messsysteme 2024" and the European Test and Telemetry Conference ETTC 2024. In addition, SENSOR+TEST 2024 will also have an augmented priority on providing excellent service for exhibitors. This includes offering workshops in both German and English to further support exhibitors in maximizing their participation at the trade fair.

New: Starting from November 2023, SENSOR+TEST - THE INNOVATION MAGAZINE (powered by messweb.de) will be published three times a year as part of the year-round trade show and topic communication. This digital magazine covers various themes related to sensors, measurement technology, and automation, providing valuable information for the target audience. It offers insights into trends, innovations, and best practice examples from companies, as well as information about the trade show itself. With these additional offerings, SENSOR+TEST aims to provide exhibitors with a comprehensive package that transforms the trade show into a platform for knowledge exchange and industry insights. Join us!

Don't miss out on this exceptional opportunity to advance your business. Join us at SENSOR+TEST 2024 and take full advantage of everything it has to offer. We eagerly anticipate your participation and collaboration in creating a successful event that will contribute to the growth of your business.

See you in Nuremberg for the Innovation Dialog!

Sincerely yours,

Elena Schultze
Holger Bödeker



INNOVATIVE AND VISIONARY – FROM SENSOR TO EVALUATION



The SENSOR+TEST is a central event for all industries across the board that rely on sensors, measurement, and testing systems. Its effectiveness, well-organized layout, and emphasis on core elements provide the perfect environment for fostering innovation.

Experts, developers, and scientists from around the world come together to contribute their wealth of expertise and discuss new ideas in the fields of sensor technology, measurement, and testing.

The time without trade shows has clearly demonstrated the importance of personal contact between customers and business partners. So, seize the opportunity to present your latest developments to an international audience and engage in intensive exchanges.

We look forward to seeing you in Nuremberg for the Innovation Dialog!
Your SENSOR+TEST-Team

An event of

AMA
Association for Sensors + Measurement

Linking Innovators

APPLICATION





338
Exhibitors
from
27
countries

93 %
of exhibitors
were able to
establish new
contacts

97 %
of exhibitors
could reach their
target groups

INNOVATION DIALOG – REACHING TARGET AUDIENCES AND ESTABLISHING NEW CONTACTS

Exhibitors from around the world utilize SENSOR+TEST as a central meeting point to advance the dialog with industry professionals and target audiences from various sectors. They seize the opportunity which is to forge new connections and nurture existing customer relationships. Companies value the platform provided by this established, cross-industry trade show to showcase ideas and trends. Additionally, through forums, exhibitors can present their topics and technologies to a broad and interested audience, while also inviting experts to visit their exhibition stands.

A VERSATILE TRADE FAIR VENUE IN NUREMBERG FOR ALL REQUIREMENTS

Nuremberg, a bustling city in Franconia with a population of 1.5 million, serves as a major transportation hub in Europe. Situated at the intersection of key European traffic routes, the city is easily accessible by plane, train, or car from all directions. The Nuremberg Exhibition Center offers state-of-the-art facilities and convenient access: there are 10,000 parking spaces in close proximity to the exhibition halls, an underground subway station dedicated to the exhibition center, and a designated taxi stand, ensuring safe and comfortable arrivals for visitors.



5138
trade-visitors
from
34
countries

27 %
international
visitors

89 %
visitors with
decision-making
authority

*Values from the 2023 visitor polls

THE WORLD OF SENSORS AND MEASURING TECHNOLOGY

International experts, developers, and decision makers from all branches in which technical measurements, testing, and monitoring take place, make use of the SENSOR+TEST regularly as a “tool box” with up-to-date know-how, enabling the preparation or activation of investments.

338 exhibitors from 27 countries and 5,138 visitors and conference participants from 34 countries took the opportunity for an intensive innovation dialog at SENSOR+TEST 2023.

