



sensors expo & conference

Prospectus 2006

Essential. Everywhere.

As Sensors Expo plans to celebrate its 20th Anniversary, we have changed our name to recognize the evolution of the sensor industry from component-based to integrated-systems driven. Sensors Expo will now be Sensors and Systems Conference & Expo.

Sensors and Systems Conference & Expo is the only industry event in North America exclusively focusing on sensors and sensor-integrated systems. The Expo will bring together the largest showcase of sensing technologies and systems to accomplish industrial automation and achieve more efficient and cost-effective enterprise management.

The expanded conference program will address the continuing challenges of integration and interoperability. In addition to industry applications, networking and communications, business perspectives and intelligent systems, software such as Java, XML and web services will be included in the 2006 Conference. An expanded focus on data acquisition, data analysis, wireless, M-2-M, and communications will be an important part of the program, as well.

New Markets and Audiences

Sensors and Systems Conference & Expo identifies cutting-edge trends, explores them in an information-packed conference program, and reflects those trends on the show floor. It is the industry event that sensor buyers have come to rely on to learn about the latest sensing developments and to find vendors willing to collaborate on solutions. They will be looking for you!

A Growing Market - Incredible Business Opportunity

- Demand for the \$2.3 billion U.S. chemical sensors market, which includes gas sensors and biosensors, will grow 8.6 percent annually through 2006. Optical and biosensors will grow the fastest, although nearly all products will benefit from improving performance, lower costs and the penetration of new, large volume markets. The medical/diagnostic segment will continue to offer the best opportunities. *(Freedonia Group Inc., April 2002)*
- The \$1.3 billion U.S. market for MEMS devices will grow over 20% yearly through 2006, driven by innovations that lower costs, improve performance, and widen applications. The best prospects will be found in telecommunication switches, biomedical related products, automotive sensors and telematics, consumer electronics, and military/aerospace. *(Freedonia Group Inc., July 2002)*
- Demand for automotive sensors in the North American light vehicle OEM market will increase 7.9% per year to \$4.6 billion in 2007, driven primarily by the introduction of sensor applications in support of new electronics innovations. *(Freedonia Group Inc., Jan. 2004)*
- The market for machine to machine (M2M) communications will grow at a 27% CAGR, expanding to \$31 billion in 2008. *(WDR Research)*

Show Features

■ Wireless Sensing Pavilion

Wireless sensing solutions will be showcased in the Wireless Sensing Pavilion and throughout the conference program.

■ Wireless TechTour

The Wireless TechTour program will help attendees quickly find wireless sensing solutions. An opening conference session will present market analysis and panel discussions featuring technical professionals from leading wireless sensing technology providers.

Exhibitors will have an opportunity to sponsor the Wireless TechTour for added visibility. Exhibitors may apply to participate in the Guided Wireless TechTour and/or the Self-Guided Wireless TechTour.

■ Collaboration Zone

Sensors and Systems Conference & Expo will be the venue to facilitate collaboration among leading sensor technology users and exhibitors. It has been a tradition at Sensors Expo that attendees come for the purpose of finding specific solutions to sensor applications. The Collaboration Zone will enable more formal dialogue to foster such collaboration. Don't miss this opportunity to meet Fortune 1000 companies seeking emerging sensor-dependent solutions. Uncover significant business opportunities by participating in this new show feature.



■ BEST OF SENSORS AWARDS

This popular program, organized and sponsored by Sensors magazine, recognizes the best new product innovations at Sensors Expo. Press and analysts closely monitor this view of the Best of Sensors Expo.

sensors expo & conference

Prospectus 2006



Attracting Qualified Sensor Buyers

We devote the entire year to developing new audiences, as well as communicating with our strong existing customer base, in order to bring together sensor buying and specifying teams who are eager to learn about the latest technology advances in our industry.

