



SENSOR+TEST 2026
DIE MESSTECHNIK-MESSE
The Measurement Fair

9 – 11 June 2026
Nuremberg, Germany

Exhibitors

Visitors

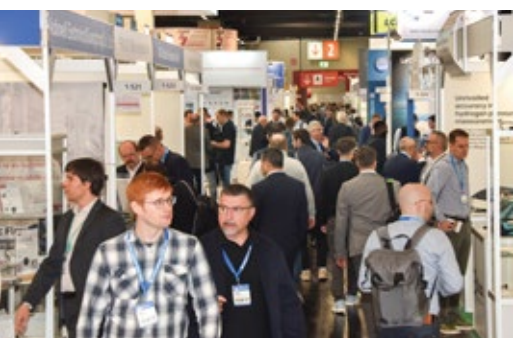
Conferences

Press



SENSOR+TEST 2026

WELCOME TO THE INNOVATION DIALOG!



EXHIBITION



ACTION PROGRAM



CONFERENCES



www.sensor-test.de | www.sensoren2026.de | www.telemetry-europe.org

WELCOME TO THE SENSOR+TEST 2026!

Dear exhibitors,

SENSOR+TEST 2026 is taking shape - the planning is already in full swing. With a clear technical focus, practical orientation, and new impulses from industry and research, we are preparing a powerful and targeted platform for you.

As an international trade fair for sensor, measuring and testing technology, the SENSOR+TEST stands for technological depth, high application proximity and the interdisciplinary exchange between industry, research and development. Here, companies find a precisely tailored framework to present themselves to a qualified specialist audience - with concrete projects, current challenges and clear expectations.

Especially in times of dynamic markets, growing demands on efficiency and sustainability, and increasing technological complexity, the SENSOR+TEST has established itself as a reliable place for orientation, knowledge transfer, and joint thinking ahead.

The SENSOR+TEST 2026 will focus on several current topics:

“Condition Monitoring”, visible in its own joint stand as a special topic, as well as “Innovative Calibration” in the extended application area. Both topics illustrate how modern sensor and measurement technology can make a decisive contribution to process reliability, energy efficiency and predictive maintenance of industrial systems. In addition, we are increasingly focusing on the use of artificial intelligence in sensor and measurement technology - with a new, specially curated series of lectures.

The exhibition offering will be complemented by the specialist forum with best-practice presentations and interactive formats. The established 23. ITG/GMA-Fachtagung „Sensoren und Messsysteme 2026“ and the European Test and Telemetry Conference ETTC 2026 will also take place parallel to the trade fair - both as a valuable addition to the scientific and technical dialog.

In addition, we offer you targeted services - including practice-oriented workshops in German and English to support you in planning and implementing your trade fair presence.

SENSOR+TEST – THE INNOVATION MAGAZINE (powered by messweb.de) will be published in November 2025 as well as in March and May 2026. You can expect current topics from sensor technology, measurement technology and automation, insights into trends, best practice examples and important information about the trade fair. Use this opportunity to effectively present your company to a precisely tailored target group.

As the organizer, we see the SENSOR+TEST not only as a presentation stage, but also as an active workspace for technological progress - reliable, concentrated and solution-oriented.

Use the SENSOR+TEST 2026 to make innovations visible, deepen professional contacts, open up new sales markets, and gain decisive impulses for your business.