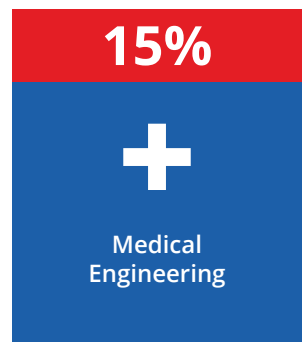
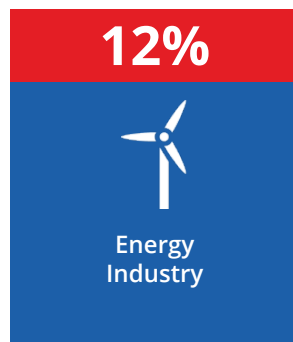
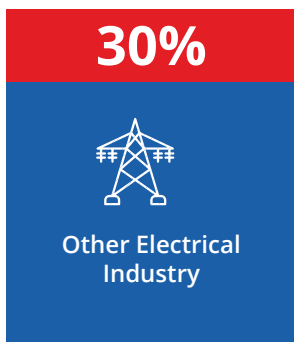
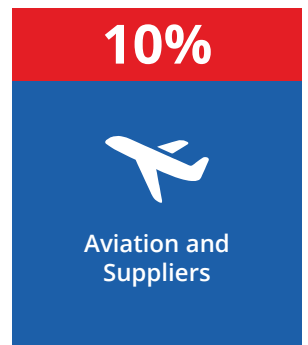
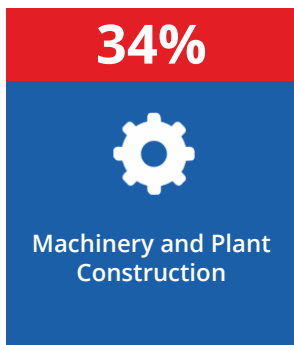
A wide range of products

- | | | |
|------------------------|--------------------------|------------------------------|
| ✓ Sensor Elements | ✓ Sensors | ✓ Sensor Systems |
| ✓ Sensoric Instruments | ✓ Measurement Systems | ✓ Research and Development |
| ✓ Services | ✓ Laboratory Measurement | ✓ Customized Systems |
| ✓ Quality Control | ✓ Material Testing | ✓ Components/Software |
| ✓ Analysis Equipment | ✓ Calibration Systems | ✓ Measuring and Test Systems |



The representative visitor poll was carried out by a neutral marketing research institute. The structural data is certified by the FKM, the Society for Voluntary Control of Trade Fair and Exhibition Statistics (Gesellschaft zur freiwilligen Kontrolle von Messe-und Ausstellungszahlen), Berlin. Further information on the FKM can be found at www.fkm.de.

THE VISITOR BRANCHES





YOUR BENEFITS AS AN EXHIBITOR

The opportunities offered by the SENSOR+TEST give the exhibitors the greatest possible flexibility for their ideas and implementations. As the trade-fair organizers we will also provide you with perfect service in every phase of your planning and execution for your trade-fair success.

Our promises:

- Exclusively professional visitors and target groups
- Great internationality
- Constructive atmosphere and in-depth discussions in the Innovation Dialog
- A suitable stand for every budget and idea
- Visitor promotion by advertising measures in the international trade press
- Visitor promotion through social media
- Publication of your individual novelties and technologies via our own channels
- Practical tips, checklists, work shop and reminder service for your trade-fair planning,
- Personal consultation in all questions and tasks
- Trade-fair invitations on- and offline to all of your customers free of charge and in any quantity - of course you will receive the data of your visitors after the fair

Your participation opportunities:

- Stand self-constructions, ready-made stands, or all-inclusive stand packages
- Combination packages for focal points
- Presentations at the forums
- Digital Agenda
- Various marketing measures before the event and various on the fairground
- Press conferences, conferences and workshops
- Newsletter advertising/Social media advertising
- Online catalog: Company profile, keywords, product news
- Job-Lounge, Press meets VIP, Technology & Application Guided Tours

[Info on registration](#)





MEDIA FLAT RATE FOR DIGITAL ADDED VALUE

With the digital offer of the SENSOR+TEST exhibitors can intensively promote their participation and increase their public awareness. And this not only before and during the event, but far beyond the trade fair date until the end of the year - a unique service!

We offer the perfectly fitting target group, dedicated networking included - all you have to do is to provide the appropriate online content. Be it the company profile, keywords (product groups), product news, video for digital agenda, just to name a few.

The following services are included in every stand booking:

- Basic marketing (visitor advertising, press relations, newsletter and social media promotion).
- Complete entry in the online catalog of SENSOR+TEST 2024
 - Company name with address, telephone and fax number
 - E-mail and Internet addresses with direct links
 - Social media links: *All links will be posted at least 6 weeks before the show and until 31/12/2024.*
 - Logo
 - Text entry
 - 5 entries in the product group directory (more can be booked)
- Entry of product news incl. text, photo and/or video in any quantity
 - Presentation of a product novelty as video for the digital agenda - Timeslot selectable (further bookable)
- Deposit of press information
- Selected new products are regularly published via newsletter and social media channels

Media flat rate





EXHIBITOR WORKSHOP

The way to maximum trade fair success



Online

- 10.01.2024 in German
- 11.01.2024 in English
- 14.02.2024 in German
- 15.02.2024 in English

Live

- 13.03.2024 in German
(in Frankfurt/Main)

Speaker / Contact Person:



Jeanette Müller
Phone: +49 5033 9639-17
mueller@sensor-test.com

Learn about all the measures and offers available for exhibitors in our workshop and utilize them to maximize your trade fair success.

