



35th Control

International trade fair
for quality assurance

 09.-12. May 2023

 Stuttgart

next

level

quality

assurance



Exhibitor-Information

 www.control-messe.de  #control2023     


Organizer:  P. E. SCHALL GmbH & Co. KG  +49 (0) 7025 9206-0  control@schall-messen.de


Bundled Market Competence in Industrial QA


Measuring, testing, inspection – quality assurance (QA) is a key process for industrial production, as well as for many services. Demands placed upon QA are steadily increasing – zero-defects production, individualisation, efficient use of resources and energy savings are a few of the factors which are driving QA. Digitisation and automation offer decisive support in fulfilling requirements for cost-effectiveness, functionality, efficiency and flexible scalability of production processes. An end-to-end quality assurance process is indispensable – inline, automated and AI-based to an ever-greater extent. More than any other platform, and as the world's leading trade fair for quality assurance,


Control focuses on cutting-edge vision technology, image processing, sensors, measuring and test technology, as well as software. **Full market competence** is only bundled in its entirety at Control, which is held once a year. Control is the only trade fair in the world that embodies all of the innovations and diverse developments in industrial quality assurance – right from the very start. Industry players meet here and present their solutions and systems to a uniquely qualified expert audience. Control 2023 is headed for the next level of quality assurance. Be on hand and participate as a member of the globally networked, unique QA community.


Give me and take Control!

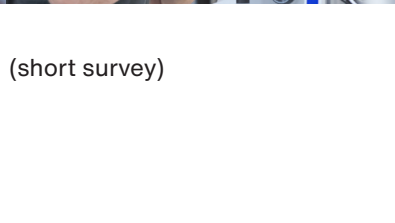
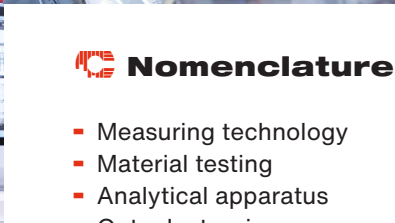
 As a leading international trade fair, Control is the only universal event for industrial quality assurance.

 Quality assurance scenarios are presented at Control, which are frequently ahead of their time.

 Control takes production quality to the next level year after year.

 Due to the extraordinary competence of its portfolio and its expert audience, Control is at the cutting-edge of the QA industry.

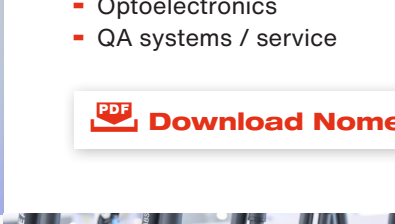
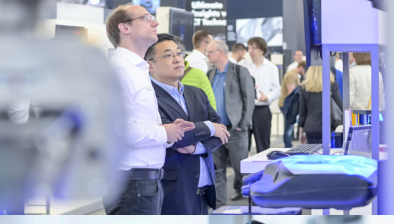
 Problems in production are solved before they arise at the world's leading trade fair for quality assurance.



Nomenclature (short survey)

- Measuring technology
- Material testing
- Analytical apparatus
- Optoelectronics
- QA systems / service

 [Download Nomenclature](#)



Marketing Services at a Glance

➔ Schall Inclusive

Schall makes trade fairs for markets – significant, internationally established trade fairs which have been around for many decades. With their clear focus on content, each of our technically specialised events is held at an ideally located trade fair venue in Europe's respectively leading

technology regions. It's especially important for us to provide exhibitors with clearly defined trade fair offerings, including practical marketing services. After all, agreements are always best when they're simple – and with us **simply everything is included.**

The exhibitor package includes all of the following:

- ❑ Unlimited number of co-exhibitors
- ❑ Second storey free of charge
- ❑ Free exhibitor IDs depending on booth size
- ❑ Unlimited number of expert visitor tickets – sleek and digital
- ❑ Presence at the exhibitor terminals at the trade fair facility
- ❑ Inclusion in the exhibition hall floor-plans at the entrances
- ❑ Entry in the trade fair directory
- ❑ Four nomenclature entries for structured product allocation
- ❑ Visitor flyer online in PDF format
- ❑ Unlimited use of digital ad banner tools with five optimised formats
- ❑ Listing in the exhibitor index on the trade fair website
- ❑ Showroom with logo, image, video, product overview, product groups, new products, job offerings, social functions and contact data
- ❑ New products display in separate website area
- ❑ Placement and link in interactive hall plan
- ❑ YouTube videos with exhibitor statements
- ❑ Press releases with exhibitor statements in the press folder
- ❑ Networking in the social media

📊 Event Figures for 2022

619 exhibitors from 32 countries and 18,531 visitors from 68 countries on 58,500 square metres of overall exhibition floor space.

Strong Visitor Quality

22% decisive role
39% supporting role
27% advisory role



Primary Professional Interests of the Visitors and their Job Functions

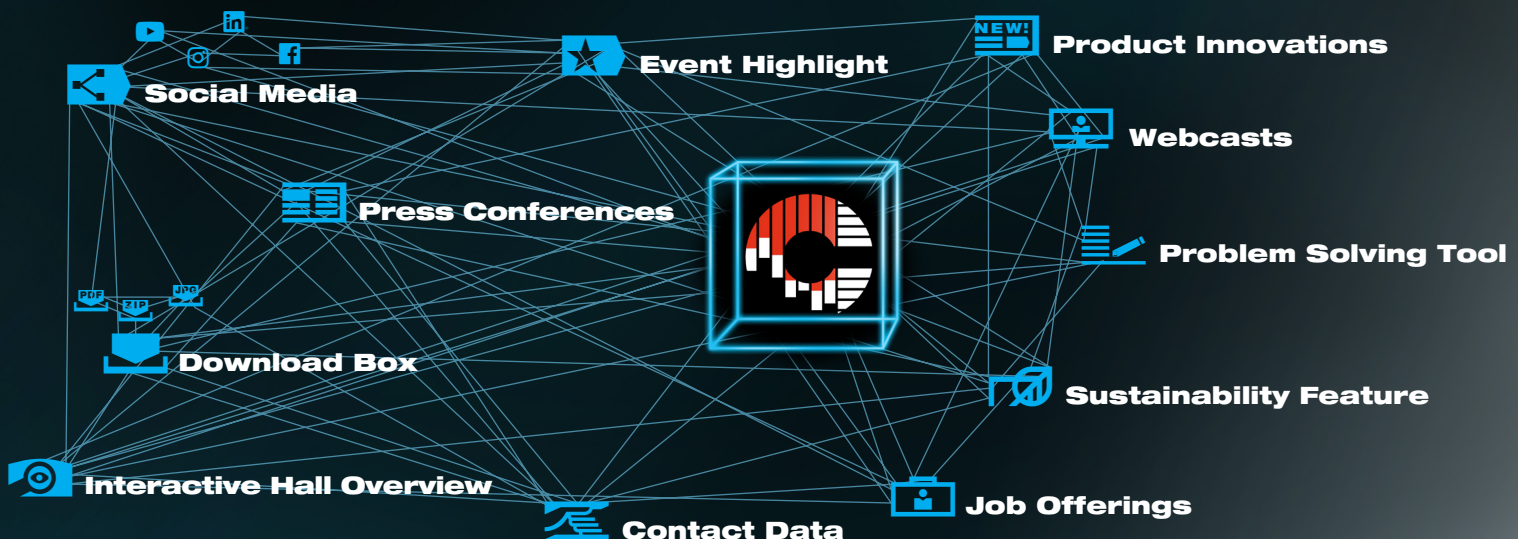
85% Measuring technology
33% Material testing
25% Analysis apparatus
16% Optoelectronics
38% QS-systems / service
17% Others

13% Managing director, board member, head of public office
5% Authorized signatory, Head of main department
24% Head of department, foreman
18% Engineer, design engineer
22% Other employee
13% Skilled worker
2% Lecturer, teacher, scientist
3% Trainee, student, pupil

Multiple choice

365-Day Virtual Trade Fair

Your virtual pole position at Control-Virtual is **also included in the package** – for 365 days, 24/7! Benefit from presenting your new products and solutions to the international professional community in a structured fashion at your comprehensive showroom with a stylish dashboard look – and generate top-quality leads. Updates? Any time! Ideally whenever you roll out new features.