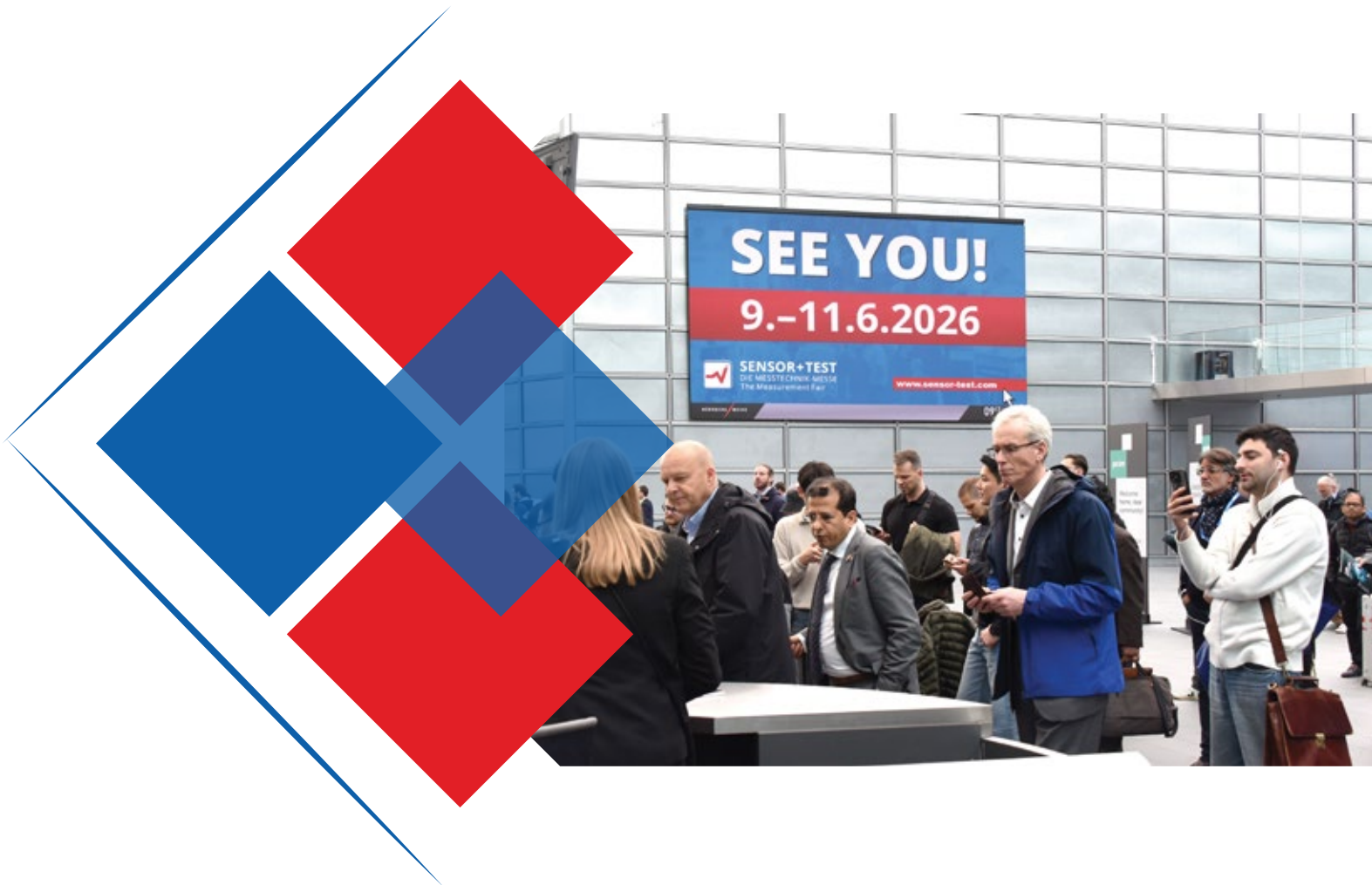
We look forward to your participation and to a trusting cooperation.

Yours sincerely,

Elena Schultz
Managing Director
AMA Service GmbH



POWERFUL AND INNOVATIVE – FROM SENSOR TO EVALUATION



The SENSOR+TEST is a central event for all industries across the board that rely on sensors, measurement, and testing systems. Its effectiveness, well-organized layout, and emphasis on core elements provide the perfect environment for fostering innovation.

Experts, developers, and scientists from around the world come together to contribute their wealth of expertise and discuss new ideas in the fields of sensor technology, measurement, and testing.

The personal contact between customers and business partners is essential. So, seize the opportunity to present your latest developments to an international audience and engage in intensive exchanges.

We look forward to seeing you in Nuremberg for the Innovation Dialog!
Your SENSOR+TEST-Team

An event of

AMA
Association for Sensors • Measurement

Linking Innovators

APPLICATION





348
Exhibitors
from
24
countries

95 %
of exhibitors
were able to
establish new
contacts

91 %
of exhibitors
could reach their
target groups

INNOVATION DIALOG – REACHING TARGET AUDIENCES AND ESTABLISHING NEW CONTACTS

Exhibitors from around the world utilize SENSOR+TEST as a central meeting point to advance the dialog with industry professionals and target audiences from various sectors. They seize the opportunity to forge new connections and foster existing customer relationships. Companies appreciate the platform provided by this established, cross-industry trade show to showcase ideas and trends. Additionally, exhibitors can present their topics and technologies in the forum to a broad and interested audience, while also inviting experts to visit their exhibition stands.

A VERSATILE TRADE FAIR VENUE IN NUREMBERG FOR ALL REQUIREMENTS

Nuremberg, a bustling city in Franconia with a population of 1.5 million, serves as a major transportation hub in Europe. Situated at the intersection of key European traffic routes, the city is easily accessible by plane, train, or car from all directions. The Nuremberg Exhibition Center offers state-of-the-art facilities and convenient access: there are 10,000 parking spaces in close proximity to the exhibition halls, an underground subway station dedicated to the exhibition center, and a designated taxi stand, ensuring safe and comfortable arrivals for visitors.



4488
trade-visitors
from
34
countries

21 %
international
visitors

88 %
visitors with
decision-making
authority

*Values from the 2025 visitor polls

THE WORLD OF SENSORS AND MEASURING TECHNOLOGY

International experts, developers, and decision makers from all branches in which technical measurements, testing, and monitoring take place, make use of the SENSOR+TEST regularly as a “tool box” with up-to-date know-how, enabling the preparation or activation of investments.

348 exhibitors from 24 countries and 4,488 visitors and conference participants from 34 countries took the opportunity for an intensive innovation dialog at SENSOR+TEST 2025.