- ✓ How can you draw attention to your trade fair participation?
- ✓ How can interest be aroused at the trade fair?
- ✓ How can a product novelty be promoted through different marketing channels?
- ✓ What are the requirements and costs involved?

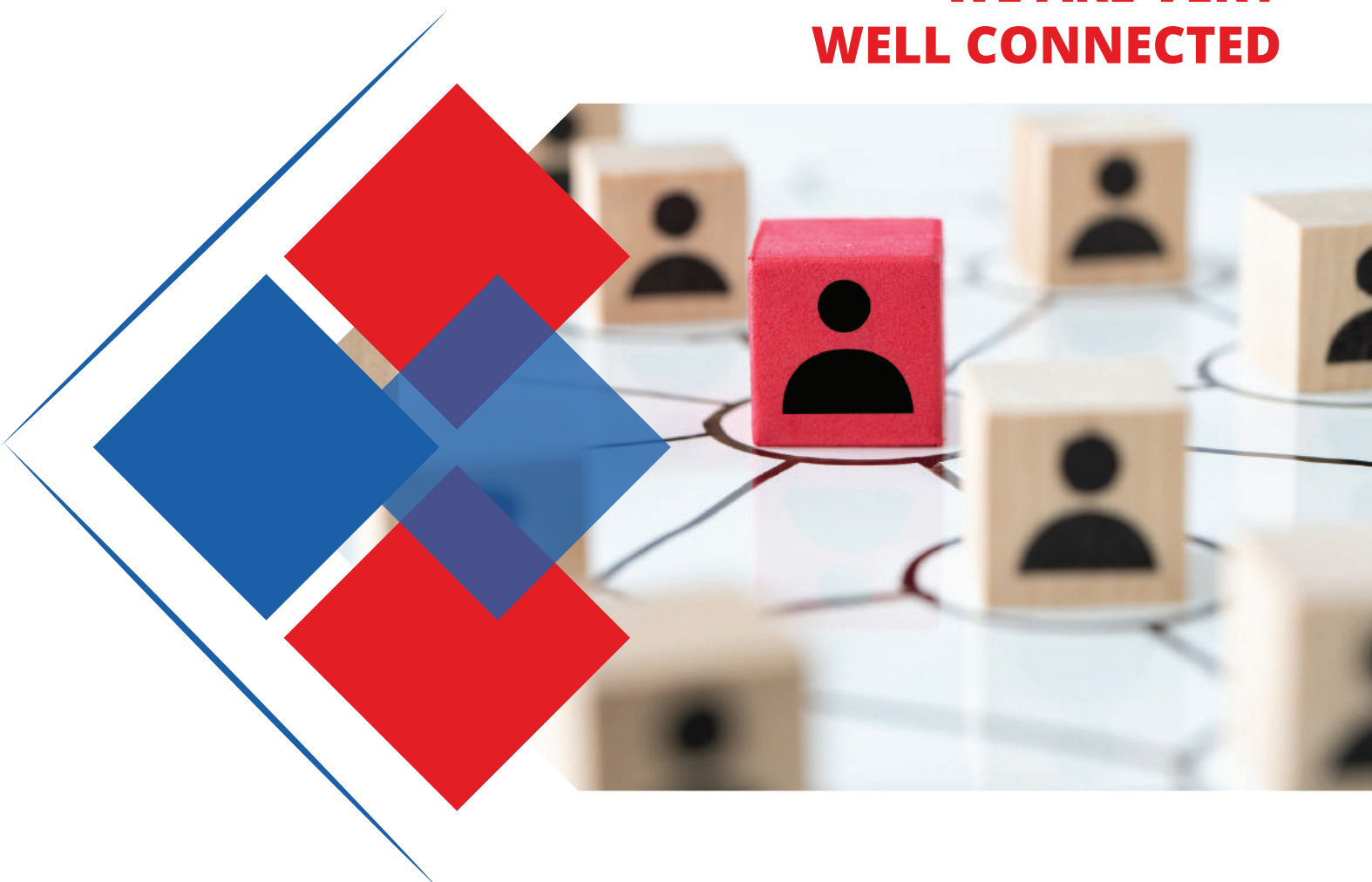
These and more questions will be answered in the exhibitor workshop. We offer the workshops in German and English. There is the option for online participation or attending live in Frankfurt am Main.