Investment Decisions are Made Here

Decision-makers, engineers and product designers from all industry sectors visit Control on a regular basis to gather information about new solutions and systems for industrial quality assurance. QA investments are imminent across the board – e-mobility, medical technology and additive manufacturing, as well as aviation and aerospace, heavy industry, tool and mould making, general electronics and the energy industry, along with scientific institutions, research facilities and analytical institutes all take advantage of Control for **comprehensive know-how updates**. They acquire fundamental information for their investment decisions at the event. The world's leading trade fair for quality assurance is a unique, globally renowned business platform

which serves precisely this purpose. Expert visitors find interface-compatible modules, complete portfolio solutions, in-line measuring systems, measuring equipment for the implementation of IoT solutions and digital inspection stations, mobile 3D coordinate measuring machines, industrial image processing and vision technology based on the current state of the art. Increasing use of remote services necessitates reliable product and process testing via remote access with up-to-date testing software – Control covers all of the relevant issues in a focussed, concise and structured manner. Be on hand as an exhibitor at the 35th Control in Stuttgart.



Reasons to be Part of #Control2023


- 1** Quality assurance is a continuous optimisation process which affects all manufacturing companies all over the world.
- 2** A highly qualified expert audience meets up with international market leaders and world-class QA suppliers at Control.
- 3** Decision-makers regularly secure competitive advantages by adapting their quality assurance concepts to new technologies each year.
- 4** Experiencing the most up-to-date technologies with all of one's senses and intensive discussions support decision-makers in implementing their investment plans.
- 5** The practice-oriented expert community at the world's leading trade fair it is highly unique and ensures successful business for suppliers and users alike.

