

Willkommen zum

Innovationsdialog!



SENSOR+TEST

DIE MESSTECHNIK-MESSE
The Measurement Fair

Nürnberg, Germany

10. - 12.5.2016

Welcome to the

Innovation Dialog!

1. Structural data

(Figures of the previous event in brackets)

	Total	Germany	International
Exhibitors	586 (548)	370 (358)	216 (190)
Total exhibition space in m ²	21,000 (19,000)		
Exhibitor stand space in m ²	8,688 (8,156)	6,467 (5,935)	2,221 (2,221)
Special shows in m ²	2,134 (1,153)		
Visitors	8,656 (7,142)	6,492* (5,499*)	2,164* (1,643*)

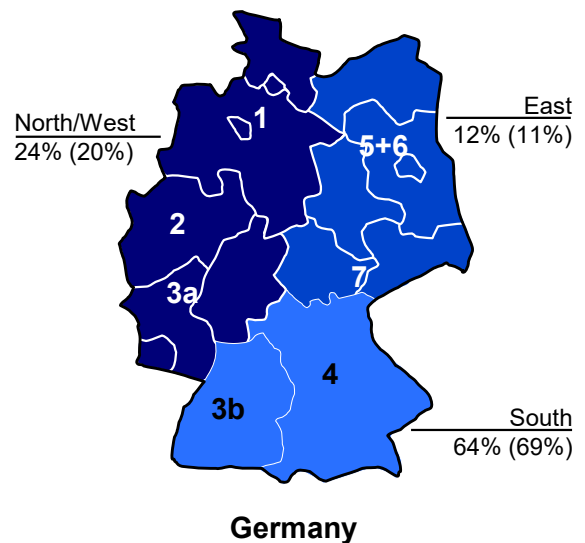
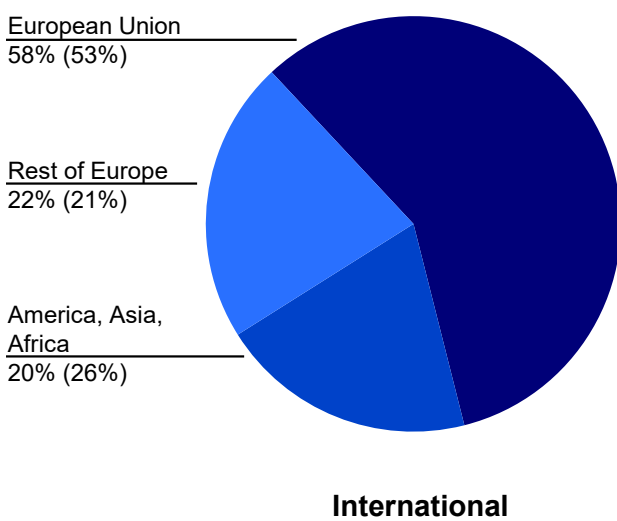
* determined by visitor survey

2. Selected results of visitor survey

(Figures of the previous event in brackets)

2.1 Origin of visitors

Germany	75%	(77%)
International	25%	(23%)
	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 2016 came from 33 (36) countries.

2.2 Sector of economy

Industry	67%	(68%)	Trade	5%	(5%)
Teaching/science and research	12%	(13%)	Import and export	1%	(2%)
Services	10%	(9%)	Other sector	5%	(3%)
			<hr/>		
				100%	(100%)

2.3 Branch

Machinery and plant construction	24%	(22%)	Information technology	5%	(3%)
Other electrical industry	19%	(22%)	Aviation and suppliers	4%	(4%)
Automotive and suppliers	18%	(18%)	Energy industry	4%	(4%)
Consulting, service	5%	(7%)	Chemistry and pharmacy	3%	(3%)
Medical engineering	5%	(4%)	Other branch	13%	(13%)
			<hr/>		
				100%	(100%)

2.4 Area of responsibility

Research, development, construction	58%	(59%)	Marketing, advertising, PR	3%	(2%)
Sales, distribution	11%	(13%)	Information, communication technology	3%	(1%)
Business, corporate and works management	9%	(11%)	Purchasing, procurement	1%	(1%)
Manufacturing, production, quality control	9%	(8%)	Other area	3%	(2%)
Servicing, maintenance	3%	(3%)	<hr/>		
				100%	(100%)

2.5 Purchasing authority

93% (93%) of the visitors are involved in purchasing decisions in their company.

