



36th Control

International trade fair
for quality assurance

 **23.-26. April 2024**

 **Stuttgart**

next
level
quality
assurance



Exhibitor-Information

 www.control-messe.com  #control2024     

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



In Focus: Comprehensive Market Competence in Industrial QA

Measuring, testing, inspection – quality assurance (QA) is a key process for industrial production, as well as for many non-industrial applications. The market is growing, demands are becoming stricter and the tasks at hand are **complex and diverse**. Economy, quality, safety, the conservation of resources, efficiency and future viability are important issues at many levels. At the same time, these challenges are driving further developments in QA as well. Digitalisation and automation offer decisive support in fulfilling requirements for 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 bundled in its entirety only at Control, which is held once a year. With its customarily practical trade fair concept, Control 2024 will once again be an indispensable meeting place for suppliers and users. Industry players present their solutions and systems to a uniquely qualified, international expert audience at the event. Participation at Control 2024 will advance your company to the next level of quality assurance. Join in and be part of this 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.



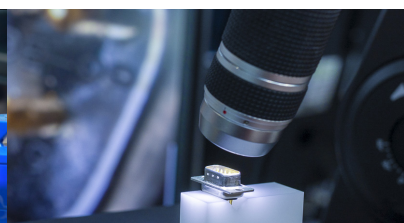
Control takes production quality to the next level year after year.




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

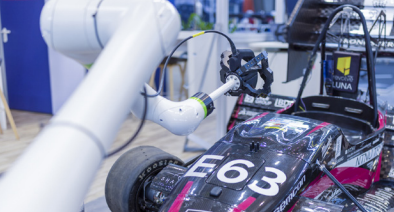
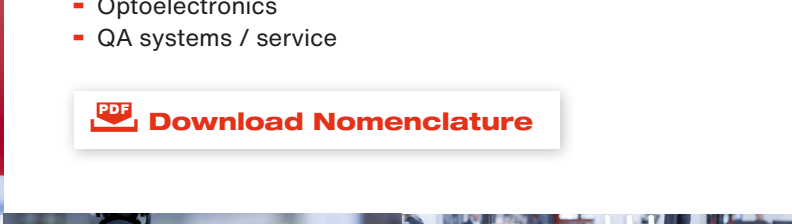
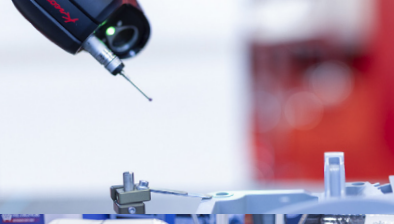


Problems in production are solved before they arise at the world's leading trade fair for quality assurance.



 **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, 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
- Four nomenclature entries for structured product allocation
- Visitor flyer, printed as well as 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 2023

589 exhibitors from 32 countries and 21,310 visitors from 75 countries on 42,000 square metres of overall exhibition floor space.

Strong Visitor Quality

21% decisive role
38% supporting role
28% advisory role



Primary Professional Interests of the Visitors and their Job Functions

87% Measuring technology
30% Material testing
23% Analysis apparatus
15% Optoelectronics
37% QS-systems / service
14% Others

13% Managing director, board member, head of public office
5% Authorized signatory, Head of main department
23% Head of department, foreman
18% Engineer, design engineer
23% Other employee
14% Skilled worker
1% Lecturer, teacher, scientist
3% Trainee, student, pupil

Multiple choice

Agile trade fair communication with excellent visibility

News & stories

Media campaigns

Social media 360°

Schall trade fair network

Trade fair films

Trade fair photos

International media partners

Foreign representatives

Exhibitor statements

Promotional clips

Press service

Exhibitor forum

**Public relations
national & international**

My trade fair day service tool



Job market

Visitors newsletter

International Business Platform for Investment Decisions

Suppliers and users, exhibitors and expert visitors come together here live and in person to exchange views on an equal footing about new developments and challenges in the field of quality assurance. At the international level as well, Control is the most interesting and largest trade fair for measuring technology and quality assurance. It's the most important trade fair of the year for many companies because decision-makers, designers and engineers from all industry sectors meet here on a regular basis to gather information about **new solutions and systems** for quality assurance in industrial as well as non-industrial applications. QA investments are in the pipeline everywhere and Control is targeted at suppliers and users in all industry sectors. They all take advantage of Control for

comprehensive know-how updates, and as a basis for future-proof investment decisions. The world's leading trade fair for quality assurance is a unique, globally recognised business platform in this regard. Expert visitors find interface-compatible modules, complete portfolio solutions, in-line measuring systems, digital inspection stations, mobile 3D coordinate measuring machines, industrial image processing and vision technology based on the current state of the art. Remote services necessitate reliable product and process testing with modern software. Control presents all relevant topics in a focused, clear-cut, structured manner. Take advantage of this unique meeting place and be on hand as an exhibitor at the 36th Control in Stuttgart!



