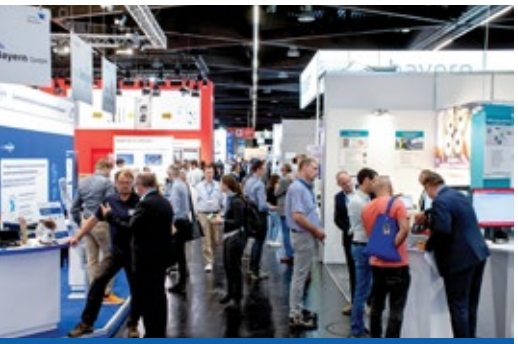


SENSOR+TEST 2027

WELCOME TO THE INNOVATION DIALOG!



EXHIBITION



ACTION PROGRAM



CONFERENCE

WELCOME TO SENSOR+TEST 2027!

Dear exhibitors,

The global structural changes in traditional core industries present a challenge for all of us. When budgets are under pressure, visibility is not a luxury - it is your most important sales strategy. We are specifically designing SENSOR+TEST 2027 to serve as your active tool for generating new business.

We no longer simply offer you a venue for presentations; instead, we specifically open the doors to new, crisis-proof sales markets. The strategic focus areas for 2027 are the Defense & Security Hub (precision sensors for the growing defense and drone technology sectors), the GreenTech & MedTech Area (measurement technology for smart grids, agriculture, and medical technology), and application-oriented innovations (special exhibition areas for forward-looking technologies). Our goal here is to connect you directly with decision-makers who currently have an urgent need for investment.

More on-site contacts through synergies with the
SMSI 2027 Sensor and Measurement Science International Conference:
We're moving new *Industrial Sessions* directly to the exhibition floor in the hall. This keeps the flow of visitors right in the heart of the action - right at your booths. Another major draw for visitors is the top-class SMSI 2027 conference at the adjacent NCC Mitte. The program is rounded out by the proven best-practice stage program at the forum.

Maximum Reach – Digitally, Too:
In addition to the tried-and-true trade show edition of the SENSOR+TEST Innovation Magazine, we are planning a new 365-day platform for you. Our goal is to offer you the opportunity to showcase your innovations digitally throughout the year - for lasting B2B connections that extend far beyond the trade show dates.

We know that every Euro invested counts these days. That's why we focus as much as possible on the quality of the trade fair audience to give you the best possible access to valuable B2B contacts.

Make SENSOR+TEST 2027 your trusted partner as the industry evolves. After all, in addition to nurturing existing customer relationships, success in acquiring new customers is more important than ever today to ensure your company's future success.

Reserve your stand now! We look forward to your participation.

Yours sincerely,

Elena Schultz
Managing Director
AMA Service GmbH



FOCUS ON THE ESSENTIALS – INNOVATION AND COMMUNICATION



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 personal contact between customers and business partners is essential. So, seize the opportunity to present your latest developments to an international audience and engage in intensive exchanges.

We look forward to your participation in the Innovation Dialog!
Your SENSOR+TEST-Team

An event of
AMA
Association for Sensors + Measurement
Linking Innovators

APPLICATION



317
Exhibitors from
25
countries

96 %
of exhibitors were able to establish new contacts

92 %
of exhibitors could reach their target groups

*Values from the 2026 visitor polls

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 to forge new connections and foster existing customer relationships. Companies appreciate the platform provided by this established, cross-industry trade show to showcase ideas and trends. Additionally, exhibitors can present their topics and technologies in the forum to a broad and interested audience, while also inviting experts to visit their exhibition stands.

NUREMBERG: A TRADE FAIR VENUE 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.



4319 trade-visitors from **28** countries

27 % international visitors

93 % visitors with decision-making authority

*Values from the 2026 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.

317 exhibitors from 25 countries and 4,319 visitors and conference participants from 28 countries took the opportunity for an intensive innovation dialog at SENSOR+TEST 2026.

