

eMail List Sensors Expo

Email Addresses Available 3,516 \$475 per 1,000

Who They Are

Target your marketing message to key decision-makers in the sensing technology, applications and sensing systems industries with the *Sensors Expo* attendees mailing list.

The *Sensors Expo* attendee mailing list includes these titles:

- Product Design Engineers
- Production Engineers
- Evaluation/QC Managers
- R&D Management
- Standards/Test Engineers
- Systems Design Engineers
- Plant Engineers, Systems Design
- Corporate/General Management
- Systems Integrators
- Operation/Maintenance Managers
- Purchasing/Procurement Managers

They work at companies that are involved in the following:

- Aerospace
- Automotive and Transportation
- Industrial automation
- Medical devices
- Metal industries
- Business intelligence from operations data
- Packaging and assembly
- Process control
- Technology transfer
- Wearable technology
- Wireless sensor networks
- Global defense and national security

What They Buy

The *Sensors Expo* list puts you in contact with professionals who are active in the specification, selection and authorization of equipment and services in the sensing technology, application and sensing systems industries.

They are interested and ready to buy:

- Fiber optic sensors
- Hall-effect technology
- Intelligent systems
- Measurement systems
- Proximity & photoelectric sensors
- Tethered & untethered communications
- Standards
- Temperature sensors
- Data acquisition & analysis systems
- Nanotechnology and MEMS
- Magnetic sensor arrays

Why They Attend Sensors Expo

Since 1986, senior-level engineers from across every major industrial market segment have relied on *Sensors Expo & Conference* to stay current on the latest products, technologies and solutions in the sensors-related markets. From application solutions and educational seminars to new product introductions and exciting technology breakthroughs, attendees gain unparalleled insights in to the industry advances that help them gain efficiencies in the engineering process and maintain their organization's competitive advantage.

sensors expo
& conference

Mail List
AVAILABLE

Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results

Minimum Order
\$995

List Source
Registration Data

Mail/Email/Phone Lists
Combination Discounts Available
Call for Rates

How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the mail message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.

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MEDIA

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eMail List

Sensors Expo

Breakdown by Job Function

Engineering	1,025
Corp. Management	683
Director/Manager	725
Others Not Classified by Job Function	1,083

Breakdown by Type of Sensors Purchased

<i>Multiple Response</i>	
Acceleration/Vibration	1,163
Acoustic/Ultrasonic	874
Chemical/Gas	687
Electrical/Magnetic	1,379
Flow	1,075
Force/Strain/Load/Torque	1,080
Humidity/Moisture	960
Level	846
Motion/Velocity	1,216
Vision/Optical	1,069
Position/Presence/Proximity	1,423
Pressure	1,470
Temperature	1,646

Breakdown by Business/Industry

Systems Integrator/Consultant/VAR	172
Telecommunication/Networking	100
Automotive/Transportation Equip Manuf	314
Aviation/Aerospace	118
Engineering/Construction Firms/Building Mgmt	135
Consumer & Misc Products	214
Electronics/Appliances	272
Medical Devices	143
Pharmaceuticals	18
Public Utilities/Services	34
Instrumentation & Control Equipment Manuf	574
Fabricated Metal Manuf	47
Government & Military	204
Machinery & Equipment Manuf	330
Raw Materials Processing	83
Others Not Classified by Industry	758



Contact Ilene Schwartz at 216-371-1667 • ilene@krolldirect.com • www.questex.com
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Breakdown by Products Purchased

<i>Multiple Response</i>	
Actuators	952
Analog/Digital Converters	954
Automation Systems	821
Controllers/Drivers	946
Connectors/Cables	1,048
Control Products	861
Data Acquisition	1,141
Data Loggers	786
Encoders/LVDTs	706
Fiber Optics	583
Fluid Power Products	476
Instrumentation	1,205
Machine Vision Products	529
Meters/Gauges	914
Motors AC/DC	826
Motors (Linear/Servo & Synchros)	724
Networking/Communications Products	706
PLCs	619
Positioning Equipment/Systems	723
Semiconductors	872
Signal Conditioners	743
Test/Measurement/Calibration Equipment	729
Transmitters	646
Micro Controllers	751

Email List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free emails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



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