Reasons to be Part of #Control2024

- 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**

“ *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

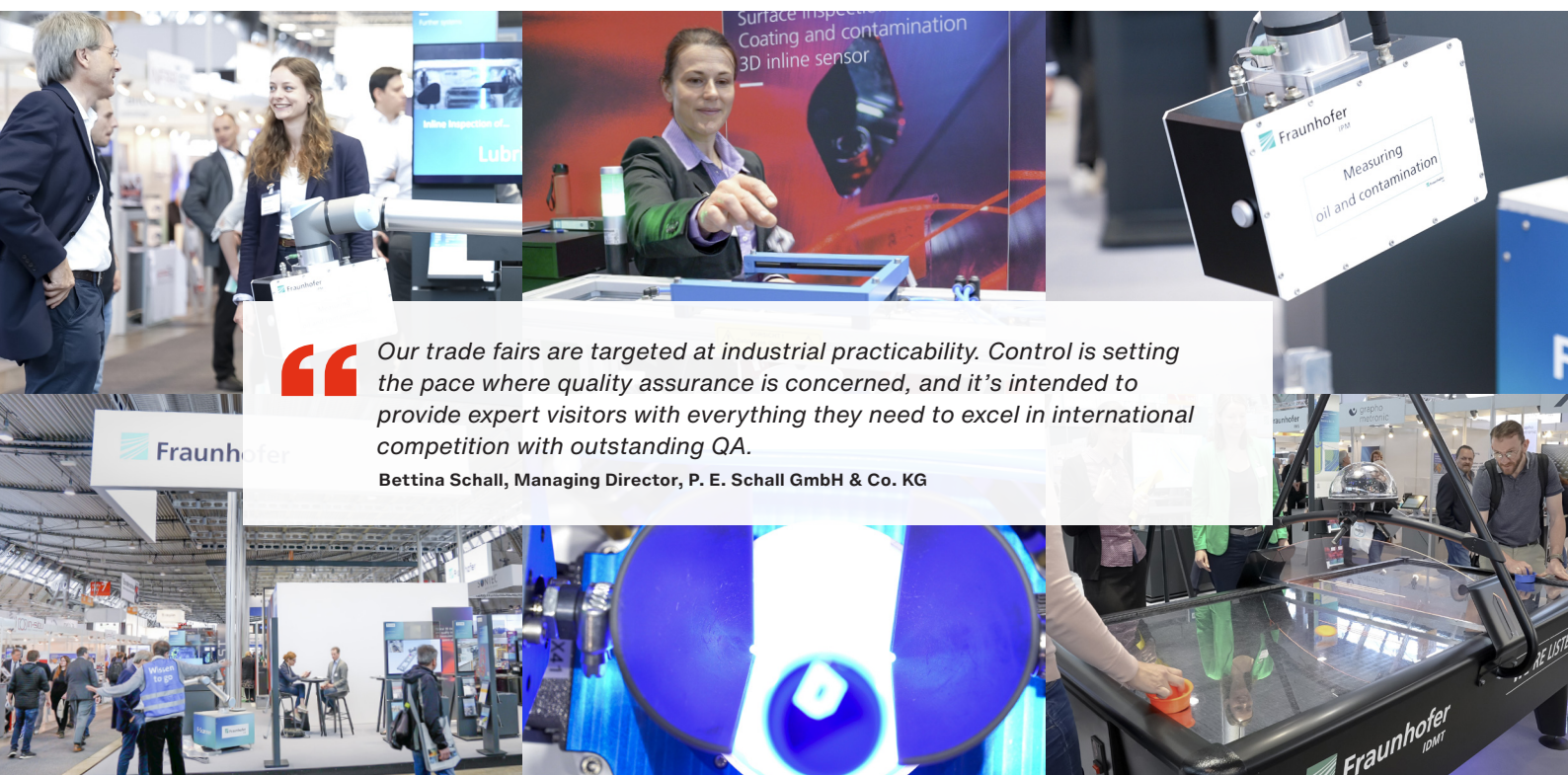
As an integral part of Control's agenda, world-class events which accompany the trade fair are held by **renowned research facilities** of the Fraunhofer Institute, i.e. the Fraunhofer Vision Alliance and the Fraunhofer Institute for Production Technology and Automation (IPA). They support the technology 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 2024 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

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.