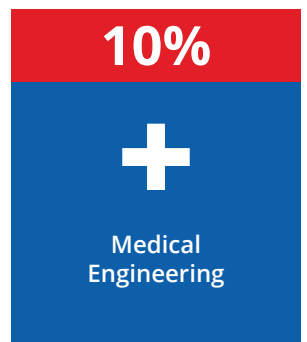
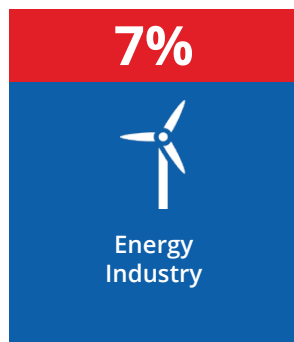
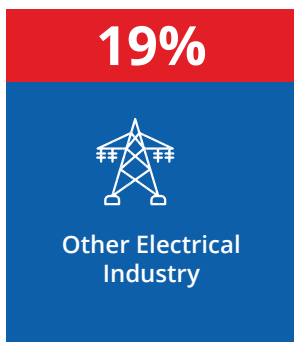
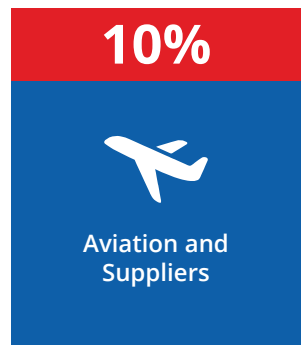
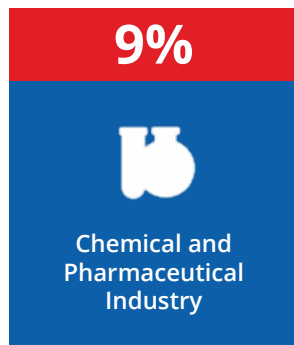
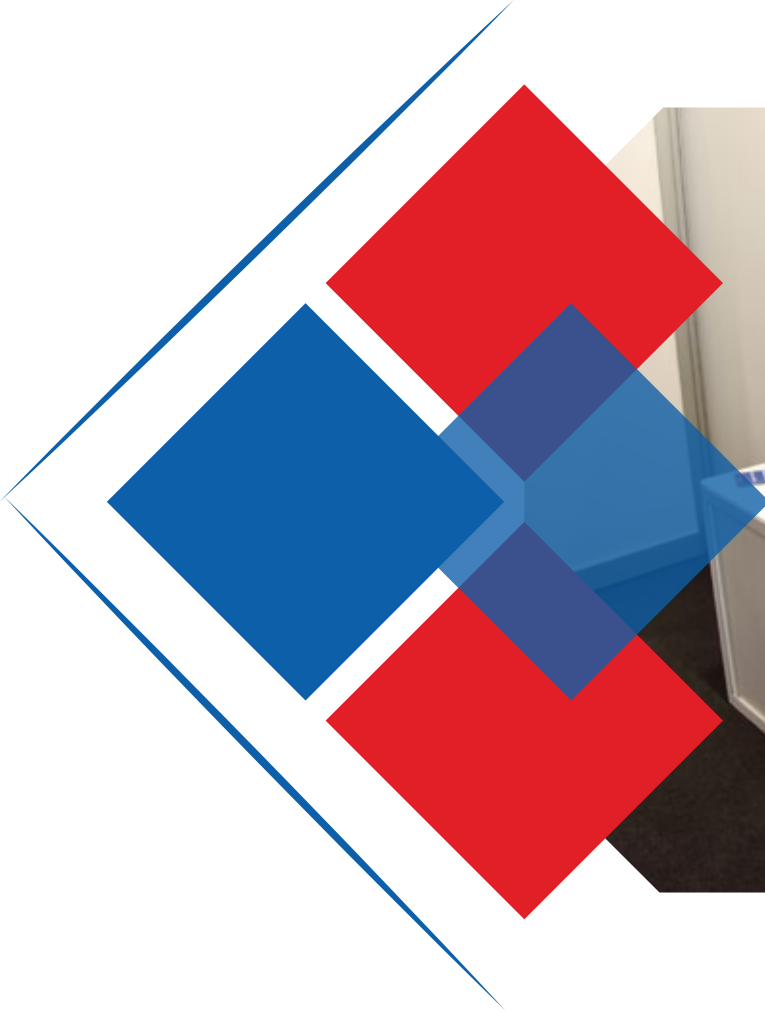
A wide variety of products

