

# Exhibition Analysis

Welcome to the

# Innovation Dialog!



## SENSOR+TEST

DIE MESSTECHNIK-MESSE

The Measurement Fair

Nuremberg, Germany

**9. – 11.5.2023**

[www.sensor-test.com](http://www.sensor-test.com)

# 1. Structural data

(Figures of SENSOR+TEST 2022 in brackets)

	Total	Germany	International
Exhibitors	338 (370)	205 (231)	133 (139)
Total exhibition space in m <sup>2</sup>	15,000 (15,000)		
Exhibitor stand space in m <sup>2</sup>	5,378 (5,477)	3,446 (3,663)	1,932 (1,814)
Special shows in m <sup>2</sup>	340 (303)		
Visitors	5,138 (4,198)	3,761* (3,031*)	1,377* (1,167*)

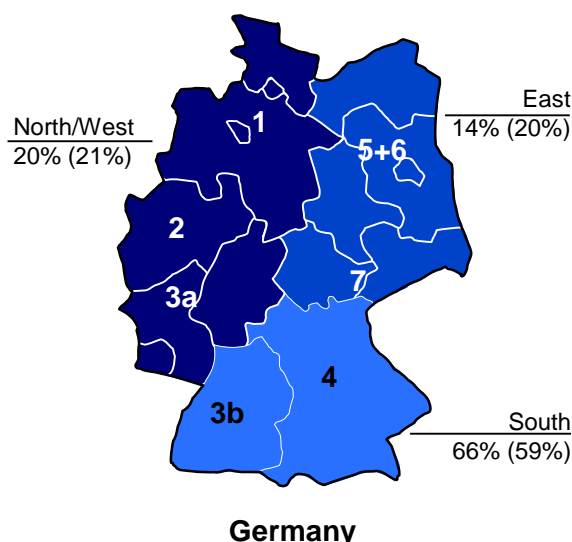
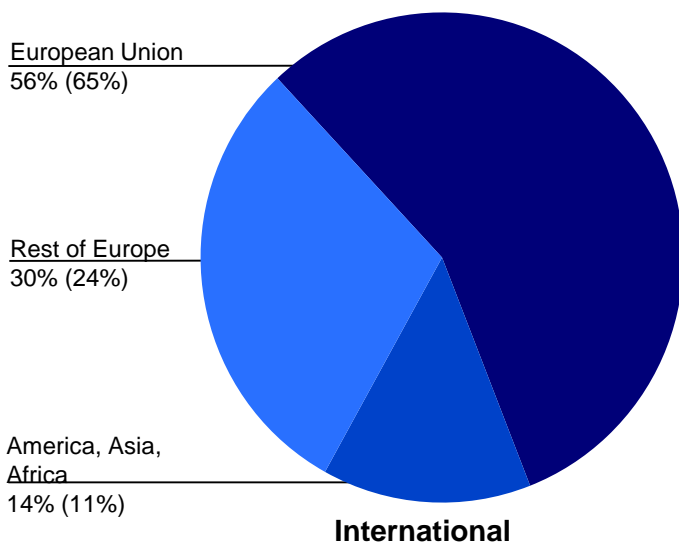
\* determined by visitor survey

# 2. Selected results of visitor survey

(Figures of SENSOR+TEST 2022 in brackets)

## 2.1 Origin of visitors

Germany	73%	(72%)
International	27%	(28%)
	100%	(100%)



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 2023 came from 34 (36) countries.

## 2.2 Sector of economy

Industry	63%	(68%)	Trade	2%	(4%)
Teaching/science and research	9%	(9%)	Import and export	1%	(0%)
Services	5%	(8%)	Other sector	20%	(11%)
			<hr/>		
			100%	(100%)	

## 2.3 Branch

Electronics/electrical industry	45%	(50%)	Medical engineering	1%	(2%)
Machinery and plant construction	16%	(13%)	Chemistry and pharmacy	0%	(1%)
Components	11%	(6%)	Information technology	1%	(1%)
Automotive, aerospace engineering	9%	(13%)	Energy industry	0%	(0%)
Consulting, service	7%	(6%)	Other branch	10%	(8%)
			<hr/>		
			100%		

## 2.4 Area of responsibility

Research, development, construction	43%	(47%)	Purchasing, procurement	3%	(2%)
Sales, distribution	11%	(10%)	Information, communication technology	3%	(2%)
Business, corporate and works management	8%	(10%)	Servicing, maintenance	2%	(1%)
Manufacturing, production, quality control	8%	(9%)	Other area	19%	(15%)
Marketing, advertising, PR	3%	(4%)	<hr/>		
			100%	(100%)	

## 2.5 Purchasing authority

89% (89%) of the visitors are involved in purchasing decisions in their company.

