

38thControl

International trade fair for quality assurance

🔟 27.-30. April 2027

Stuttgart









Control 2027: Industry Highlight for QA Experts

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 for data acquisition and data analysis. No other platform offers such comprehensive, cross-industry coverage of QA technologies. The strengths of this **globally acclaimed trade fair** include its outstanding technical standards, its high levels of internationalism and a pleasant, practice-oriented working atmosphere. **Market competence is bundled in full** at Control. The highly practical trade fair concept provides exhibitors and expert visitors with an ideal platform for business, the transfer of technology and personal dialogue.

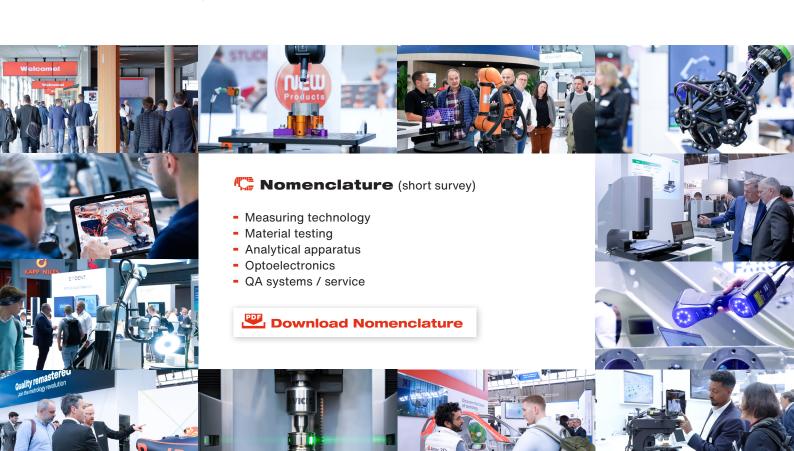
At the international level as well, Control is the most interesting and largest trade fair for measuring, test and inspection technology. It showcases state-of-the-art solutions for the quality of products, processes and services. Suppliers and users, exhibitors and expert visitors meet here to **exchange views in person on an equal footing** about new developments and challenges in the field of QA. Control presents all relevant topics in a focussed, clear-cut, structured manner, and provides a solid basis for investment decisions.

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 is the central driving force, to measurably improve quality processes in production
- 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.



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, digital
- Presence at the exhibitor terminals at the trade fair facility
- Included in the exhibition hall floor-plans at the entrances
- Entry in the trade fair directory
- Nomenclature entries for structured product allocation
- Visitor flyer online in PDF format

- Listing in the exhibitor index on the trade fair website
- Exhibitor-profile with logo, image, video, product overview, product groups, new products, job offerings, social functions and contact data
- Display of new products and trade fair highlights in stream news & stories
- My trade fair day service tool
- YouTube videos with exhibitor statements
- Press releases with exhibitor statements in the press folder
- Agile social media working

Event Figures for 2025

500 exhibitors from **30** countries and **20,166** visitors from **70** countries on **42,000** square metres of overall exhibition floor space.

Strong Visitor Quality

23% decisive role 36% supporting role 28% advisory role



Primary Professional Interests of the Visitors and their Job Functions

86% Measuring technology

29% Material testing

24% Analysis apparatus

14% Optoelectronics

38% QS-systems/service

15% Others

Multiple choice

15% Managing director, beard member, head of public office

4% Authorized signatory, Head of main department

23% Head of department, foreman

18% Engineer, design engineer

22% Other employee

13% Skilled worker

1% Lecturer, teacher, scientist

3% Trainee, student, pupil

Agile trade fair communication with excellent visibility

News & stories

Media campaigns

Social media 360°

Trade fair films

International media partners

Exhibitor statements

Press service

Schall trade fair network

Trade fair photos

Foreign representatives

Promotional clips

Exhibitor forum

My trade fair day service tool

Job market

Public relations

Visitors newsletter

QA as a Basis for Safety, Sustainability and Efficiency

QA measures are essential for all companies and will have a significant impact on their future. Their significance is growing steadily. Quality is no longer just an afterthought at the end of production, it's an **integral part of the manufacturing process**. An end-to-end quality assurance process is indispensable – inline, automated and Al-based to an ever-greater extent. This is why Control stands out as an industry highlight in the trade fair calendar.

In all business operations, it's more important than ever to take advantage of digitalisation, networking and the intelligent evaluation of information – and implement them in daily quality procedures. In addition to increasing manufacturing efficiency, modern QA also significantly

facilitates the production of safe products. The focus is on reducing the potential costs of errors and rework and achieving high levels of customer satisfaction, as well as detecting hidden errors in the value chain, avoiding legal consequences and, not least of all, preventing danger to life and limb. Whether sustainability, climate protection, the energy transition, e-mobility or automation is involved, it will scarcely be possible to manage any of the current megatrends without digitalising QA for processes and manufacturing operations.

Take advantage of this **outstanding industry highlight** and be on hand as an exhibitor at the 38th Control in Stuttgart!



Reasons to be Part of #Control2027

- Quality assurance is a continuous optimisation process which affects all manufacturing companies all over the world.
- A highly qualified expert audience meets up with international market leaders and world-class QA suppliers at Control.
- Decision-makers regularly gain decisive competitive advantages here by focussing their quality assurance on the latest technologies.
- Experiencing the most up-to-date technologies with all of one's senses and intensive discussions support decision-makers in implementing their investment plans.
- 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.