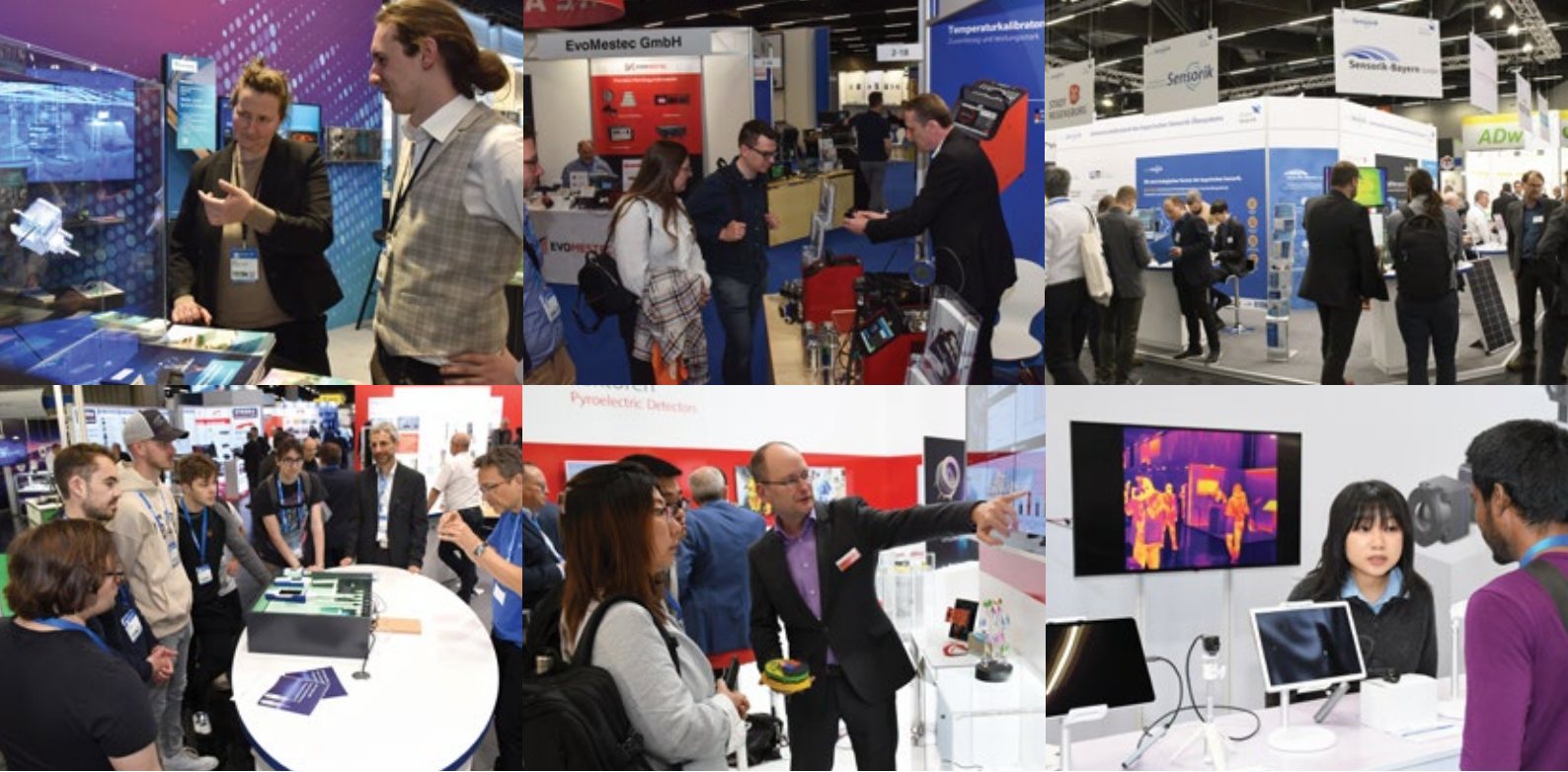
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|------------------------|--------------------------|------------------------------|
| ✓ Sensor Elements | ✓ Sensors | ✓ Sensor Systems |
| ✓ Sensoric Instruments | ✓ Measurement Systems | ✓ Research and Development |
| ✓ Services | ✓ Laboratory Measurement | ✓ Customized Systems |
| ✓ Quality Control | ✓ Material Testing | ✓ Components/Software |
| ✓ Analysis Equipment | ✓ Calibration Systems | ✓ Measuring and Test Systems |



The representative visitor poll was carried out by a neutral marketing research institute. The structural data is certified by the FKM, the Society for Voluntary Control of Trade Fair and Exhibition Statistics (Gesellschaft zur freiwilligen Kontrolle von Messe-und Ausstellungszahlen), Berlin. Further information on the FKM can be found at www.fkm.de.

THE VISITOR BRANCHES





YOUR BENEFITS AS AN EXHIBITOR

The opportunities offered by the SENSOR+TEST give the exhibitors the greatest possible flexibility for their ideas and implementations. As the trade-fair organizer we will also provide you with perfect service in every phase of your planning and execution for your success.

Our promise:

- Only professional visitors and suitable target groups
- Great internationality
- Constructive atmosphere and in-depth discussions
- A suitable stand for every budget and idea
- Visitor promotion by advertising measures in the international trade press
- Visitor promotion through social media
- Publication of your individual novelties and technologies via our own channels
- Practical tips, checklists, workshop and reminder service for your trade-fair planning,
- Personal consultation in all questions and tasks
- Ticket link for your trade-fair invitations free of charge and in any quantity – of course you will receive the data of your visitors after the fair

Your participation opportunities:

- Stand self-constructions, ready-made stands, or all-inclusive stand packages
- Combination packages for focal topics (Calibration, Condition Monitoring)
- Presentations at the forum
- Various marketing measures before the event and on the fairground
- Press conferences, conferences and workshops
- Newsletter advertising/Social media advertising
- Online catalog: Company profile, keywords, product news
- Food&Action

[Info on registration](#)



INNOVATIVE CALIBRATION



Overview

- Also at the SENSOR+TEST 2026 visitors can experience the fascinating world of „Innovative Calibration“ firsthand. Exhibitors will showcase their latest and reliable calibration applications and services. From calibration laboratories to renowned institutions, all stakeholders will be present.
- The „Calibration Area“ has a modern and inviting design and offers both a joint booth and individual booths
- In addition, there will be a series of best-practice lectures on the topic at the forum in hall 1.
- Exhibitors who already have a stand can book a space on the joint booth at a reduced rate.
- The exhibitors of the „Calibration Area“ will be mentioned in all promotion channels, and the topic „Innovative Calibration“ will be considered in all marketing campaigns.

