

**Willkommen zum**

# **Innovationsdialog!**



## **SENSOR+TEST**

**DIE MESSTECHNIK-MESSE**  
**The Measurement Fair**

**Nürnberg, Germany**

**26.-28.6.2018**

**Welcome to the**

# **Innovation Dialog!**

# 1. Structural data

(Figures of the previous event in brackets)

	Total	Germany	International
Exhibitors	591 (569)	354 (359)	237 (210)
Total exhibition space in m <sup>2</sup>	22,000 (21,000)		
Exhibitor stand space in m <sup>2</sup>	8,690 (9,069)	5,996 (6,455)	2,694 (2,614)
Special shows in m <sup>2</sup>	3,328 (3,511)		
Visitors	7,879 (8,107)	6,224* (5,853*)	1,655* (2,254*)

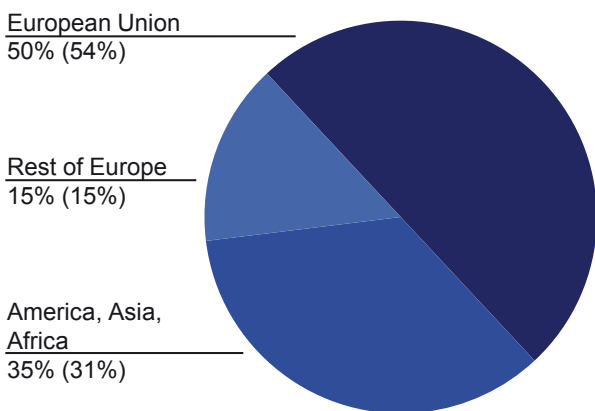
\* determined by visitor survey

# 2. Selected results of visitor survey

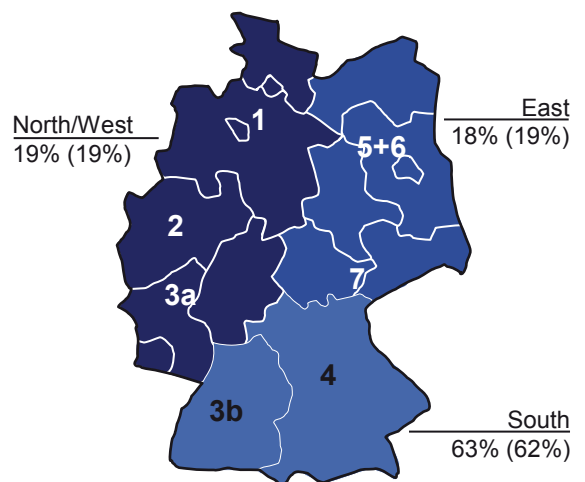
(Figures of the previous event in brackets)

## 2.1 Origin of visitors

Germany	79%	(72%)
International	21%	(28%)
	100%	(100%)



International



Germany

North/West: Nielsen regions 1, 2 and 3a  
 South: Nielsen regions 3b and 4  
 East: Nielsen regions 5, 6 and 7

The visitors at SENSOR+TEST 2018 came from 32 (35) countries.

## 2.2 Sector of economy

Industry	71%	(70%)	Trade	3%	(4%)
Services	11%	(10%)	Import and export	1%	(1%)
Teaching/science and research	9%	(9%)	Other sector	5%	(6%)
			<hr/>		
			100%	(100%)	

## 2.3 Branch

Machinery and plant construction	22%	(26%)	Information technology	5%	(4%)
Other electrical industry	20%	(18%)	Aviation and suppliers	5%	(2%)
Automotive and suppliers	15%	(20%)	Energy industry	4%	(2%)
Consulting, service	6%	(7%)	Chemistry and pharmacy	4%	(1%)
Medical engineering	6%	(5%)	Other branch	13%	(15%)
			<hr/>		
			100%	(100%)	

## 2.4 Area of responsibility

Research, development, construction	57%	(59%)	Servicing, maintenance	3%	(3%)
Sales, distribution	12%	(11%)	Information, communication technology	2%	(2%)
Manufacturing, production, quality control	8%	(8%)	Purchasing, procurement	1%	(3%)
Business, corporate and works management	7%	(7%)	Other area	6%	(4%)
Marketing, advertising, PR	4%	(3%)	<hr/>		
			100%	(100%)	

## 2.5 Purchasing authority

91% (92%) of the visitors are involved in purchasing decisions in their company.