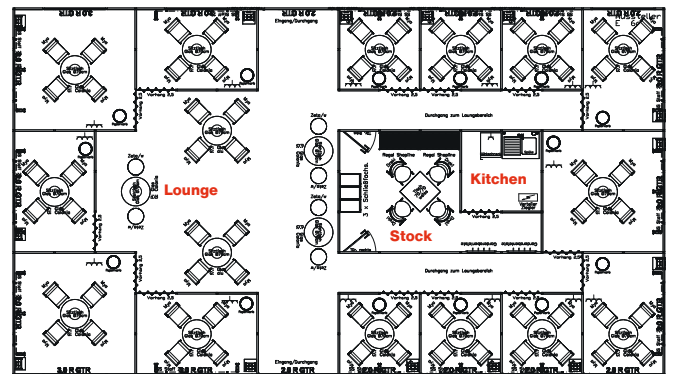
At Control, start-ups can book an attractive all-round carefree package including booth setup and marketing. The prerequisite for participation is simple: exhibited products must be related to industrial quality assurance.



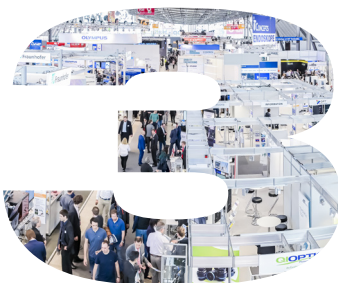
 [Registration for Start-up Area](#)

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.

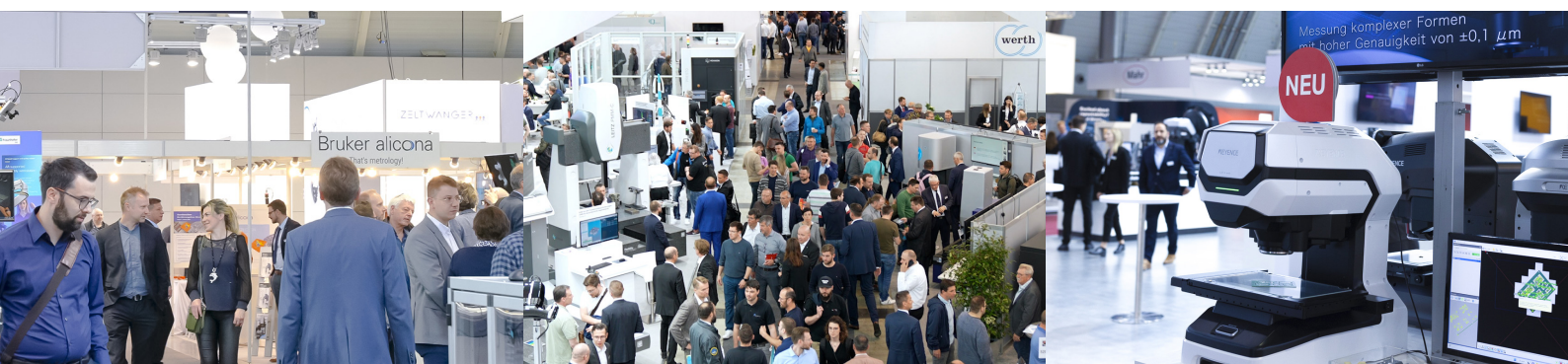


 [Registration for Communal Booth](#)



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.



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.



Belgium, Netherlands, Luxembourg, United Kingdom, Northern Ireland

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 info@rffair.com

At a Glance - Trade Fair Data



 **Duration of the fair**
Tuesday, 23rd to Friday, 26th May 2024

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

 **Projectmanager**

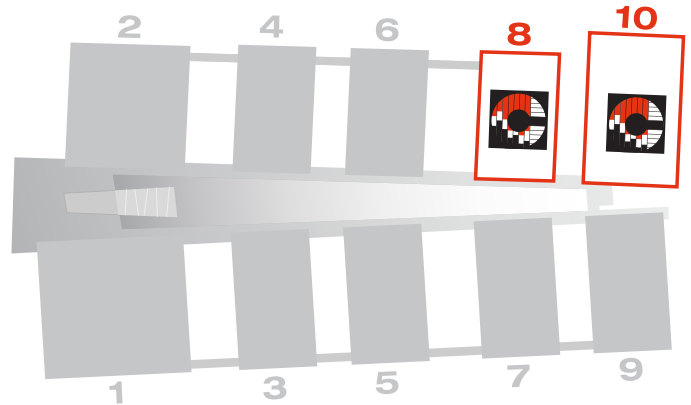


Fabian Krüger

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Control2024





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 2024. We're looking forward to **#bestbusinesswithpleasure** live in Stuttgart!

36th 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 2024**.

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

Organizer:

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