As an exhibitor you can benefit from the topic of „Innovative Calibration“ in many ways

The topic of calibration is at the top of most companies' to-do lists. With an increasing number of sensors and measuring points, the use of modern digital and automated calibration concepts is becoming a decisive competitive factor for the entire technical industry.

At the Calibration Area exhibitors can present their latest and reliable applications and services. From calibration laboratories to renowned institutions, everyone will be represented.

The Calibration Area has a modern and inviting design and offers both an attractive joint booth and individual booths. It is the ideal platform for the innovation dialog between manufacturers, calibration service providers and users.

Exhibitors can present their proven applications in best-practice lectures at the forum in hall 1.

[Learn more](#)



CONDITION MONITORING



Overview

- At the SENSOR+TEST 2026, visitors can experience innovative solutions and systems for „Condition Monitoring“. From retrofitting and condition monitoring to remote testing, predictive maintenance, machine diagnostics and AI, everything is included.
- The „Condition Monitoring“ joint stand has a modern and inviting design and is cost-effective.
- In addition, there will be a series of best-practice presentations on the topic at the forum in hall 1.
- Exhibitors who already have a stand can also book a space on the joint stand at a reduced rate.
- The exhibitors of the joint stand “Condition Monitoring” will be mentioned in all promotion channels and the topic “Condition Monitoring” will be included in all marketing campaigns.

As an exhibitor you can benefit from the topic of “Condition Monitoring” in a variety of ways

Monitoring the condition of vehicles, machines and systems is the supreme discipline for sensors and measuring systems.

The SENSOR+TEST 2026 dedicates a special focus to this area of application and presents innovative solutions and systems whose data and diagnostic results create the basis for maintaining safe, efficient, environmentally friendly and economical operating conditions.

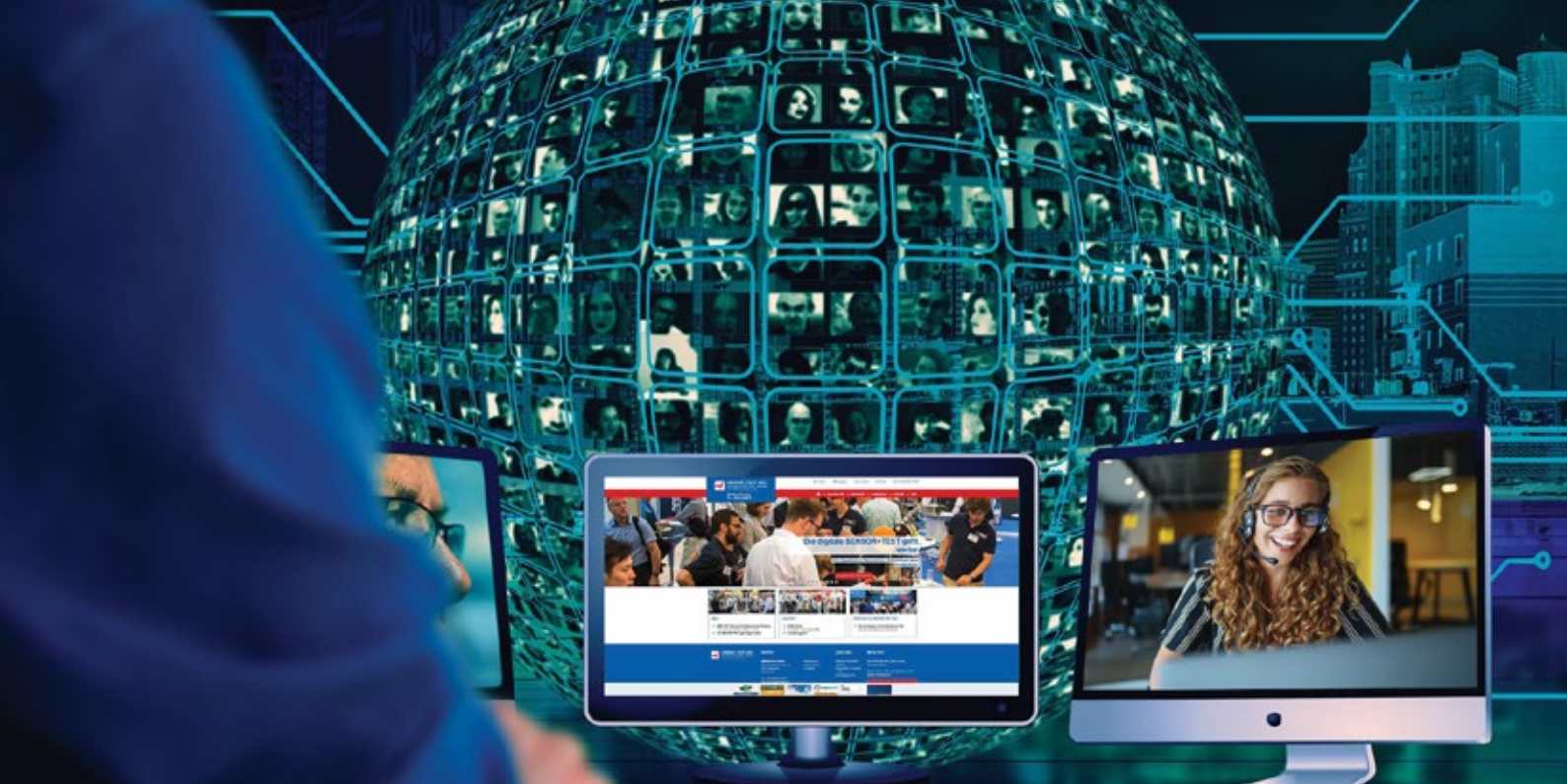
From retrofitting and condition monitoring to remote testing, predictive maintenance, machine diagnostics and AI, everything is covered.