2.6 Share of trade visitors

99% (99%) of SENSOR+TEST 2016 visitors were trade visitors.












2.7 Main reason for visit (multiple answers, extract)

Information about new products	53%	(52%)	Influence on product development	17%	(18%)
Training, extending knowledge	39%	(39%)	Preparation of investment and purchasing decisions	15%	(18%)
General market orientation	34%	(33%)	Observation of competitors	13%	(12%)
Experience, exchange of information	34%	(33%)	Conclusion of contracts, purchasing	2%	(2%)
Maintaining business contacts	21%	(24%)			
Setting up new business contacts	19%	(22%)			

2.8 Main interest in following product segments (multiple answers)

Industrial Products	69%	(76%)
R&D Services	37%	(35%)
Other Services	13%	(11%)
Production Services	6%	(6%)

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

Sensors, Measuring Devices and Measuring Systems	71%	(67%)	
Sensorics Components	49%	(45%)	
Measuring Technology and Automation	42%	(42%)	
Sensor Elements per Measuring Principle	39%	(40%)	
Testing and Calibration Equipment	21%	(24%)	
Measuring and Testing Technology for Material Testing	19%	(19%)	
Accessories and Tools for Measuring and Testing Technology	13%	(15%)	
Actuators, Microactuators	13%	(12%)	
Measuring and Testing Technology for Traffic Engineering	12%	(11%)	
Non-destructive Materials and Components Testing	10%	(8%)	
Equipment for the Production of Sensors and Actuators	10%	(8%)	

2.10 Visitors' satisfaction with exhibits

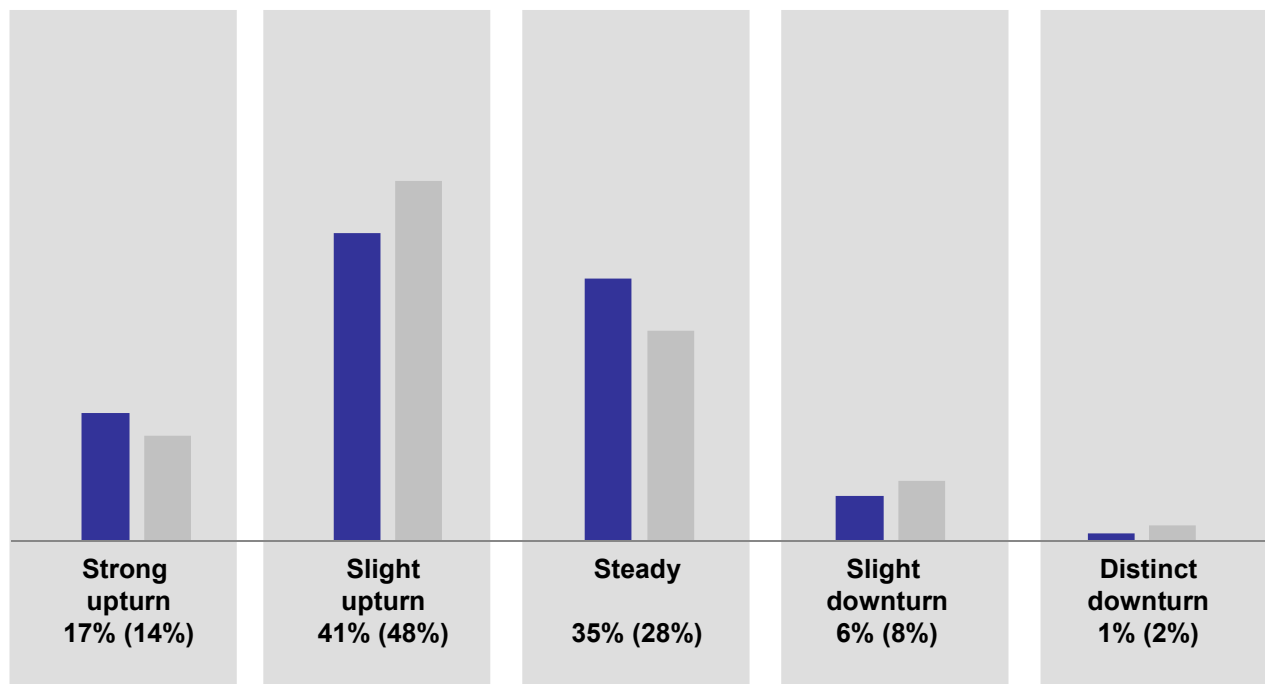
96% (99%) of the visitors were very satisfied/satisfied with the exhibits of SENSOR+TEST 2016.

