

SENSORS & INSTRUMENTATION

New technologies, interesting product demonstrations, informative seminars and exhibitors already signing up for next year. **Rachael Morling** finds out what made Sensors & Instrumentation 2016 another exhibition success story

Over two days at the end of September, exhibitors once again congregated in Hall 3 of the NEC, Birmingham, for the 7th annual Sensors & Instrumentation exhibition.

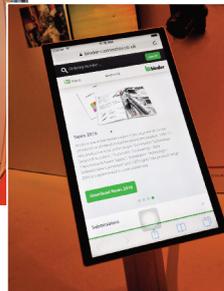
When the exhibition was created all those years ago, the organiser, Datateam Business Media, was testing the water by introducing a show dedicated specifically to sensors and instrumentation equipment. But when launching a new show there are always the questions: Will it work? And will it meet UK requirements?

The event, however, has not only gone from strength to strength each year, but it has evolved in line with exhibitor, visitor and market demands. In fact opening the event up to even more relevant product areas – and re-naming the exhibition Sensors & Instrumentation for test, measurement & control – has



have once again gained in popularity. People began to realise that if they needed to specify a product, find out about a new technology, or had an application they were working on and needed some advice, what better place to be than at an exhibition focusing solely on the products they require.

Such events feature a great number of companies showcasing their latest solutions, with product demonstrations available and technical staff on hand to



follow up visit for early next week to discuss it in more detail.”

Visitors to Sensors & Instrumentation 2016 were therefore able to view a wide range of products. For instance, Huba Control had a range of solutions on show, including pressure transmitters and flow transmitters. While Micro-Epsilon displayed its full range of sensor technologies – from non-contact capacitive, confocal and inductive displacement solutions, to infrared

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Stuart James,
engineering sales
manager at Hornbill

temperatures sensors. Binder, meanwhile, showcased sensor connectors suitable for a range of applications; and National Instruments displayed such solutions as data acquisition hardware, and visitors could learn about its LabVIEW and DIAdem software.

Visitors to Dewetron’s stand were interested in the company’s measurement solutions, and those who stopped to speak to FLIR were able to find out about such products as the latest thermal imaging systems.

ADDED VALUE

Events like Sensors & Instrumentation offer added value to those visiting by not only being co-located with other events – this year these were the Machine Building, Automation & IIoT zone; Micro Nano MEMS; TCT; and PPMA Total – but by including specialised features such as seminars and conferences. In fact the seminars which took place over both days of this year’s event proved highly popular with visitors – and it was no surprise due to the interesting topics covered. I had the chance this year to attend a few during the event and found the presenters to be highly knowledgeable and proud to be speaking about their technologies. The first seminar I attended on Day One of the show was National Instruments’ ‘The big, the bad & the ugly: big data best practices for data acquisition’, a topic ideal for readers of Instrumentation. Those who sat in on this presentation

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resulted in new exhibitors and an even greater number of visitors in attendance. Despite this, however, many of the exhibiting companies return year on year – Binder, Bronkhorst, National Instruments, Huba Control, Keller and Sensor Technology, to name just a few.

VISITING THE SHOW

So what do visitors achieve by attending the show?

Following a short period of uncertainty, perhaps due to people having growing workloads and little time to get out of the office/factory/lab, etc., exhibitions

answer any questions – all in the one place. Visitors can walk around the stands, touching products, trying out equipment, picking up literature and speaking to people.

Commenting on this, Paul Burroughs, area sales manager for Bronkhorst UK, said: “We had a fantastic lead for an application that we’ve never been involved in before which matches our portfolio perfectly. We have arranged a

“We’ve got lots to follow up when we get back”

Ian Tognarelli, business
manager at Emerson

Yasin Frei, application
engineering manager,
Keller



The seminars which took place over both days of the event proved highly popular with visitors

SHOW 2016: A GREAT SUCCESS!

showed keen interest, asking relevant questions and paying great attention to what was being said.

Glenn Bell, marketing manager at the company, commented: "The F1 Simulator has been a hit. We work with

"We have never been asked for so many quotes at an exhibition. We'll definitely be back next year!"

Lea Montague, general manager for PR electronics

On the second day I found Ian Tognarelli from Emerson's topic 'Using instrument diagnostic information to reduce calibration costs, time and product wastage' very interesting, as did those visitors who also took the time to attend. The subject, in fact, will be something that I'll be covering in the December/January issue of Instrumentation.



Additional topics covered by the seminars ranged from 'How the gas sensor drives instrumentation development'; 'Wireless sensor developments for the Industrial Internet of Things'; and 'How will you be affected by changes to WEE compliance

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Glenn Bell, marketing manager, Strainsense

in 2019?'; to 'The role of sensor technology and systems in Industry 4.0, and Intelligent, connected sensors and the Internet of Things'. Proving highly popular, some of the seminars were full to the brim with attendees.

Outside of the exhibition area and seminars, another popular part of Sensors & Instrumentation 2016 turned out to be the Innovation Showcase area which displayed the latest products; while another feature which attracted a lot of interest was Strainsense's F1 Simulator. The company has a wealth of experience in instrumentation for markets ranging from automotive to military and aerospace, subsea and rail.

lots of automotive and autosport organisations and we wanted to celebrate our connection with them by bringing it to the show."

SO WHAT DID THE EXHIBITORS THINK OF THE SHOW?

Great feedback is important for exhibitions and this year the exhibitor comments were as positive as always. Gauging the amount of interest visitors showed in their products, the number of leads they received during the event,



instrumentation and the end user, using all of our services from design through to connection, through to grid," he explained. "We have had a very busy and successful event."

Pleased with the quality of those visiting, Glenn Bell added: "It's been a really good event, with a number of new customers and contacts coming our way. I've also seen lots of apprentices and trainees from big organisations which has been nice, it's good to see them engaging with shows."

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Paul Burroughs, area sales manager, Bronkhorst UK

and the application queries are important factors for those exhibiting; and Sensors & Instrumentation is always proud of the fact that its visitors are of the highest quality.

One happy exhibitor was Yasin Frei, application engineering manager for Keller, who described the show as 'perfect', adding: "We've got lots to follow up on when we get back."

Ian Tognarelli from Emerson said: "We've had some good enquiries from new and existing customers which is very encouraging. We've also had people come to the show specifically to see us, which is great."

Meanwhile Paul Benson, strategic business manager for Jauch Quartz UK, a specialist in timing and battery technology, added: "We are very experienced in the electronic component industry and the majority of people we have seen are not familiar to us. It has to be positive that we have had exposure to new potential customers and we are optimistic about the leads we have received."

Another positive statement came from Stuart James, sales manager at Hornbill Engineering, a provider of specialist services in the field of process control, instrumentation, hazardous area, low voltage, high voltage and training. "We are the missing link between the



The Innovation Showcase area displayed the latest products

NEXT YEAR

So moving on to next year, and exhibitors are already booking stands to attend. As Lea Montague, general manager for PR electronics, commented: "We have never been asked for so many quotes at an exhibition. We'll definitely be back next year!"

Updates on Sensors & Instrumentation 2017 (26-27 September) will be featuring in Instrumentation magazine throughout the coming year, but for more information please do visit the website.

www.sensorsandinstrumentation.co.uk