The Condition Monitoring joint stand has a modern and inviting design, is cost-effective, and offers the ideal platform for the innovation dialog between manufacturers, developers and users.

In a complementary series of best-practice presentations exhibitors can present their applications at the forum in hall 1.

[Learn more](#)





MEDIA FLAT RATE FOR DIGITAL ADDED VALUE

With the digital offer of the SENSOR+TEST exhibitors can intensively promote their participation and increase their public awareness. And this not only before and during the event, but far beyond the trade fair date until the end of the year – a unique service!

We offer the perfectly fitting target group, dedicated networking included - all you have to do is to provide the appropriate online content. Be it the company profile, keywords (product groups), product news with video, just to name a few. Visitors use this content to prepare intensively for their stay at the trade fair.

The following services are included in every stand booking:

- Basic marketing (visitor advertising, press relations, newsletter and social media promotion).
- Complete entry in the online catalog of SENSOR+TEST 2026
 - Company name with address, telephone and fax number
 - E-mail and Internet addresses with direct links
 - Social media links: *All links will be posted at least 6 weeks before the show and until 31/12/2026.*
 - Logo
 - Text entry
 - 5 entries in the product group directory (more can be booked)
- Entry of product news incl. text, photo and/or video in any quantity
- Publication of press information
- Selected products news are regularly published via newsletter and social media channels

Media flat rate





EXHIBITOR WORKSHOP

The way to maximum trade fair success



Online

- 02.12.2025 in German
- 03.12.2025 in English
- 20.01.2026 in German
- 21.01.2026 in English
- 17.02.2026 in German
- 18.02.2026 in English

Speaker / Contact Person:



Jeanette Müller
Phone: +49 5033 9639-17
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Learn about all the measures and offers available for exhibitors in our workshop and utilize them to maximize your trade fair success.

- ✓ How can you draw attention to your trade fair participation?
- ✓ How can you arouse the interest of visitors at the trade fair?
- ✓ How can a product novelty be promoted through different marketing channels?
- ✓ What are the requirements and costs involved?

These and more questions will be answered in the online exhibitor workshop. We offer the workshops in German and English.

Therefore, plan your campaign for SENSOR+TEST 2026 with us! Participation is free of charge. Simply send us a brief email expressing your interest, and you will receive the corresponding link.

[Register now](#)



SENSOREN UND MESSSYSTEME 2026

23. ITG/GMA-Fachtagung

9 and 10 June 2026 | Messezentrum Nürnberg | NCC West

Conference language: German



Prof. Dr.-Ing. Jürgen Wöllenstein
Universität Freiburg



Prof. Dr. Stefan J. Rupitsch
Universität Freiburg



Martin Steinfeldt
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A SCIENTIFIC TRANSFER PLATFORM FOR SENSORS AND MEASUREMENT TECHNOLOGY

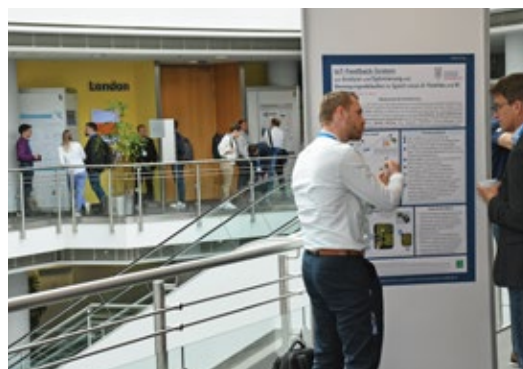
Overview

- Accompanying the SENSOR+TEST 2026
- Established in 1982
- Leading scientific event in the field of sensor and measurement technology
- Cutting-edge research and networking
- Well established symposium for experts from industry and academia
- Top-class program committee
- Lecture sessions about sensors, measurement systems and applications
- Poster Session with Get Together
- Access to conference proceedings
- Free access to the exhibition

Since its inception in Bad Nauheim in 1982, the “Sensoren und Messsysteme” conference has become the most important German-language scientific event in the field of sensor technology. Initially, the focus was on sensors and their technologies, but in recent years scientific interest has increasingly shifted to the integration of sensors in measurement systems and their application.

In 2026, Prof. Rupitsch, holder of the professorship “Electrical Measurement Technology and Embedded Systems” at the Institute of Microsystems Engineering, IMTEK at the University of Freiburg, will take over the scientific conference management together with Prof. Wöllenstein for the first time.

The conference in 2026 will focus on sensors and sensor systems for industrial use that have recently received special attention, e.g. sensors for the environment and sustainability, hydrogen technologies, process measurement technology, the Internet of Things, safety sensor technology, optical measurement technology and thermal and gas-sensitive sensors. Similarly, the conference will also report on new developments in the field of non-contact measurement technology, metrology and condition monitoring, so that a balanced insight into the current development of the field will be presented.