Exhibitor Statements & Trade Fair Scenes from #Control2025



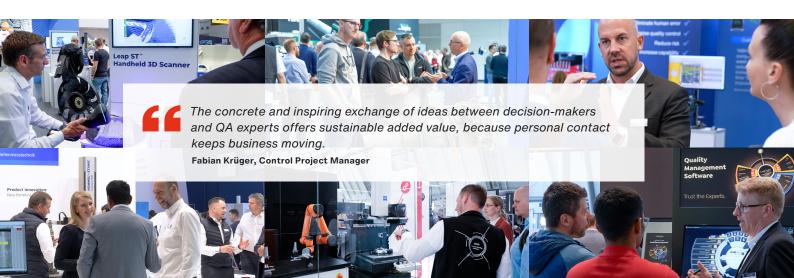








Booth Registration







Control Quality Talks: Highly Qualified Exchange of Expertise

Modern QA measures are indispensable in industrial manufacturing and in many non-industrial areas. They contribute directly to mastering numerous tasks of **global importance**. Digitalisation, automation and artificial intelligence – with reference to quality assurance as well – are amongst the key topics currently being addressed by all business organisations. This is

why the trade fair promoters are hosting the "Control Quality Talks" – a moderated panel discussion at which industry experts will discuss technologies, opportunities, challenges and future scenarios. A specific topic is addressed at each trade fair, and a panel of **highly qualified** experts is invited to participate in the panel discussion.





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 2027 with their **internationally esteemed** Event Forum. Issues including trends in quality assurance, digitalisation, automation and Al 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.



Control-Specials

Start-up Area - for Cutting-Edge Networking

Innumerable start-ups have established themselves in recent years who are **revolutionising** future indutrial 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.

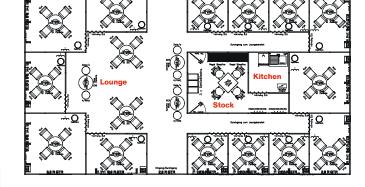




Registration for Start-up Area

🗮 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



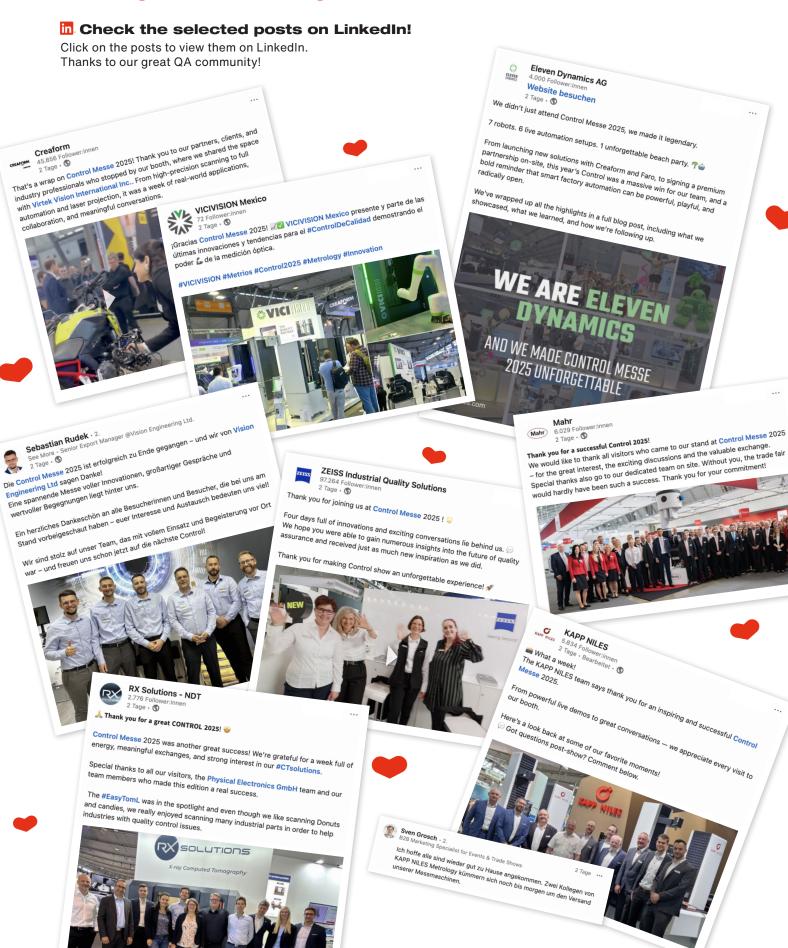
Top Benefits for Start-ups & Exhibitors at the Communal Booth:

- 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.



More than just a trade fair #Control2025

Our exhibitors and trade fair visitors experience inspiring conversations, make valuable contacts and share their highlights live on social media. Moments, feedback and success stories that show why **Control** is more than just a trade fair – it is the **hotspot for networking and business boosting!**



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, 27th to Friday, 30th April 2027

Opening times

Tuesday - Thursday: 09:00 am - 05:00 pm Friday: 09:00 am - 04:00 pm

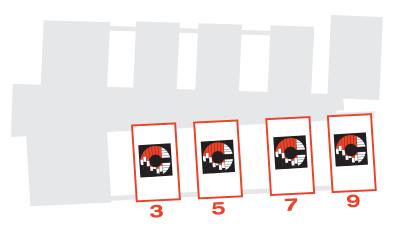
Projectmanager



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Successful trade fairs thrive on successful brand communication. We cordially invite you to connect with us on Control's social media and to network mutually for Control 2027. We're looking forward to #bestbusinesswithpleasure live in Stuttgart!

38th 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 2027.

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

Trade Fair Venue

Trade Fair Centre Stuttgart Messepiazza 1 D - 70629 Stuttgart