## 2.6 Share of trade visitors

98% (98%) of SENSOR+TEST 2018 visitors were trade visitors.












## 2.7 Main reason for visit (multiple answers, extract)

Information about new products	53%	(48%)	Influence on product development	18%	(15%)
Training, extending knowledge	39%	(39%)	Preparation of investment and purchasing decisions	14%	(13%)
Experience, exchange of information	34%	(34%)	Observation of competitors	12%	(10%)
General market orientation	31%	(28%)	Conclusion of contracts, purchasing	1%	(2%)
Maintaining business contacts	23%	(18%)			
Setting up new business contacts	22%	(23%)			

## 2.8 Main interest in following product segments (multiple answers)

Industrial Products	73%	(71%)
R&D Services	32%	(35%)
Other Services	13%	(13%)
Production Services	7%	(9%)

## 2.9 Visitors' interests (group of segment: Industrial Products, multiple answers)

Sensors, Measuring Devices and Measuring Systems	66%	(63%)	
Sensorics Components	45%	(40%)	
Sensor Elements per Measuring Principle	45%	(39%)	
Measuring Technology and Automation	38%	(35%)	
Measuring and Testing Technology for Material Testing	14%	(15%)	
Testing and Calibration Equipment	13%	(20%)	
Actuators, Microactuators	13%	(12%)	
Accessories and Tools for Measuring and Testing Technology	12%	(13%)	
Measuring and Testing Technology for Traffic Engineering	9%	(11%)	
Non-destructive Materials and Components Testing	9%	(10%)	
Equipment for the Production of Sensors and Actuators	8%	(8%)	

## 2.10 Visitors' satisfaction with exhibits

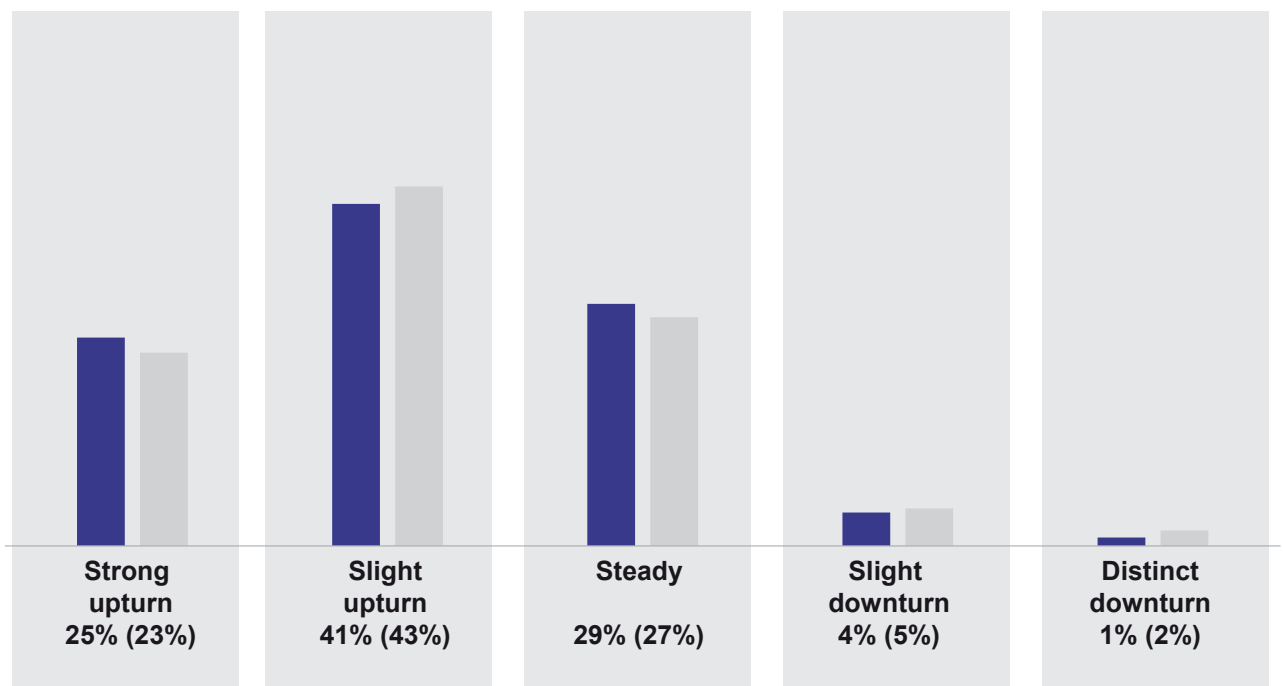
98% (98%) of the visitors were satisfied with the exhibits of SENSOR+TEST 2018.