Therefore, plan your campaign for SENSOR+TEST 2024 with us! Participation is free of charge. Simply send us a brief email expressing your interest in participating, and you will receive the corresponding link.

[Register now](#)



WE ARE VERY WELL CONNECTED









Discover the diverse ways to get in touch with us and stay connected!

We offer various channels to keep you up to date. Follow us on relevant social media platforms, where we regularly share exciting exhibitor news. Dive into our world on YouTube, where we provide a wealth of videos to give you an insight into our events.

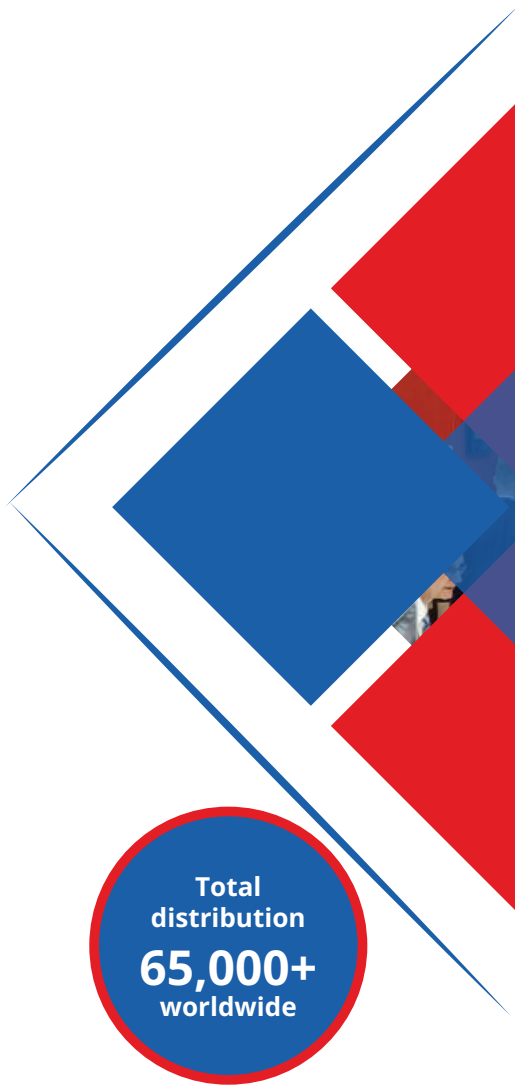
Visit our SENSOR+TEST website to stay informed. Here, you will find all the important information and updates about our events. The innovation dialog continues digitally too! Sign up for our free newsletter today. Receive regular news and industry updates directly to your inbox.

Don't miss out on any important developments! And that's not all! Meet us in person at our business networking events, AMA press days, AMA working groups, seminars, and workshops. Here, you have the opportunity to exchange ideas with other professionals and establish valuable connections. Make use of all these opportunities to get in touch with us and benefit from the numerous advantages of our events. We look forward to getting to know you and shaping the future together!

 linkedin.com/company/sensor-test	 twitter.com/sensorplustest	 www.sensor-test.com	 www.sensor-test.com/direct/newsletter
 facebook.com/sensorplustest	 sensor-test.de/de/direkt/youtube	 Press	 Business Events

SENSOR+TEST

THE INNOVATION MAGAZINE



Total
distribution
65,000+
worldwide

- The whole world of sensor and measurement technology
- Everything about SENSOR+TEST
- Clear articles and news
- Published 3 times a year
- Compact texts, large pictures
- Completely linked and with many added values
- With practical reading mode
- Target group: engineers and technicians
- In German and English



SENSOR+TEST is more than just a trade fair. It provides valuable information to interested experts throughout the year via its website, newsletter, and social media channels. As a long-standing cooperation and media partner, AMA Digital Networks plays a crucial role with its digital portal for professional sensor and measurement technology, messweb.de.

