



2017 Sensors Expo & Conference Kicks Off June 27th featuring over 300 Exhibitors; Latest Innovations in Aerospace, Energy Harvesting, IoT, Optical, Wireless and More on Display
New partnership with Silicon Valley Community Foundation to give back to San Jose

Newton, MA – June 21, 2017 –[Sensors Expo & Conference](#) (#Sensors17), the nation's leading event focusing exclusively on sensors and sensor-integrated systems, announced today over 300 leading innovators will exhibit at this year's event to take place June 28th-29th (Pre-Conference Symposia on June 27th) at the McEnergy Convention Center in San Jose, CA. This year's participants span more than 20 product categories including Aerospace, Chemical/Gas, Energy Harvesting, Instrumentation, Optical, Temperature and Wireless, among others. Sensors Expo is also pleased to welcome 70 new companies to the roster this year including Imec, InvenSense, Inc., Kistler Instrument Corp., Laird, Maxim Integrated, Mentor Siemens, and Verizon Wireless, underscoring the continued momentum and explosive growth of the sensors industry. With Expo Floor Pavilions, onsite dynamic theaters, innovative product showcases, and live demos, Sensors Expo covers every cutting-edge technology available today. To learn more or to register, please visit sensorsexpo.com.

EXPO HALL PAVILIONS

Attendees will have the opportunity to visit eight Expo Hall Pavilions to see the latest sensing technologies and identify new ways to improve products and expand capabilities using sensors. Featured pavilions include:

- Embedded Systems
- Energy Harvesting
- IoT & Wireless
- Medical Sensors Design – NEW
- MEMS/MEMS Innovation Area
- Startup Zone
- University Pavilion

EXPO FLOOR THEATERS

The Expo Floor Theaters provide onsite education to attendees looking to expand their industry knowledge from leading vendors, participate in demos and hands-on breakdowns and understand more about what is driving sensors development and innovation. Featured theaters include:

- [Sensors Live Theater](#)
- [Embedded Live Theater](#)
- [Medical Sensors Design Theater](#) NEW

NEW HIGHLIGHTS

Additional highlights of the 2017 Sensors Expo include:

- [Future of Engineering Education Panel](#)
- [New Product Showcase](#)
- [IoT Ecosystem](#) by NimbeLink
- [Startup Panel & Pitchfire](#) NEW

- [Startup Review presented by Autotech Council](#) NEW
- [TE Connectivity](#) demos in booth

SENSORS GIVES BACK

New this year, Sensors has partnered with the [Silicon Valley Community Fund](#) (SVCF) to give back to the local San Jose and surrounding area. The largest community foundation in the world, SVCF engages donors and corporations from Silicon Valley, across the country and around the globe to make the region and world better for all. Attendees will be given the opportunity to donate to this worthy cause during the registration process and a donation will be presented to SVCF at the event on behalf of the Sensors community.

EXHIBITOR FEEDBACK

“The ROHM Group companies look forward every year to showcasing its latest products and technologies in the sensing, communication, and power fields at the 2017 Sensors Expo & Conference,” said Satya Dixit, Sr. Director of Solution Marketing & Applications. “A number of cutting-edge solutions will be exhibited, ranging from a Ring-Type Blood Pressure/Heart Rate Monitor and Machine Health Monitoring to a Soil Environment Sensor and an RFID Data Logger.”

According to Mary Weston, IoT Integrated Customer Marketing, Analog Devices, “Analog Devices has been at the forefront of the IoT for over 50 years as a leader in technologies that bridge the physical and digital worlds. We’re pleased to continue our Sensors Expo participation this year with our latest technologies around energy harvesting, wireless sensor networking, MEMS, optical sensing, and more.”

Toyohiko Mimuro, Head of Corporate Strategic Planning Department, Sensor System Business Company, TDK Corporation notes, “TDK Corporation is looking forward to bringing together its group companies – EPCOS, TDK-Micronas, Tronics and InvenSense – to present our comprehensive portfolio of sensor solutions for the first time at Sensors Expo 2017.”

[Download](#) our digital brochure to learn more or follow us on social media [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#).

About Sensors Expo & Conference

[Sensors Expo & Conference](#) will take place June 27-29 at the McEnery Convention Center in San Jose, California. Sensors Expo is supported by the event's official publication, [Sensors Magazine](#), the industry's leading resource and authority on sensing, communication, and control. Sensors Expo is produced by [Questex LLC](#), a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA.

For further information, contact:

Charlene Soucy
Marketing Director
617-219-8372
csoucy@questex.com

Sarah Murray
Partner, Attune Communications
781-378-2674
sarah@attunecommunications.com