2.11 Information and contact opportunities

98% (99%) 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 2016 vs. May 2015)



3. Selected results of exhibitor survey

(Figures of the previous event in brackets)

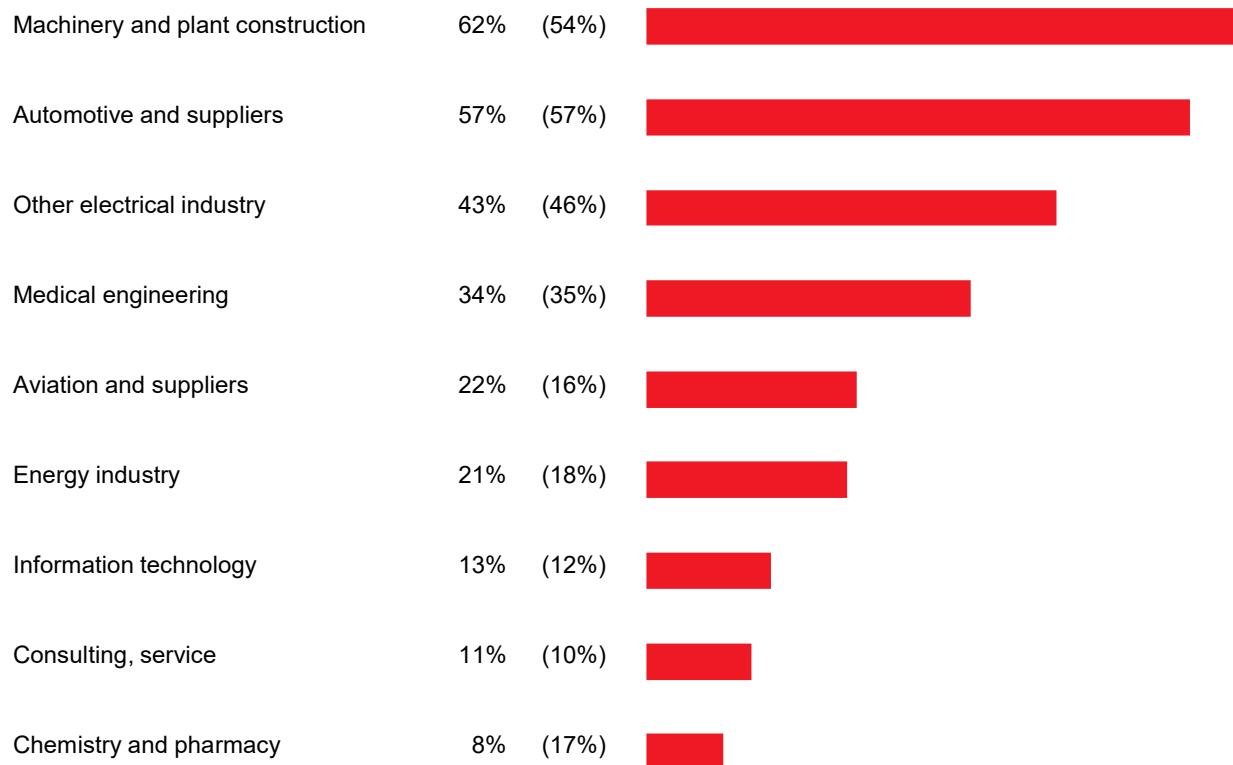
3.1 Aims of participation (multiple answers, extract)

Acquiring new customers	64%	(65%)	Providing information on new products	45%	(44%)
General information about the range of products/services on offer	61%	(62%)	Exchange of experience	36%	(40%)
Image building, representation	53%	(62%)	Observation of competitors	32%	(33%)
Cultivation of customer relations	49%	(55%)	Direct sales	21%	(11%)

3.2 Target group accuracy

93% (93%) of the exhibitors reached their most important target groups during SENSOR+TEST 2016.