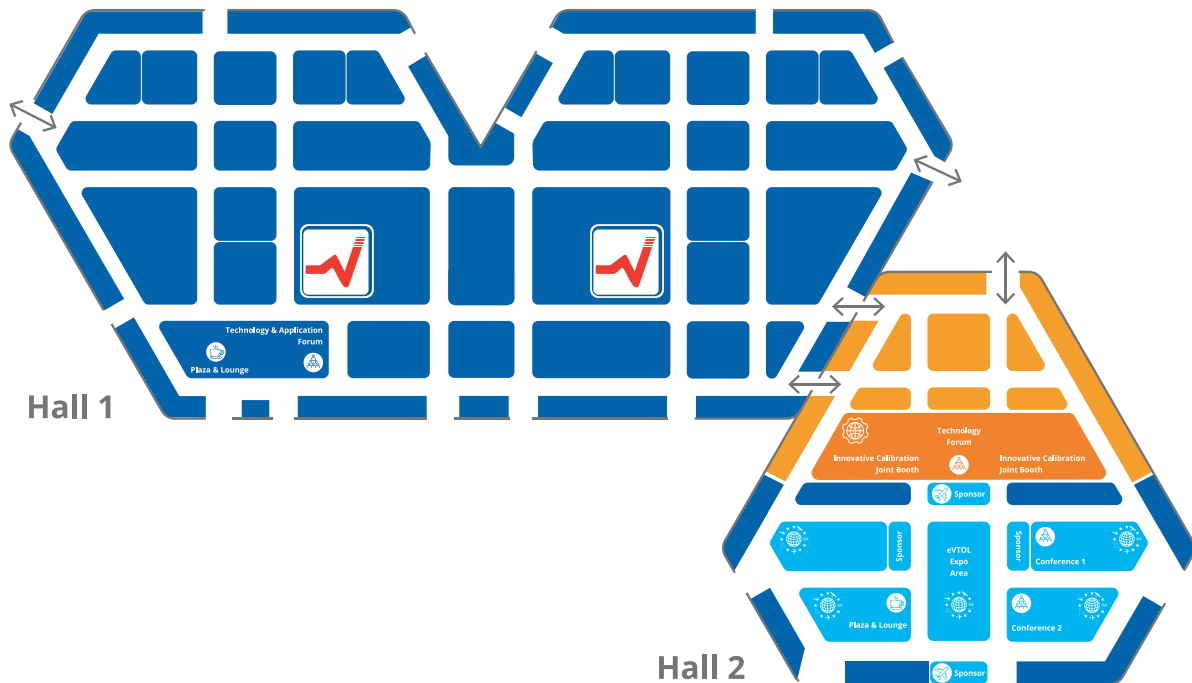
Starting from November 2023, SENSOR+TEST - THE INNOVATION MAGAZINE (powered by messweb.de) will be published three times a year as an additional component of the year round trade fair and topic communication. This digital bilingual magazine covers the entire range of topics in Sensor, Measurement, and Automation, offering valuable information for the relevant reader target groups.

SENSOR+TEST - THE INNOVATION MAGAZINE provides insights into the latest trends and innovations from companies, showcases best practice examples, and offers valuable information about the trade fair. The best part is that decision-makers and experts can access this new source of information with numerous added values and a digital "reading experience" from anywhere in the world. Benefit from our combined experience and expertise as trade fair organizers and media creators.

[Learn more](#)

SENSOR + TEST 2024

EXHIBITION – ACTION PROGRAM – CONFERENCES



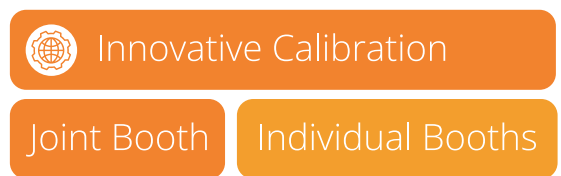
AREA A



AREA B



AREA C



With Technology & Application Guided Tours

Increasing exhibitor interest due to many added values

For forty years, SENSOR+TEST has been a unique platform for sensor, measurement and testing technology with competence and innovations.

It is the most important meeting point for the industry to see the latest developments of the year, to get an overview of upcoming trends and to expand networks between suppliers and users.

Preparations for SENSOR+TEST 2024 are in full swing. Be there in Nuremberg from June 11-13, 2024 and secure your booth space quickly.

SENSOR+TEST 2024 with increased application orientation

"Innovative Calibration" will take center stage in 2024 with a generous exhibition area as well as a technology forum with best practice lectures, top-class tutorials and special sessions.

A perfect combination to enable visitors to obtain even more targeted information. They will also have this opportunity during the new "Technology & Application Guided Tours", which will be complemented by panel discussions and forum lectures.

The innovation dialog of SENSOR+TEST 2024 will be ideally rounded off by the 22nd GMA/ITG Fachtagung "Sensoren und Messsysteme 2024" and the European Test and Telemetry Conference ETTC 2024.