## 2.11 Information and contact opportunities

97% (98%) of the visitors were satisfied with the opportunities for obtaining information and establishing contact on the stands.

## 2.12 Economic situation in branch

(At the time of exhibition June 2018 vs. June 2017)



### 3. Selected results of exhibitor survey

(Figures of the previous event in brackets)

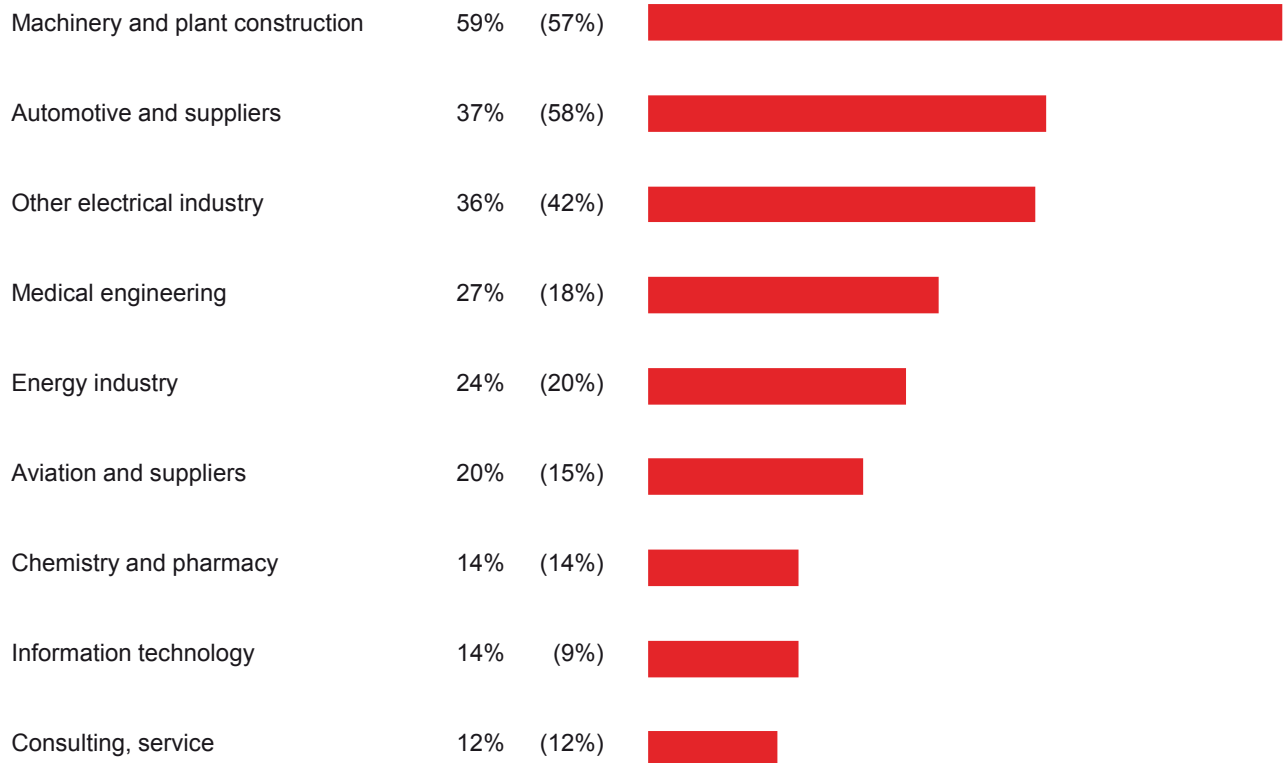
#### 3.1 Aims of participation (multiple answers, extract)

Acquiring new customers	61%	(71%)	Providing information on new products	48%	(42%)
General information about the range of products/services on offer	53%	(62%)	Exchange of experience	37%	(28%)
Cultivation of customer relations	51%	(60%)	Observation of competitors	24%	(42%)
Image building, representation	49%	(63%)	Direct sales	14%	(11%)

#### 3.2 Target group accuracy

97% (97%) of the exhibitors reached their most important target groups during SENSOR+TEST 2018.