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



3.4 New business relations

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

3.5 Follow-up business

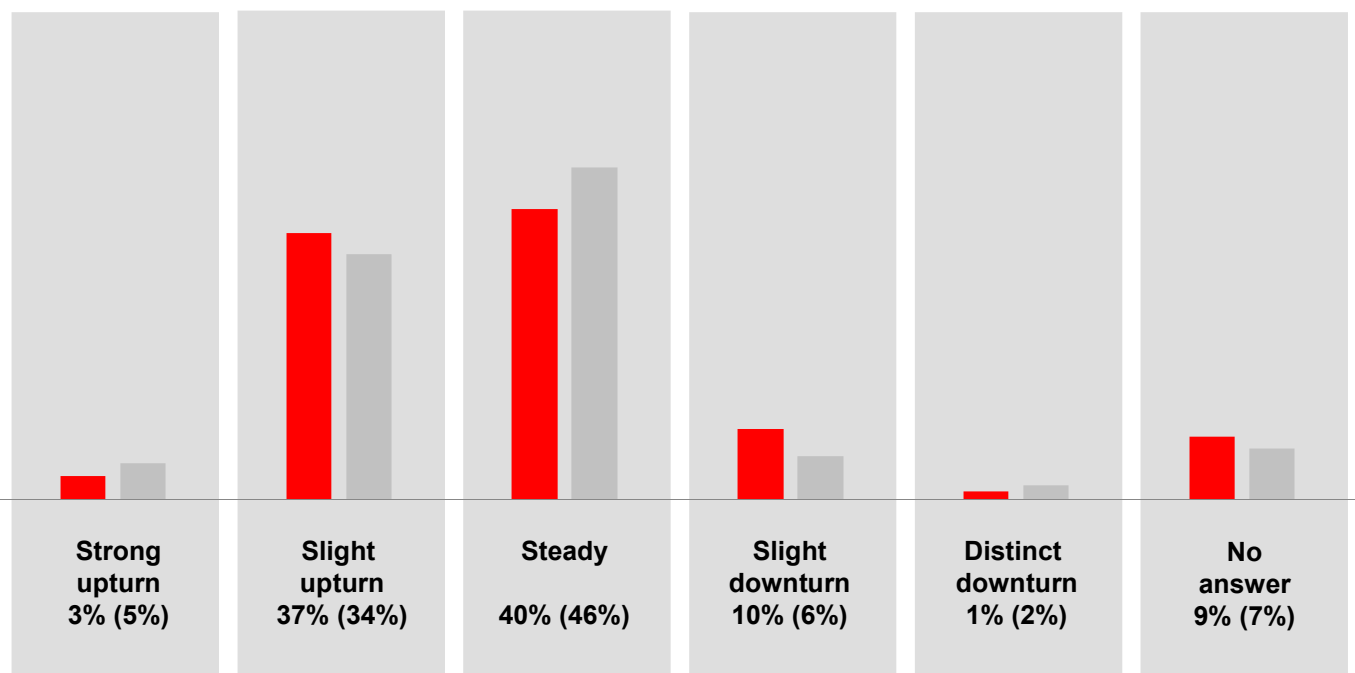
88% (87%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

3.6 Organization and service

The exhibitors rated organisation and service at SENSOR+TEST 2016 as completely positive.

3.7 Economic situation in branch

(At the time of exhibition May 2016 vs. May 2015)



4. Miscellaneous

The representative 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.



This show report is also available in German.



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Please make a note by now:

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SENSOR+TEST

DIE MESSTECHNIK - MESSE

The Measurement Fair

Nürnberg, Germany

30.5. - 1.6.2017

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Based on scientific fact

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