

# Mailing List

## Sensors Expo

Active Attendees 7,423 \$175 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.

**sensors expo**  
**& conference**

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.

**eMail List**  
AVAILABLE

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.

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For advertising opportunities visit [www.sensorsexpo.com](http://www.sensorsexpo.com)

**Quality Leads**  
**Targeted Penetration**  
**Guaranteed Value**  
**Proven Results**

**Minimum Order**  
\$500

**List Source**  
Registration Data

**Telemarketing List**  
Base Rate + \$60/M

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

**Addressing/Format Options**

Email File	\$50/flat
Diskette	\$55/flat
Cheshire Labels	NC
Peel & Stick Labels	\$10/M
Galley Printout	\$10/M
Key Codes	\$3/M
Barcoding (labels)	\$6/M \$30 min.

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

**Terms and Conditions**  
Rented for one time use only. Sample mailing piece required, subject to approval.

**Cancellations**  
\$10/M running charges plus \$50 cancellation fee. List must be returned within 90 days or full rental charges apply.



**QUESTEX**  
MEDIA

[www.questex.com](http://www.questex.com)

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## Sensors Expo

### Breakdown by Job Function

Evaluation/Test/R&D	107
Corp. Management	1,323
Director/Manager	1,421
Others Not Classified by Job Function	2,220

### Breakdown by Type of Sensors Purchased

<i>Multiple Response</i>	
Acceleration/Vibration	2,147
Acoustic/Ultrasonic	1,585
Chemical/Gas	1,282
Electrical/Magnetic	2,567
Flow	2,006
Force/Strain/Load/Torque	2,017
Humidity/Moisture	1,764
Level	1,546
Motion/Velocity	2,170
Vision/Optical	1,940
Position/Presence/Proximity	2,652
Pressure	2,711
Temperature	3,037

### Breakdown by Business/Industry

Systems Integrator/Consultant/VAR	402
Telecommunication/Networking	233
Automotive/Transportation Equip Manuf	700
Aviation/Aerospace	242
Engineering/Construction Firms/Building Mgmt	275
Consumer & Misc Products	419
Electronics/Appliances	359
Medical Devices	288
Pharmaceuticals	53
Public Utilities/Services	93
Instrumentation & Control Equipment Manuf	1,241
Fabricated Metal Manuf	117
Government & Military	480
Machinery & Equipment Manuf	693
Raw Materials Processing	168
Others Not Classified by Industry	1,372



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## Sensors Expo

### Breakdown by Products Purchased

<i>Multiple Response</i>	
Actuators	2,029
Analog/Digital Converters	2,101
Automation Systems	1,833
Controllers/Drivers	2,092
Connectors/Cables	2,367
Control Products	1,843
Data Acquisition	2,506
Data Loggers	1,741
Encoders/LVDTs	1,515
Fiber Optics	1,294
Fluid Power Products	1,011
Instrumentation	2,662
Machine Vision Products	1,181
Meters/Gauges	1,979
Micro Controllers	1,396
Motors AC/DC	1,786
Motors (Linear/Servo & Synchros)	1,582
Networking/Communications Products	1,611
PLCs	1,343
Positioning Equipment/Systems	1,569
Semiconductors	1,856
Signal Conditioners	1,548
Test/Masurement/Calibration Equipment	1,903
Transmitters	1,132



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