INNOVATIVE CALIBRATION



Overview

- At SENSOR+TEST 2024, visitors can experience the fascinating world of "Innovative Calibration" firsthand, with exhibitors showcasing their latest and reliable calibration applications and services at a comprehensive exhibition.
- The topic of "calibration" is currently a top priority for many companies, as the use of modern digital and automated calibration concepts becomes increasingly important in the technical industry.
- The new layout of the area is modern and inviting, featuring individual booths as well as an attractive joint booth combined with an open Technology Forum. From calibration laboratories to renowned institutions, all stakeholders are represented at the event.
- There are several booth options: Booking space and creating an individual stand. Presentation on a joint stand is also possible. Exhibitors in Hall 1 can book at a discount in the calibration area.
- Exhibitors registered for "Innovative Calibration" will receive exclusive mention in all advertising channels of SENSOR+TEST 2024 and participate in all marketing campaigns of the trade show.
- The topic will be officially promoted and covered in the press at the AMA Press Day on March 6, 2024.

As an exhibitor, you can benefit from the topic of "Innovative Calibration" in many ways:

The topic of "calibration" is currently a top priority for most companies, as the use of modern digital and automated calibration concepts has become crucial for the entire technical industry.

The Innovative Calibration Area in Hall 2, along with best practice presentations in the Technology Forum throughout the exhibition, provide an opportunity for exchange and showcase how sensors, measuring devices, and systems can be accurately ensured with minimal effort in the future.

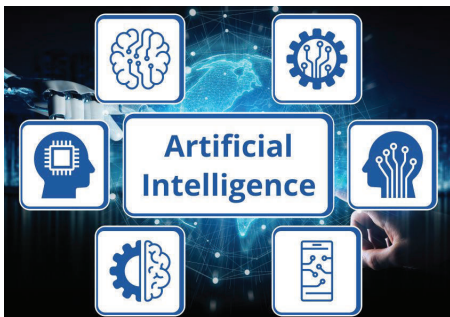
This concept serves as an ideal platform for an innovation dialog between manufacturers, calibration service providers, and users. The Technology Forum at SENSOR+TEST offers a dynamic program featuring best practice presentations in the morning, highlighting successful applications by exhibitors. In the afternoon, participants can attend high-profile tutorials and special sessions that discuss the importance, strategies, and digital future of calibration. Esteemed speakers from renowned institutions such as PTB, NIST, Fraunhofer, VDI/VDE-GMA, Leibniz-IPHT, BIPM, TU Darmstadt, and others will contribute their expertise, providing a unique opportunity to gain valuable insights, exchange ideas, and establish important networks for your projects.

A special highlight of the event is the Special Session on "Digital Calibration Certificates."

[Learn more](#)



TECHNOLOGY & APPLICATION GUIDED TOURS








Day 1 - 11 June 2024
AI in Sensor, Measurement and Automation Technology

Day 2 - 12 June 2024
Mobile Testing

Day 3 - 13 June 2024
Sensor, Measuring and Testing Technology for the Hydrogen Industry

Overview

-  Guided Tour
-  Lecture of Best practice
-  Panel discussion
-  Highlighted show guide entry
-  Exclusive show promotion

Start times:
10 a.m. in German

Start times:
3 p.m. in English

SENSOR+TEST 2024 with enhanced application orientation

At the SENSOR+TEST the application is in the focus. The visitors know this and already prepare themselves precisely online for their stay.

To support this process and to increase the added value of SENSOR+TEST for exhibitors and visitors, there will be professionally guided Technology & Application Guided Tours on selected topics for the first time.

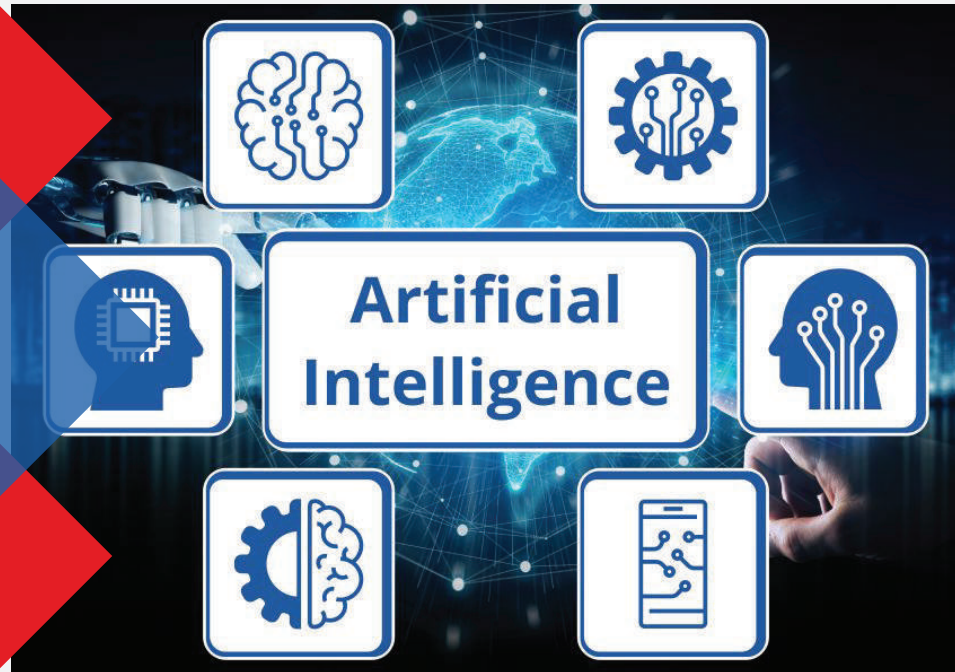
The procedure:

- ✓ Present a selected application on the respective topic at your booth in 10 minutes - in German in the morning (10:00 - 11:30 h), in English in the afternoon (15:00 - 16:30 h).
- ✓ Appoint an expert from your company for the panel discussion, which will take place after the morning tour (12:00 - 13:00 h) at the forum in hall 1.
- ✓ Present a lecture about your application afterwards.
- ✓ Secure yourself additionally a highlighted entry in the exhibition guide and in all relevant trade show publications, both online and offline.



TECHNOLOGY & APPLICATION GUIDED TOUR

AI in Sensor, Measurement and Automation Technology



Overview

- Machine learning (process analysis, failure prediction)
- IoT solutions
- Digital twin
- Big data
- Data science
- Optimization of manufacturing processes
- Analysis of sensor data
- Increasing of plant availability

Start times:

10 a.m. in German / 3 p.m. in English

Starting point/check-in:

Forum Hall 1

Day 1

11 June 2024

The Technology & Application Guided Tour showcases innovative AI solutions, the latest technologies, and the integration of AI. Exhibitors demonstrate how AI optimizes manufacturing processes and improves asset planning.

They showcase impressive AI methods such as machine learning for comprehensive process analysis and error prediction. The tour also focuses on IoT and data science, demonstrating how IoT solutions connect business-relevant objects and enhance efficiency. It also showcases the potential of data science to extract hidden knowledge from data. Exhibitors also present end-to-end solutions for future-proof sensor and automation technology, leveraging expertise in big data methods and metrology for effective process optimization.

The tour participation includes a professional guide, a panel discussion, best practice lectures on AI, inspiring visitors, and providing new impulses for technological development.



TECHNOLOGY & APPLICATION GUIDED TOUR

Mobile Testing



Overview

- Power measurement
- Battery Management
- Safety methods
- Big data
- Artificial Intelligence
- Digital networking
- Real-time monitoring
- Efficiency increase
- Optical technologies

Start times:

10 a.m. in German / 3 p.m. in English

Starting point/check-in:

Forum Hall 1

Day 2

12 June 2024

The Technology & Application Guided Tour "Mobile Testing" showcases sensor technology, measurement technology and automation for the mobility of the future. Exhibitors present the latest developments that are revolutionizing the mobility industry.

They will demonstrate how advanced sensor technologies and metrology solutions are optimizing the performance, safety and efficiency of all types of vehicles and aircraft. As an attendee, you will learn how accelerometers and power measurements help optimize the dynamic events of manned and unmanned mobiles and ensure seamless data collection. A special highlight will be high-voltage technology, which is critical for electric vehicles. Learn how innovative measurement techniques and solutions ensure the safe handling of high-voltage components.

The tour participation includes a professional guide, a panel discussion, best practice lectures on mobile testing, inspiring visitors, and providing new impulses for technological development.



TECHNOLOGY & APPLICATION GUIDED TOUR

Sensor, Measuring and Testing
Technology for the Hydrogen Industry



Overview

- Safe gas detection
- Pressure and flow rate monitoring
- Emission control
- Tank monitoring
- Quality and quantity
- Material compatibility
- Fuel cell performance
- Energy efficiency

Start times:

10 a.m. in German / 3 p.m. in English

Starting point/check-in:

Forum Hall 1

Day 3

13 June 2024

The Technology & Application Guided Tour "Hydrogen Technology" showcases sensor technology, measurement technology and automation for the production, use, storage and distribution of hydrogen. Exhibitors will present their extensive portfolio, innovative solutions, latest technologies and best practice examples - from special sensors for measured variables such as temperature, pressure, flow, concentration or level under particularly demanding conditions to complete monitoring, safety and quality control systems.