Statements & Scenes #Control2023

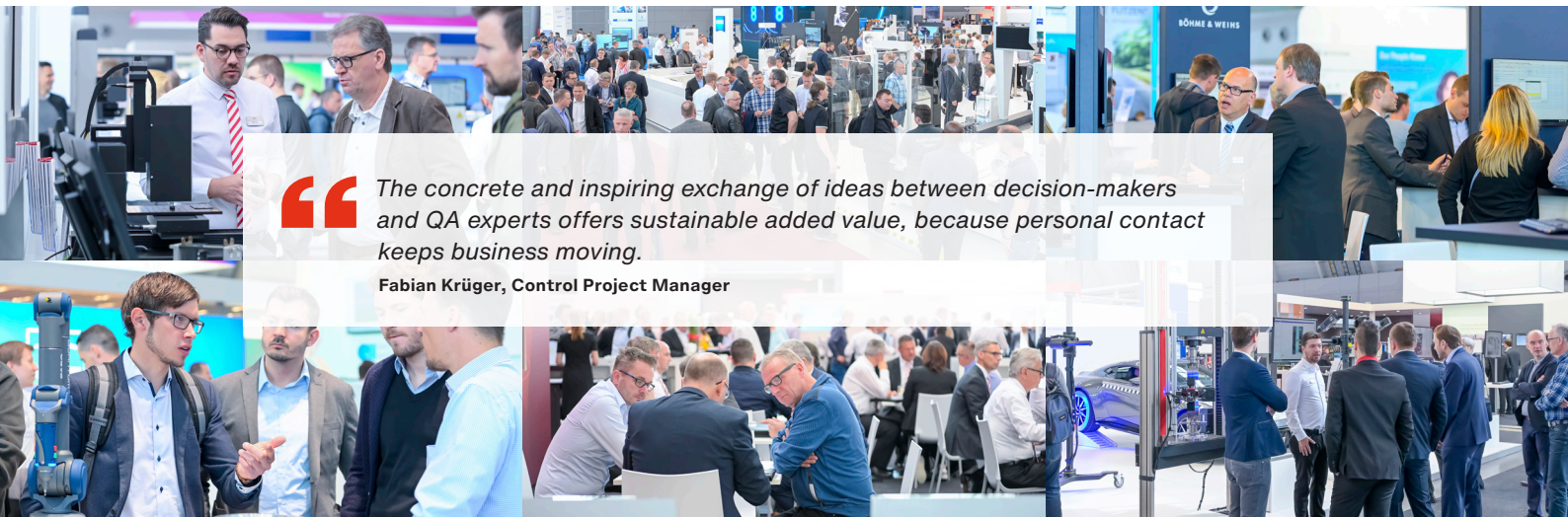


 **Stand-Enquiry**

 **Booth Registration**
Including Showroom at Control-Virtual

 *The concrete and inspiring exchange of ideas between decision-makers and QA experts offers sustainable added value, because personal contact keeps business moving.*

Fabian Krüger, Control Project Manager



Fraunhofer

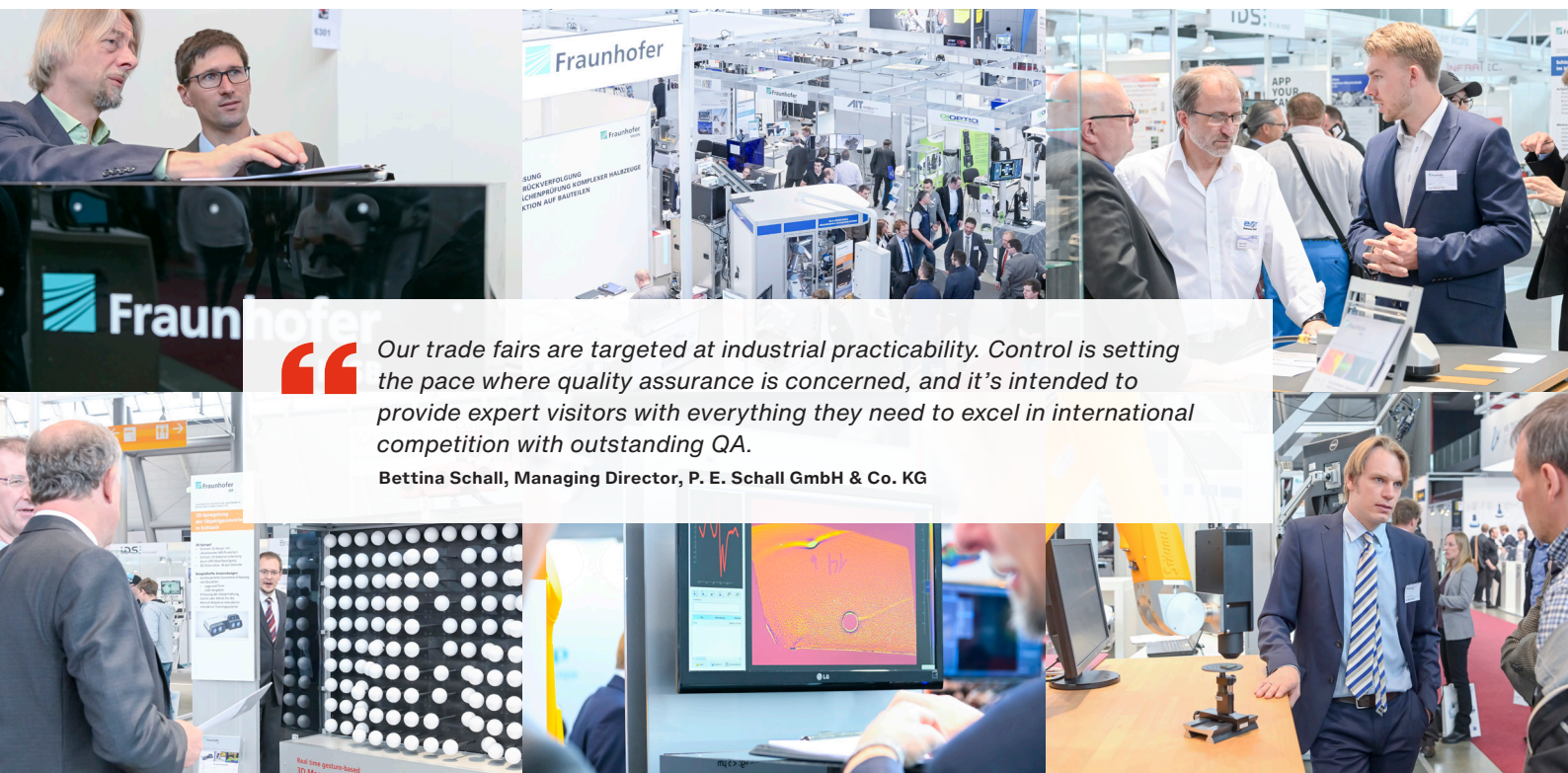
As an integral part of Control's agenda, world-class events which accompany the trade fair are held by **renowned research facilities** of the Fraunhofer Institute, i.e. the Fraunhofer Vision Alliance and the Fraunhofer Institute for Production Technology and Automation (IPA). They support the technology transfer and present developments which are currently ready for use, as well as **forward-looking concepts** for the enhancement of QA in industrial manufacturing.

