

# SENSOR + TEST 2021

## DIE MESSTECHNIK - MESSE

## The Measurement Fair

**4 – 6 May 2021**, Nuremberg**,** Germany

10 February 2021

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### Press Release

# SENSOR+TEST 2021 to take place digitally

**Real, virtual, and hybrid – that is the motto under which the SENSOR+TEST 2021 will be held from 4 to 6 May 2021. Participants from all over the globe are invited to the innovation dialog. Due to the continuing and critical health-risk situation with the Covid-19 pandemic and further uncertainties in regard to permitting major events, the organizer and the exhibitors’ committee jointly with the AMA executive board have decided to carry out the trade fair completely as a digital event. The SENSOR+TEST 2021 thus enables exhibitors and visitors to communicate and exchange ideas on the latest developments and technical advances in sensor, measuring, and testing technology via modern information channels.**

Just as in 2020, the worldwide most important industrial fair for sensor and measuring technology will again be held this year digitally. Since in recent months the information exchange over various online channels has functioned very well and was also well accepted, the SENSOR+TEST from 4 to 6 May 2021 will have significantly expanded digital options. This will turn it into a digital event with great benefit for visitors and exhibitors.

“Since we can’t tell whether a trade fair of the size of the SENSOR+TEST will be allowed at the Nuremberg exhibition halls, the organizer and the exhibitors’ committee agreed in close exchanges with the executive board of the AMA Association for Sensors and Measurement on a purely virtual event. Thus, we can provide early planning certainty for all involved,” said Christoph Kleye, chair of the exhibitors’ committee and director of SonoQ.

Although the organizer, the exhibitors, and visitors would have preferred a hybrid event, good opportunities are certainly available to reach customers and partners for all possible tasks. “Our usually small and medium enterprises will present outstanding technologies to an interested audience this year as well,” added Christoph Kleye.

**Three days of pure technology**

On the three days of the trade fair, visitors can expect a plethora of exciting topics dealing with the entire spectrum of measuring technology. In numerous parallel expert forums, interested parties can obtain information on the diverse technologies and trends. After live talks or video presentations, there will be ample opportunities for a direct exchange and dialog with the experts. And if you missed a topic session, you can just call it up any time later.

In these graduated expert forums, exhibitors will present their novelties and provide information during sessions of various lengths. These sessions can be in-depth knowhow or brief and to the point – it is up to the visitors. The special topic Sensor and Measuring Technology for Condition Monitoring will be suitably dealt with as well.

**Science will also happen digitally**

The **SMSI 2021 Sensor and Measurement Science International** conference (3 – 6 May 2021), planned to be held parallel to the SENSOR+TEST, will concentrate on virtual space. On four days, national and international participants from research, science, and industry will be linked in in a net of four parallel sessions. The SMSI offers a platform for the exchange of the latest research results. Suppliers and users will obtain future-relevant research results. “I’m convinced that this digital conference formation will attract even more experts from all over the world to participate at this first-rate event – especially since many would not be able to travel to Nuremberg in any case. The same is true for the expert forums which will also have and expanded audience,” said Holger Bödeker, the organizer.

**SENSOR+TEST as a market of possibilities**

The SENSOR+TEST 2021 again appears to become the most important platform for sensor and measuring technology, entered on many business planning calendars. “With three intensive days of expert forums, chatrooms, and video sessions as well as a year round digital information offer via newsletters, websites, and social media, exhibitors and visitors will establish a market of possibilities that calls for a regular exchange of technological ideas,” added Holger Bödeker, who is already online at the event. “True to the SENSOR+TEST, startups and smaller enterprises will find it easy to fit in, talk to their customers, and make new contacts.”

The main digital components that will play a major role in the new approach to trade fairs, will already take place this year in a big way. Holger Bödeker is convinced, “that the SENSOR+TEST of the future will have a considerable digital share alongside the presence event – and we’re going to start with that right this year.”

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