## 2.6 Share of trade visitors

99% (91%) of SENSOR+TEST 2023 visitors were trade visitors.












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

Information about new products	45%	(46%)	Influence on product development	18%	(18%)
Experience, exchange of information	34%	(32%)	Observation of competitors	13 %	(10%)
Training, extending knowledge	35%	(31%)	Preparation of investment and purchasing decisions	7%	(10%)
General market orientation	32%	(30%)	Conclusion of contracts, purchasing	1%	(2%)
Setting up new business contacts	24%	(24%)			
Maintaining business contacts	23%	(27%)			

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

Industrial Products	70%	(71%)
R&D Services	35%	(33%)
Other Services	12%	(10%)
Production Services	10%	(8%)

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

Sensors, Measuring Devices and Measuring Systems	63%	(62%)	
Sensorics Components	48%	(44%)	
Sensor Elements per Measuring Principle	41%	(40%)	
Measuring Technology and Automation	40%	(33%)	
Testing and Calibration Equipment	22%	(19%)	
Accessories and Tools for Measuring and Testing Technology	17%	(12%)	
Measuring and Testing Technology for Material Testing	16%	(19%)	
Equipment for the Production of Sensors and Actuators	12%	(12%)	
Measuring and Testing Technology for Traffic Engineering	12%	(8%)	
Actuators, Microactuators	10%	(7%)	
Non-destructive Materials and Components Testing	9%	(8%)	

## 2.10 Visitors' satisfaction with exhibits

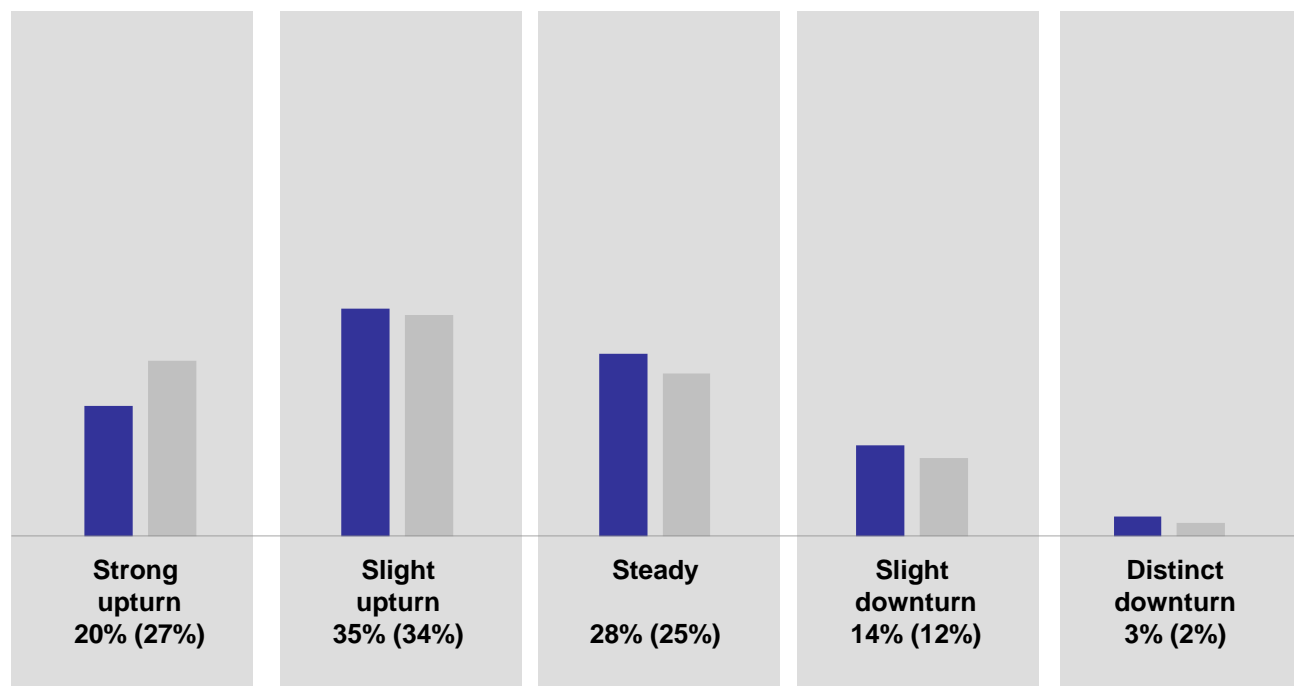
98% (97%) of the visitors were satisfied with the exhibits of SENSOR+TEST 2023.