Fraunhofer Vision Alliance

For many years now, the special show on "Contactless Measuring Technology" has been a well-established marketplace for innovations at the Control trade fair, and an expression of long-term cooperation between Fraunhofer Vision and trade fair promoters P. E. Schall GmbH & Co. KG. Companies and research institutes mutually present a comprehensive selection of the latest systems for contactless, non-destructive measuring and test technology at the special show. The special show helps users to orient themselves within the market despite the continuously increasing **performance and flexibility** of modern systems, as well as penetration into an ever-increasing number of new fields of application.

The Fraunhofer IPA Event Forum

Strong cooperation with the Fraunhofer Institute IPA is equally well established, who will be on hand at Control 2023 with their **internationally esteemed** Event Forum. Issues including trends in quality assurance, digitalisation, automation and AI will without a doubt be well covered at the forum. Beyond this, participants will be provided with the opportunity of identifying and evaluating their own problem areas – after all, the Event Forum focuses attention on the practical implementation of know-how in the field of quality assurance.



Our trade fairs are targeted at industrial practicability. Control is setting the pace where quality assurance is concerned, and it's intended to provide expert visitors with everything they need to excel in international competition with outstanding QA.

Bettina Schall, Managing Director, P. E. Schall GmbH & Co. KG

Control-Specials

Start-up Area - for Cutting-Edge Networking

Innumerable start-ups have established themselves in recent years who are **revolutionising** future industrial quality assurance with their **innovative** solutions. As a long-standing event, Control would like to support in particular emerging companies, and provide them with a platform at the industry meeting place at the heart of Europe's leading technology region.

At Control, start-ups can book an attractive all-round carefree package including booth setup and marketing. The prerequisite for participation is simple: exhibited products must be related to industrial quality assurance.

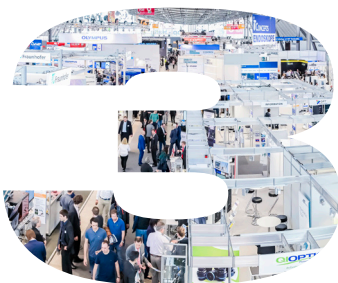
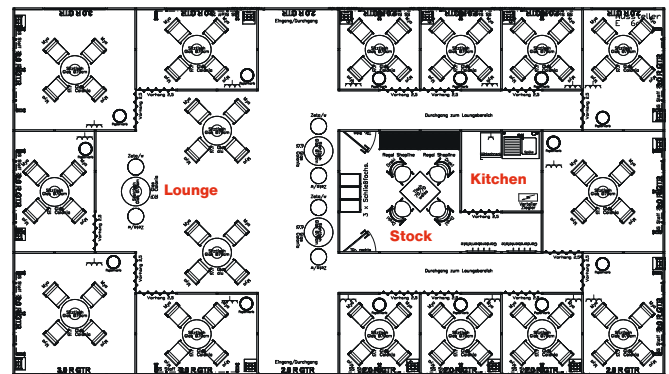