EUROPEAN TEST & TELEMETRY CONFERENCE 2026

ETTC 2026

9 - 11 June 2026 | Messezentrum Nürnberg | Hall 2

Conference language: English



Renaud Urli
Airbus Helicopters
Deutschland GmbH



Florian Mertl
Airbus Helicopters
Deutschland GmbH



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SHAPING THE FUTURE OF MOBILITY WITH INNOVATION

Overview

- The day before: Short Course
- Exhibition
- Industry presentations
- Conference documents
- Free admission to the SENSOR+TEST 2026 exhibition
- Bavarian Dinner

ETTC 2026 is more than just a conference—it's the leading international event for test and telemetry professionals. In collaboration with SENSOR+TEST, it brings together top experts from the aerospace, automotive, and other industries. This year, our focus is on the future of mobility, specifically new energies and propulsion, but also the adaptation of new tools and technologies to answer needs in these fields. The testing industry must move fast to keep up with technologies like hydrogen and high-voltage systems. That's why we're gathering to explore how Artificial Intelligence is revolutionizing our field. From data analysis to predictive testing, AI is a game-changer, essential for safe and efficient new methods - still without forgetting legacy and methods.

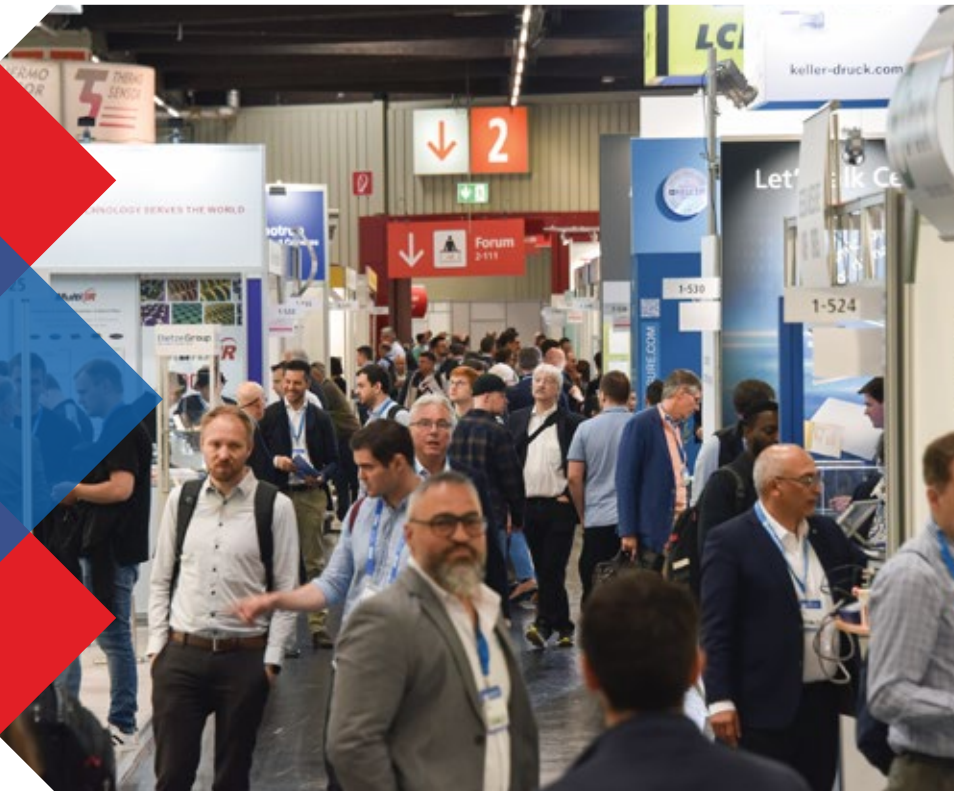
At ETTC 2026, you'll have the chance to attend conference presentations to stay on top of the latest developments, network and exchange ideas with fellow professionals, deepen your knowledge and stay informed about industry standards and explore our custom exhibition hall, featuring exhibits from global suppliers.

And it's not all work! We've also planned a great social program, including an enriching Short Course and a traditional Bavarian dinner in Nuremberg's Old Town. Join us to become a part of a vibrant community and help shape the future of test and telemetry technology. Together, we can drive innovation forward.



SENSOR+TEST

THE INNOVATION MAGAZINE



Total
distribution
65,000+
worldwide

- The whole world of sensor and measurement technology
- Everything about SENSOR+TEST
- Clear articles and news, large pictures
- Published 3 times a year
- Completely linked and with many added values
- With practical reading mode
- Target group: engineers and technicians
- In German and English



SENSOR+TEST is more than just a trade fair. It provides valuable information to experts throughout the year via its website, newsletter, and social media channels. As a long-standing cooperation and media partner, AMA Digital Networks plays a crucial role with its digital portal for professional sensor and measurement technology, messweb.de.

Since November 2023, SENSOR+TEST – THE INNOVATION MAGAZINE (powered by messweb.de) will be published three times a year as an additional component of the trade fair and topic communication. This digital bilingual magazine covers the entire range of topics in Sensors, Measurement, and Automation, offering valuable information for the relevant reader target groups.