## 2.11 Information and contact opportunities

99% (97%) 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 May 2023 vs. May 2022)



### 3. Selected results of exhibitor survey

(Figures of SENSOR+TEST 2022 in brackets)

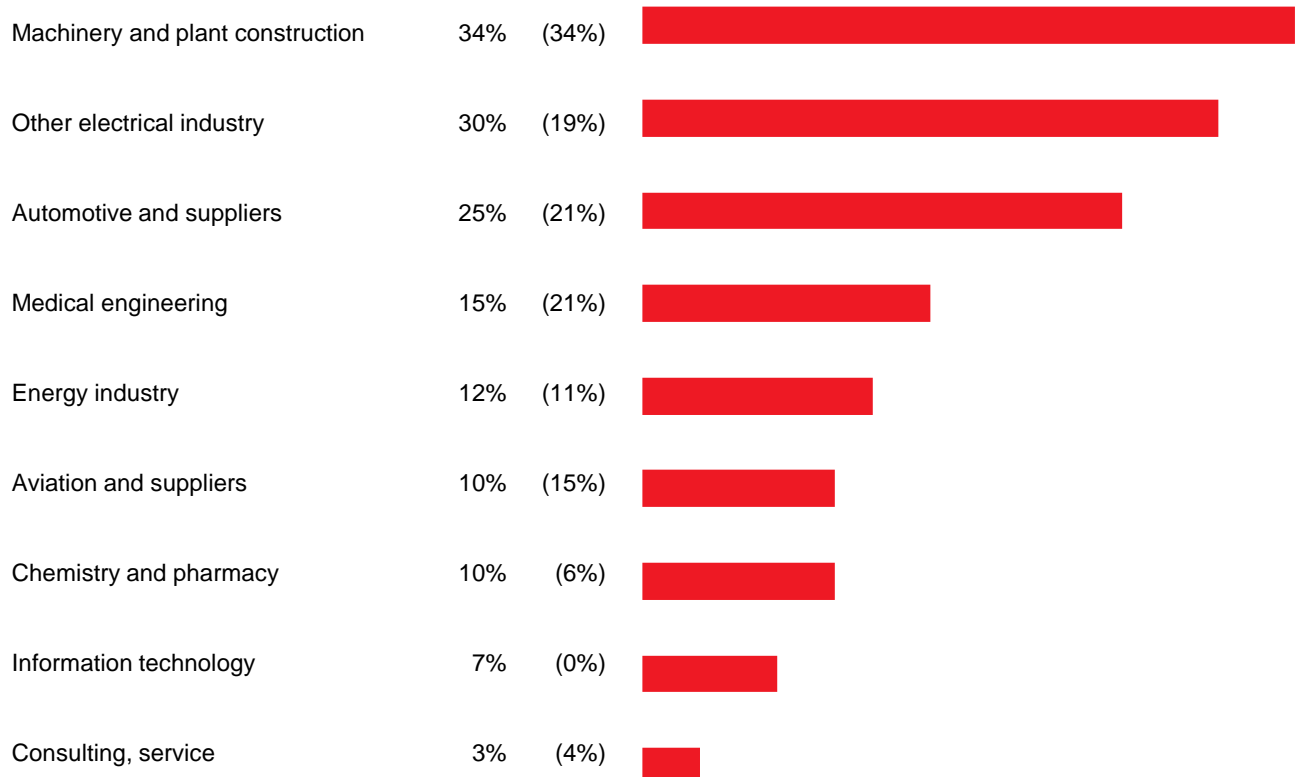
#### 3.1 Aims of participation (multiple answers, extract)