#### 3.3 The exhibitors received visitors from the following branches (multiple answers, extract)



### 3.4 New business relations

95% (98%) of the exhibitors established new business relations.

### 3.5 Follow-up business

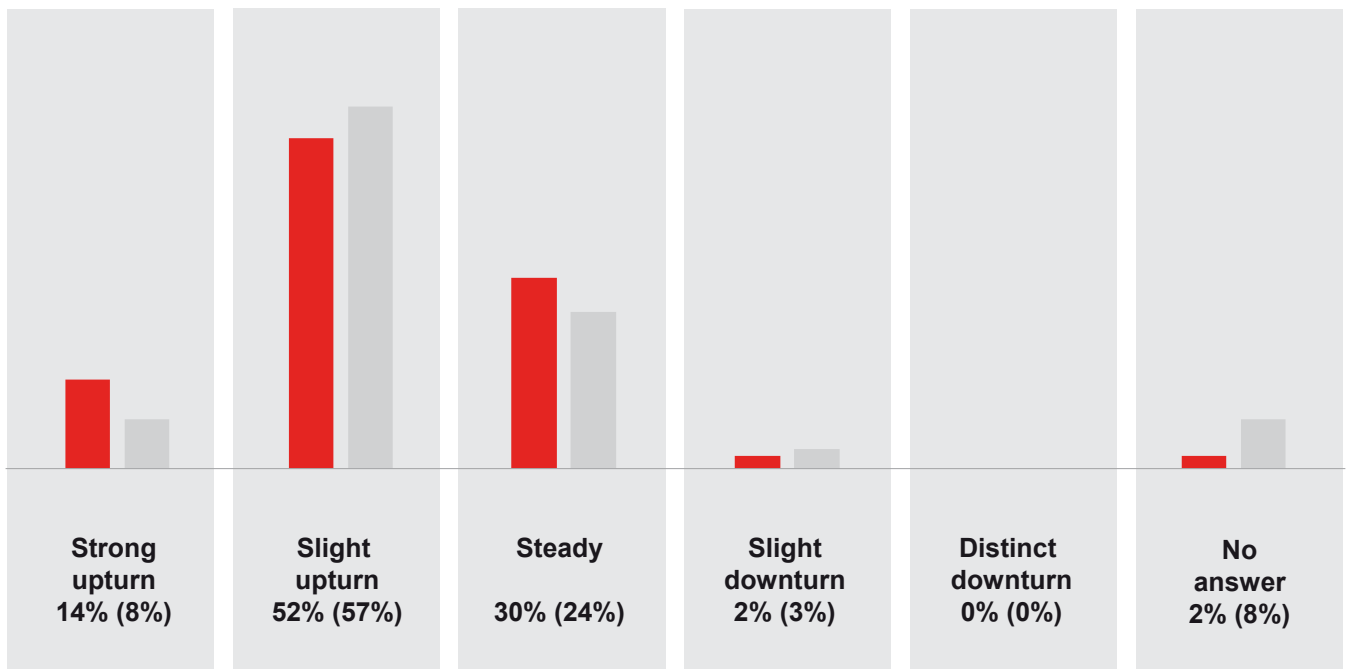
85% (85%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

### 3.6 Organisation and service

The exhibitors were satisfied with organisation and service at SENSOR+TEST 2018.

### 3.7 Economic situation in branch

(At the time of exhibition June 2018 vs. June 2017)



## 4. Miscellaneous

The representative visitor survey was carried out by an independent market research institute.

The structural data have been certified by the FKM, Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. Further information at [www.fkm.de](http://www.fkm.de).



This show report is also available in German.



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**Please make a note by now:**

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# **Innovation Dialog!**



## **SENSOR+TEST**

**DIE MESSTECHNIK - MESSE**

**The Measurement Fair**

**Nürnberg, Germany**

**25 - 27 June 2019**

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