The 2006 Sensors Expo & Conference Promotion Campaign will include:

- Over a quarter of a million direct mail pieces
- Targeted, aggressive e-mail outreach
- Extensive telemarketing campaigns
- Advertisements placed in industry publications and websites that reach more than half a million targeted readers
- A comprehensive web site that provides conference and exhibitor information and links to exhibitor and sponsor pages
- A timely public relations campaign including regular press releases distributed to our list of 300+ media contacts, as well as added exposure for exhibitors through BusinessWire

Audience Demographics



Role In Purchasing Decisions

- 27% Approve
- 28% Specify
- 33% Recommend
- 12% No Role



Primary Job Function

- 44% Engineering
- 27% Corporate Management
- 15% Evaluation/Test/R&D
- 6% Purchasing/Procurement/Plant Operations
- 2% Education
- 6% Systems Integrator



Primary Business

- 11% Machinery & Equipment/Metal Manufacturers
- 39% Automotive/Transportation Equipment Manufacturers
- 2% Utility Svcs./Electric, Gas, Waterworks Raw Materials Processing
- 8% Govt./Military/Aviation/Aerospace
- 7% Medical/Pharmaceutical/Biotech
- 10% Consumer/Misc. Manufacturing
- 16% Instrumentation & Control Equipment Manufacturing
- 7% Engineering/Construction Firms

A Conference Program Designed To Draw Your Best Prospects

The four-day conference program, including full-day symposia on Automotive Sensing, Wireless Sensing, and Manufacturing Efficiencies, focuses on case studies and industry applications of sensing technology advances for a wide range of industries including: automotive, medical, electronics, industrial automation, manufacturing, telecommunications, information technology, supply chain systems, security and aerospace.

Conference Tracks

- Intelligent Systems
- Design & Technology
- Industry Applications
- Networking & Communications
- Business Perspectives



sensors expo & conference

Prospectus 2006

Exhibit Space & Event Marketing Opportunities

Standard Booth

\$35.00 per square foot includes:

- 8' High, Show Color Drape Back Wall and 36" Drape Side Rails
- 10 Exhibitor Badges Per 10' x 10' Booth Space
- Description in the Onsite Show Directory
- Description with Logo on Website & Link to Exhibitor URL
- 7"x44" Company Identification Sign
- Unlimited Electronic Guest Tickets to Invite your Prospects and Customers
- Exhibit Floor Perimeter Security
- Participation in Pre-Show Promotion
- Comprehensive Exhibitor Services Manual

Ready-To-Expo Packages

These Complete Packages Offer:

- No-Hassle, Basic Booth Set-Up and Furnishings
- Pre-Show and On-Site Marketing to Help Drive Sales
- Substantial Discounts off Regular, Non-Packaged Prices

Raise Your Visibility Before, During and After the Show With a Variety of Sponsorship Opportunities!

To maximize your presence at Sensors Expo, there are value-packed marketing and sponsorship opportunities to suit every budget, which are customizable to meet your specific marketing objectives.

Here are just a few sponsorship opportunities to drive traffic to your booth:

- Top-Level Comprehensive Sponsorship Packages
- Event Promotion Sponsorships
- TechTour Sponsorships
- Badge Lanyards
- Badge Inserts
- Conference Bags
- Literature Bags
- Press Room Sponsorships
- Registration Kiosks
- Attendee E-mail Blast Sponsorships
- Internet Café Sponsorships
- Corporate Greeters
- Conference Sponsorships
- Reception Sponsorships
- On-Site Signage
(Banners, Freestanding Kiosks, Floor/Door Graphics)

Ready-To-Expo Packages

PACKAGE 1

- 10' x 10' Booth Space, Standard Pipe & Drape
- Exhibit with Company Header Sign
- Furniture: 2 Side Chairs; Draped, 6' Table; Carpet; Wastebasket
- Pre-Registered Attendee Mailing List (1-time usage. Does not include e-mail)
- Enhanced Virtual Booth on Show Website

Package 1 - \$5,995

PACKAGE 2

- 10' x 20' Booth Space, Standard Pipe & Drape
- Exhibit with Company Header Sign
- Furniture: 4 Side Chairs; 2 Draped, 6' Tables; Carpet; Wastebasket
- 1/2-Page, 4-Color Ad in Show Directory
- Pre-Registered Attendee Mailing List (1-time usage. Does not include e-mail)
- Enhanced Virtual Booth on Show Website

Package 2 - \$9,995

To Learn How to Make Sensors Expo Work for You, Please Contact:

Giovanni Stein
617-219-8358
gstein@questex.com

Call Today to Reserve Your Space!

Official Publication:

sensors