Acquiring new customers	69%	(64%)	Providing information on new products	46%	(45%)
Image building, representation	77%	(57%)	Observation of competitors	44%	(38%)
Cultivation of customer relations	54%	(47%)	Direct sales	7%	(13%)
Exchange of experience	49%	(49%)			

#### 3.2 Target group accuracy

97% (97%) of the exhibitors reached their most important target groups during SENSOR+TEST 2023.

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



### 3.4 New business relations

93% (92%) of the exhibitors established new business relations.

### 3.5 Follow-up business

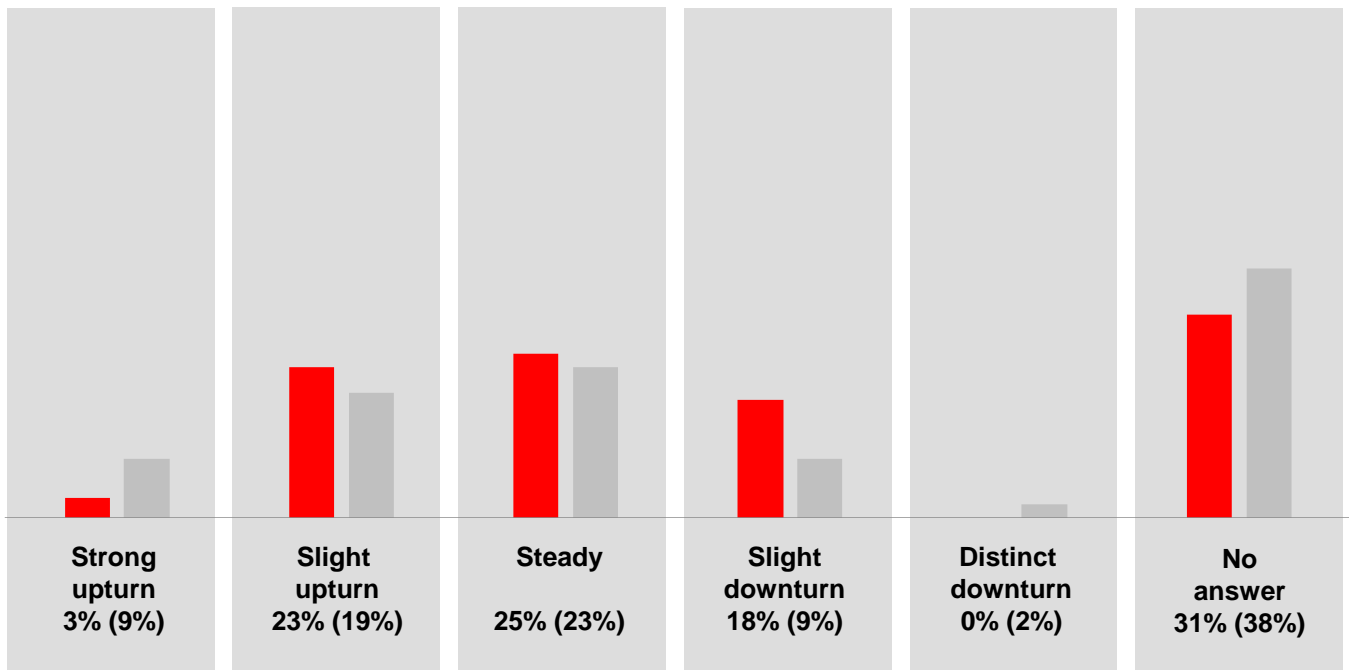
87% (91%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

### 3.6 Organisation and service

The exhibitors were satisfied with organisation and service at SENSOR+TEST 2023.

### 3.7 Economic situation in branch

(At the time of exhibition May 2023 vs. May 2022)



## 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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## SENSOR+TEST

DIE MESSTECHNIK-MESSE

The Measurement Fair

**Nürnberg, Germany**

**11-13 June 2024**

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