 **Registration for Start-up Area**
Including Showroom at Control-Virtual

Communal Booth - Individual Presence, Joint Services

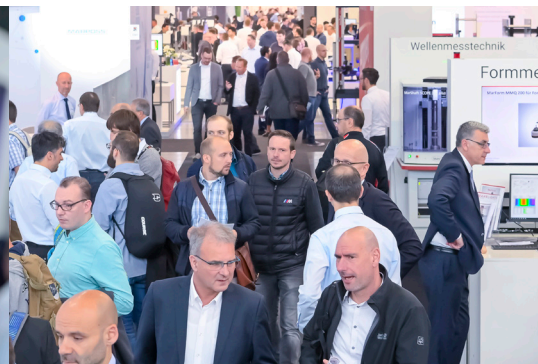
The world's leading trade fair Control offers the latest and best solutions for all quality assurance processes in industrial production on the international stage. Are you ready to present your solutions at the communal booth organised by this well-established business platform and generate **valuable contacts**? Benefit from a comprehensive, all-round carefree package which includes attractive services for booth setup and marketing, as well as shared use of kitchen, storage and lounge areas. Full information is available as a PDF file.

 **Registration for Communal Booth**
Including Showroom at Control-Virtual



Top Benefits for Start-ups & Exhibitors at the Communal Booth:

- Increased **public awareness** and enhanced **brand image** thanks to the enormous scope of Control at the international level.
- Highly beneficial and long-lasting business contacts can be established here in four days.
- Decision-makers integrate innovative solutions from Control directly into their investment projects.



Foreign representatives

A powerful network around the globe

Schall makes trade fairs for markets – global markets. P. E. Schall GmbH & Co. KG's highly skilled foreign representatives are authorised to organise internationally important trade fairs in their respective countries. Competent and experienced, they offer exhibitors and media companies a comprehensive **portfolio of services**.


From A for acquisition of exhibitors and booth setup assistance **to Z** for zealous, future-oriented media work – we maintain close contacts with market players in the respective national language.



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At a Glance - Trade Fair Data



 **Duration of the fair**
Tuesday, 9th to Friday, 12th May 2023

 **Opening times**
Tuesday – Thursday: 09:00 am – 05:00 pm
Friday: 09:00 am – 04:00 pm

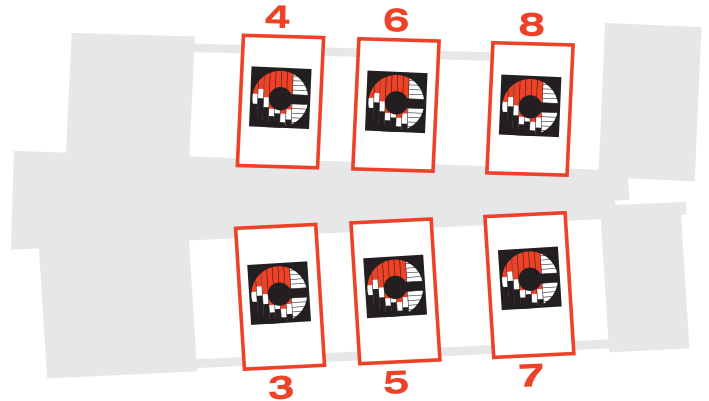
 **Projectmanager**



Fabian Krüger

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Control2023

As an intermediary for **global** suppliers and users, Control is a **central**, internationally unique marketplace for the transformation of the most up-to-date, market-ready technologies, processes, products and system solutions for industrial quality assurance.

35th Control at the High-Tech Venue in Stuttgart - at the Heart of Europe



With favourable travel connections, the trade fair grounds Stuttgart are centrally located at the middle of one of Europe's strongest and most innovative economic regions. Take advantage of this outstanding infrastructure in order to present your products to expert visitors in a targeted fashion at **Control 2023**.

Numerous direct flights from all over Germany and Europe land at Stuttgart International Airport every day.

Trade Fair Venue

Trade Fair Centre Stuttgart
Messeplazza 1
D - 70629 Stuttgart

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