A wide variety 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

FKM

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



41%

Machinery and Plant Construction

10%

Automotive and Suppliers

10%

Chemical and Pharmaceutical Industry

19%

Aviation and Suppliers

33%

Other Electrical Industry

7%

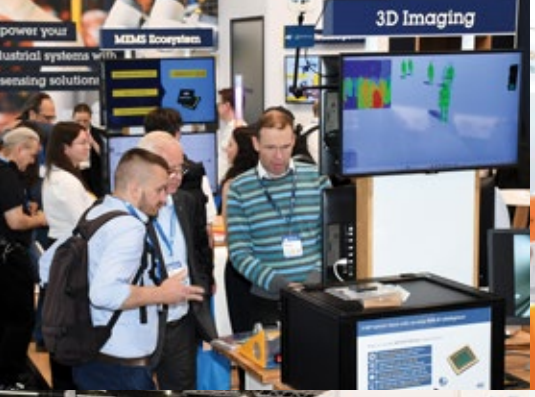
Consulting and Services

12%

Energy Industry

12%

Medical Engineering










YOUR BENEFITS AS AN EXHIBITOR

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

Our promise:

- Only professional visitors and suitable target groups
- Great internationality
- Constructive atmosphere for in-depth discussions
- A suitable stand for every budget and idea
- Visitor promotion in the national and international trade press
- Visitor promotion through social media
- Publication of your individual novelties and technologies via our own channels
- Practical tips, checklists, workshops and reminder service for your trade-fair planning,
- Personal consultation in all questions and tasks
- Ticket link for your trade-fair invitations – usable 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 topics (Calibration, Condition Monitoring)
- Presentations at the forum or at the conference
- Various marketing measures before the event and on the fairground
- Press conferences, conferences and workshops
- Newsletter advertising/Social media advertising
- Online catalog: Company profile, keywords, product news
- Food&Action

Info on registration

INNOVATIVE CALIBRATION



Overview

- Also at the SENSOR+TEST 2027 visitors can experience the fascinating world of „Innovative Calibration“ firsthand. Exhibitors will showcase their latest and reliable calibration applications and services. From calibration laboratories to renowned institutions, all stakeholders will be present.
- The „Calibration Area“ offers both a joint booth and individual booths
- In addition, there will be a series of best-practice lectures on the topic at the forum.
- Exhibitors who already have a stand can book a space on the joint booth at a reduced rate.
- The exhibitors of the „Calibration Area“ will be mentioned in all promotion channels, and the topic „Innovative Calibration“ will be considered in all marketing campaigns.

As an exhibitor you can benefit from the topic of “Innovative Calibration” in many ways

The topic of calibration is at the top of most companies' to-do lists. With an increasing number of sensors and measuring points, the use of modern digital and automated calibration concepts is becoming a decisive competitive factor for the entire technical industry.

At the Calibration Area exhibitors can present their latest and reliable applications and services. From calibration laboratories to renowned institutions, everyone will be represented.

The Calibration Area has a modern and inviting design and offers both an attractive joint booth and individual booths. It is the ideal platform for the innovation dialog between manufacturers, calibration service providers and users.

Exhibitors can present their proven applications in best-practice lectures at the forum.

Learn more

CONDITION MONITORING



Overview

- At the SENSOR+TEST 2027, visitors can experience innovative solutions and systems for „Condition Monitoring“.
- The „Condition Monitoring“ joint stand has a modern and inviting design and is cost-effective.
- In addition, there will be a series of best-practice presentations on the topic at the forum.
- Exhibitors who already have a stand can also book a space on the joint stand at a reduced rate.
- The exhibitors of the joint stand “Condition Monitoring” will be mentioned in all promotion channels and the topic “Condition Monitoring” will be included in all marketing campaigns.

As an exhibitor you can benefit from the topic of “Condition Monitoring” in a variety of ways

Monitoring the condition of vehicles, machines and systems is the supreme discipline for sensors and measuring systems.

The SENSOR+TEST 2027 dedicates a special focus to this area of application and presents innovative solutions and systems whose data and diagnostic results create the basis for maintaining safe, efficient, environmentally friendly and economical operating conditions.

From retrofitting and condition monitoring to remote testing, predictive maintenance, machine diagnostics and AI, everything is covered.

The Condition Monitoring joint stand has a modern and inviting design, is cost-effective, and offers the ideal platform for the innovation dialog between manufacturers, developers and users.

In a complementary series of best-practice presentations exhibitors can present their applications at the forum.

Learn more



MEDIA FLAT RATE FOR DIGITAL PRESENCE

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 with video, just to name a few. Visitors use this content to prepare intensively for their stay at the trade fair.