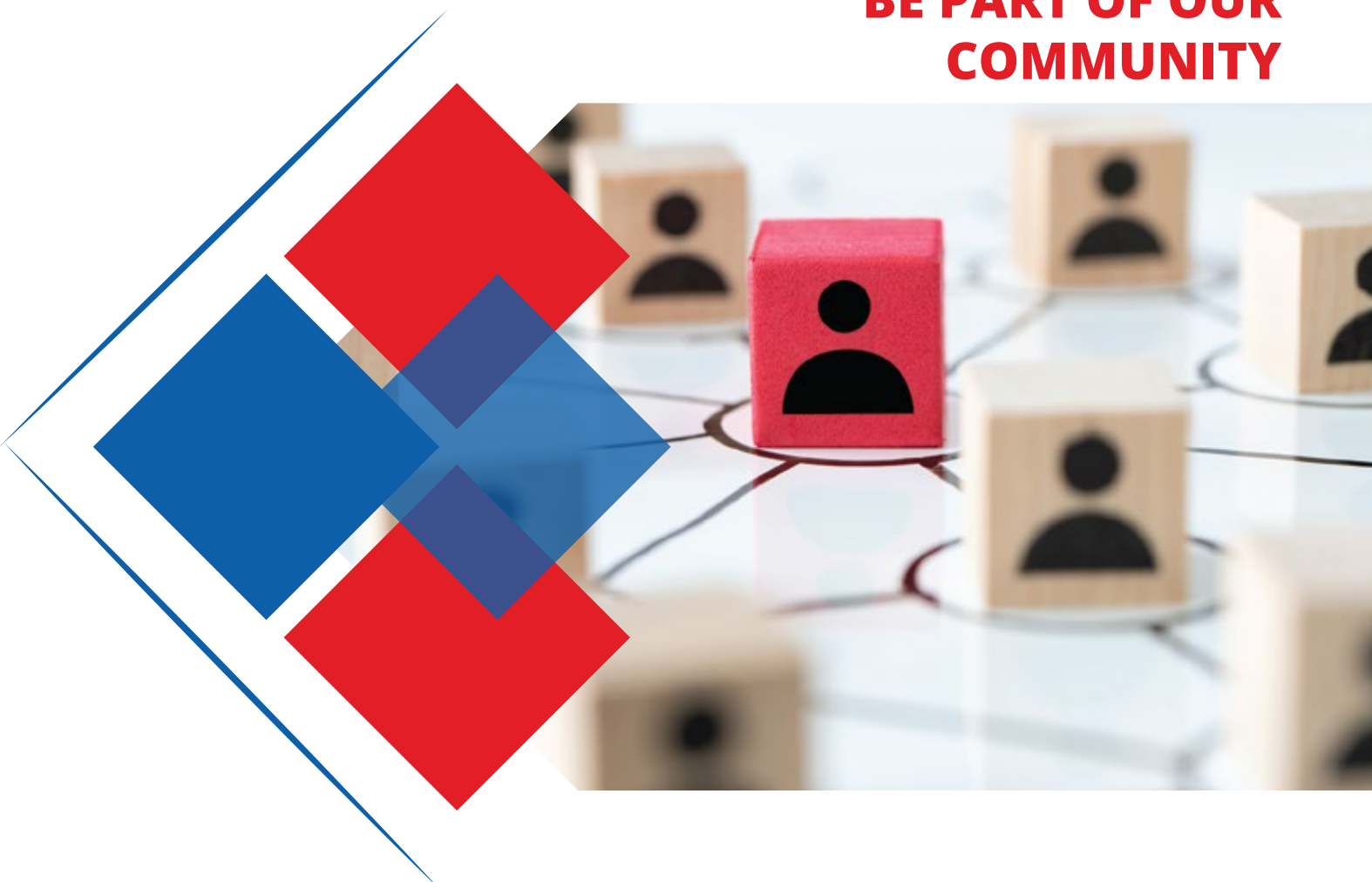
SENSOR+TEST – THE INNOVATION MAGAZINE provides insights into the latest trends and innovations from companies, showcases best practice examples, and offers valuable information about the trade fair. Decision-makers and experts can access this source of information with numerous added values and a digital "reading experience" from anywhere in the world. Benefit from our combined experience



[Learn more](#)



BE PART OF OUR COMMUNITY



- ✓ **Follow us on our social media channels**, where we regularly share exciting news and updates from our exhibitors and keep you informed about the SENSOR+TEST.
- ✓ **Discover exclusive insights into our events on our YouTube channel** and experience the latest innovations up close.
- ✓ **Find out more on our website** – Here you will find all relevant information and updates on SENSOR+TEST and the accompanying conferences and events.
- ✓ **Use our platform *Exclusively for exhibitors*** for increased visibility and targeted communication with potential customers by optimally maintaining your exhibitor account and filling it with company, product and application information.
- ✓ **Subscribe to our free newsletter** – You will regularly receive valuable industry news directly to your inbox!
- ✓ **Take advantage of our networking opportunities around the SENSOR+TEST!** We support you in generating leads so that you can effectively strengthen your brand and make valuable contacts.



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[Press](#)

WE ARE THERE FOR YOU

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AMA Service GmbH | August 2024

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