All application areas are covered: From sustainable hydrogen production and safe and efficient transport to the use of hydrogen in industry or for mobility.

The tour participation includes a professional guide, a panel discussion, best practice lectures on hydrogen technology, inspiring visitors, and providing new impulses for technological development.

SENSOREN UND MESSSYSTEME 2024

22. GMA/ITG-FACHTAGUNG

11 and 12 June 2024 | Messezentrum Nuremberg | NCC West

Conference language: German



Prof. Dr. Andreas Schütze
Universität des Saarlandes



Prof. Dr.-Ing. Rainer Tutsch
Technische Universität
Braunschweig



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A SCIENTIFIC TRANSFER PLATFORM FOR SENSORS AND MEASUREMENT TECHNOLOGY

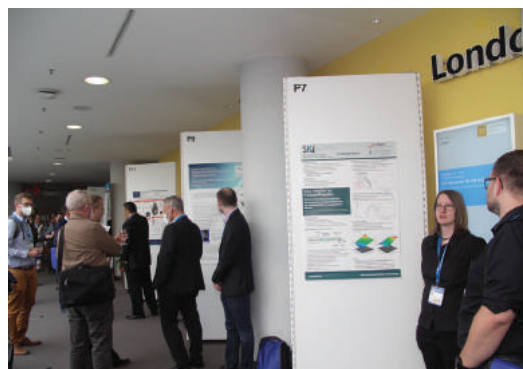
Overview

- Established in 1982
- Leading scientific event in the field of sensor and measurement technology
- Cutting-edge research and networking
- Well established symposium for experts from industry and academia
- Top-class program committee from the Association of German Engineers
- Lecture sessions about sensors, measurement systems and applications
- Poster Session with Get Together
- Access to conference proceedings
- Free access to the exhibition

Since its inception in 1982, the conference "Sensoren und Messsysteme" has evolved into the leading scientific event in the field of sensor technology and measurement systems in the German-speaking region. It perfectly complements the SENSOR+TEST trade fair and is considered the most significant scientific conference for sensor technology and measurement systems in Germany, Austria, and Switzerland.

„Sensoren und Messsysteme 2024“ focuses on novel and innovative sensor concepts, sensors and sensor systems for industrial use. Especially the latter have received special attention recently, e.g. imaging sensors, networked sensors, cognitive sensors, metrological AI applications, spectroscopic and energy-autonomous sensors.

Other application fields will also be addressed, e.g., medicine, environment, and biotechnology. Similarly, the conference will also report on new developments in the field of measurement systems, their analysis, description and networking, as well as system-related (multi-)sensor technology, so that a comprehensive insight into the current development of the field will again be presented.



THE EUROPEAN TEST & TELEMETRY CONFERENCE 2024

ETTC 2024

11 - 13 June 2024 | Messezentrum Nuremberg | Hall 2

Conference language: English



Renaud Urli
Airbus Helicopters
Deutschland GmbH



Florian Mertl
Airbus Helicopters
Deutschland GmbH



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INNOVATIVE TESTING TECHNOLOGIES FOR THE FUTURE OF MOBILITY

Overview

- Pre-Event: Short Course
- Exhibition
- Technical presentations from industry
- Poster & Networking Session
- Access to conference proceedings
- Free access to the exhibition SENSOR+TEST 2024
- Bavarian Dinner

ETTC 2024 - European Test and Telemetry Conference is the international platform for telemetry, test instrumentation, and data processing for space, aerospace, automotive, and other industrial applications. It takes place in cooperation with SENSOR+TEST and has its own exhibition in Hall 2.

This conference is not just an event; it is a gateway to the future of mobility. Bringing together experts from aerospace, aviation, automotive, and other industries, ETTC 2024 focuses on new energies and propulsion concepts. The world of testing must rapidly innovate to provide today's development and tomorrow's certification tools for hydrogen or high voltage-based technologies. Sensors, systems, and methods are evolving drastically to meet the demand for safe and efficient testing of new energies.

Attendees can participate in conference presentations, exchange information with peers, expand their professional network, stay informed about developments in standardization, and deepen their knowledge. The customized exhibition hall showcases exhibits from worldwide suppliers covering various technological fields in our industry.

But it's not just about business. ETTC 2024's social program includes a Short Course to expand your knowledge and a Bavarian dinner in Nuremberg's Old Town where you can experience the local culture join ETTC 2024 and be part of the community in test and telemetry technology. Together we will shape the future of mobility and drive innovation forward.



WE ARE THERE FOR YOU

Organizer

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