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 2027
  - 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 31/12/2027.*
  - 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
- Publication of press information
- Selected products news are regularly published via newsletter and social media channels

Media flat rate

EXHIBITOR WORKSHOP

The way to maximum trade fair success



Online

- 02.12.2026 in German
- 03.12.2026 in English
- 20.01.2027 in German
- 21.01.2027 in English
- 16.02.2027 in German
- 17.02.2027 in English

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 you arouse the interest of visitors 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 online exhibitor workshop. We offer the workshops in German and English.

Therefore, plan your campaign for SENSOR+TEST 2027 with us! Participation is free of charge. Simply send us a brief email expressing your interest, and you will receive the corresponding link.

Speaker / Contact Person:



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

Register now

SMSI 2027 – SENSOR AND MEASUREMENT SCIENCE INTERNATIONAL

11 – 13 May 2027 | Messezentrum Nuremberg | NCC Mitte
Conference language: English

SMSI 2027



Prof. Dr. Ulrich Schmid
Technische Universität Wien
General Chair



Prof. Dr. Michael Heizmann
Karlsruher Institut für Technologie (KIT)
General Co-Chair

CENTRAL PLATFORM FOR SENSOR TECHNOLOGY, MEASUREMENT AND METROLOGY

Overview

- Meeting place of international experts and users from the fields of sensor technology, measurement technology and metrology
- Top-class international conference program consisting of peer-reviewed submissions and selected plenary lectures
- Collaboration with partners from science, industry as well as national and international research institutions
- Poster Session with Get Together
- Tutorials, Industrial Session, Funding Opportunities
- Free access to the exhibition

SMSI 2027 – Sensor and Measurement Science International brings together experts and users from the fields of sensor technology, measurement technology, and metrology. Due to the new, even closer spatial proximity to the parallel SENSOR+TEST exhibition, SMSI 2027 is moving directly into the realm of industrial practice. This optimized format opens up new opportunities for targeted industrial talks as well as exclusive exhibition areas for exhibits from research institutes, universities, and colleges, intensifying the direct dialog between innovation and application.

For 2027, the scientific program has been carefully curated in close collaboration with experts from science and industry. It addresses current developments in pioneering areas of technology, including sensor materials and technology, innovative sensor principles, interface electronics, as well as AI-supported measurement science and IoT-networked measurement systems.

SMSI 2027 offers a three-day program featuring high-caliber plenary talks by internationally renowned experts. The spectrum is complemented by specialized lectures and special sessions, practical tutorials, and dedicated formats on funding opportunities, which support the transfer of research results into market-ready solutions. The poster session followed by a get-together, as well as the exclusive conference dinner, round off the program and provide the ideal setting for professional exchange.







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, large pictures
- Published 3 times a year
- Completely linked and with many added values
- With practical reading mode
- Target group: engineers and technicians
- In German and English, the issue before the trade fair additionally in Chinese





powered by messweb.de
SENSOR+TEST
THE INNOVATION MAGAZINE

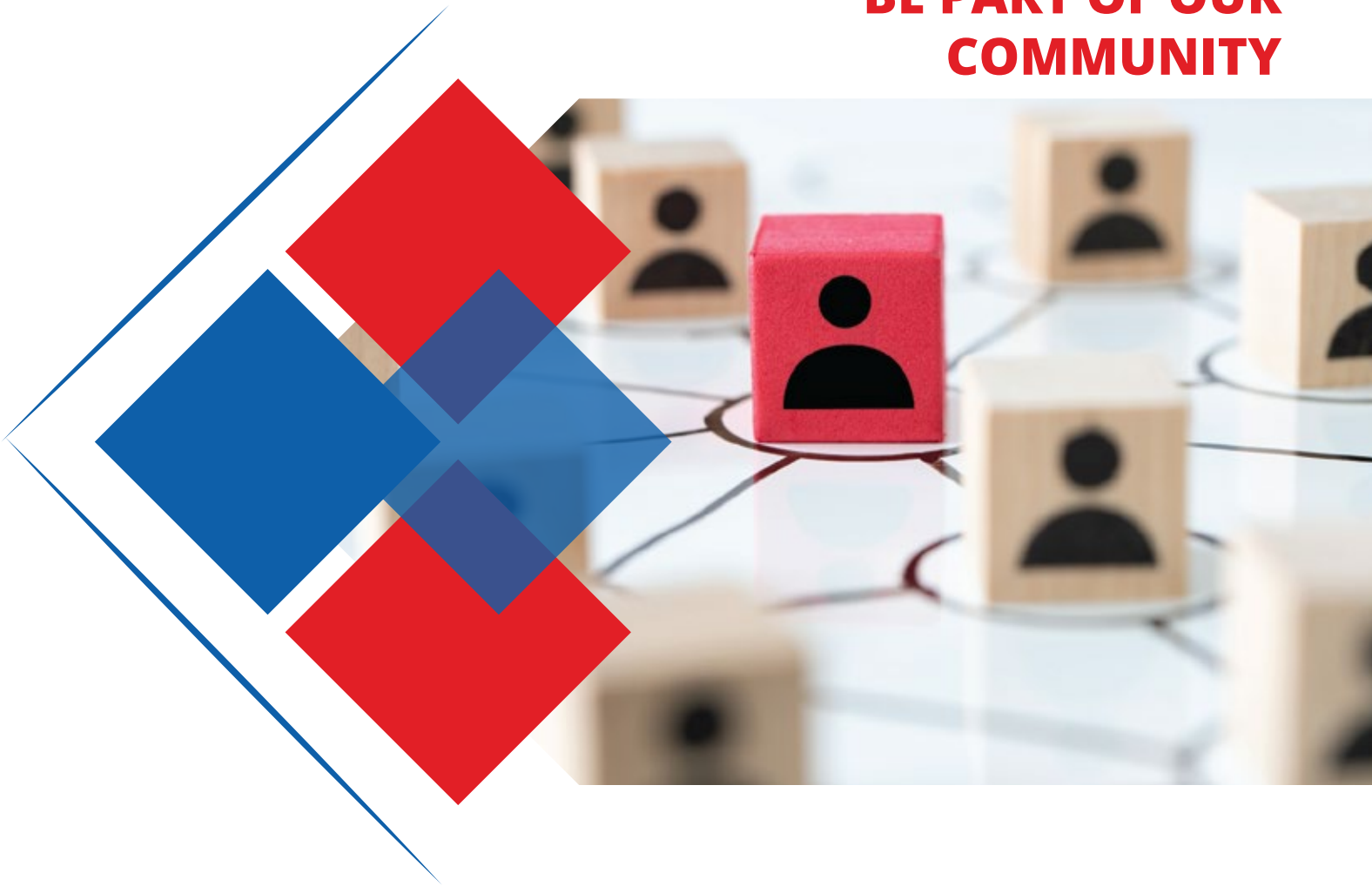
SENSOR+TEST is more than just a trade fair. It provides valuable information to experts throughout the year via its website, newsletter, and social media channels. As a long-standing cooperation and media partner, AMA Digital Networks plays a crucial role with its digital portal for professional sensor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

Since November 2023, SENSOR+TEST – THE INNOVATION MAGAZINE (powered by messweb.de) will be published three times a year as an additional component of the trade fair and topic communication. This digital trilingual magazine covers the entire range of topics in Sensors, 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. Decision-makers and experts can access this source of information with numerous added values and a digital "reading experience" from anywhere in the world. Benefit from our combined experience

Learn more

BE PART OF OUR COMMUNITY



- **Follow us on our social media channels,** where we regularly share exciting news and updates from our exhibitors and keep you informed about the SENSOR+TEST.
- **Discover exclusive insights into our events on our YouTube channel** and experience the latest innovations up close.
- **Find out more on our website –**
  Here you will find all relevant information on SENSOR+TEST and the accompanying conferences and events.
- **Use our platform *Exclusively for exhibitors*** for increased visibility and targeted communication with potential customers by optimally maintaining your exhibitor account and filling it with company, product and application information.
- **Subscribe to our free newsletter –**
  You will regularly receive valuable industry news directly to your inbox!
- **Take advantage of our networking opportunities around the SENSOR+TEST!**
  We support you in generating leads so that you can effectively strengthen your brand and make valuable contacts.

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

WE ARE THERE FOR YOU

Organizer

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