

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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### ROGER GRACE ASSOCIATES ANNOUNCES FINAL EXTENDED CALL FOR ABSTRACTS FOR PRINTED/FLEXIBLE/STRETCHABLE AND FUNCTIONAL FABRIC SENSORS AND SENSOR-BASED SYSTEMS SYMPOSIUM ADDRESSING MEDTECH/WEARABLES AND IOT APPLICATIONS AT SENSORS CONVERGE CONFERENCE 2022

*Sensors and MEMS Marketing Expert Organizes and will Chair Full-Day June 27 Pre-Conference Session*

**Bonita Springs, Florida...April 14, 2022-** Roger Grace, President of Roger Grace Associates, the world's leading marketing consultancy specializing in Sensors and MEMS, has announced the call for abstracts for the full-day June 27, 2022 Pre-Conference Symposium during Sensors Converge (formerly Sensors Expo) Conference, to take place at the McEnery Convention Center in San Jose, CA. **Interested presenters are requested to submit abstracts of between 150-175 words as attached documents no later than April 27, 2022 and sent to Roger Grace, Symposium Chair, at [rgrace@rgrace.com](mailto:rgrace@rgrace.com).**

**[CLICK HERE](#) for preliminary list of speakers.**

The full-day Pre-Conference Symposium will address Printed/Flexible/Stretchable (P/F/S) and E-Fabric Sensors and electronics from a commercialization perspective to support Medtech / Wearables and IoT applications. Twelve world-recognized leaders in the P/F/S and E-Fabric sensors and sensor-based systems area will present information on current research and development activities, application opportunities, manufacturing methods and commercialization challenges for P/F/S and E-Fabric sensors and P/F/S and E-Fabric Sensor-based systems issues will address the symposium attendees.

#### **Abstract topics submissions of interest to be presented at the Pre-Conference Symposium include:**

- Product applications and technologies to support MedTech/Wearables addressing sensors, batteries, memory/logic, packaging and interconnects
- Infrastructure of materials, manufacturing and test systems
- Commercialization challenges and recommended approaches to overcome
- And more

Mr. Grace stated, "This all-day symposium is a key and integral part to "evangelize" P/F/S and E-Fabric sensors. It was developed to help inform and educate the technical, technical management, and business community of the major significance of P/F/S and FF sensor-based technologies and their enabled far-reaching opportunities in many applications including MedTech and wearables from both a

current and future perspective.” He concluded, “This will be the fifth time that I have organized this session topic at this most significant industry event and am looking to have presenters share their most recent and relevant findings and products with the live and in-person audience.

Ms. Charlene Soucy, Senior Director, Sensors and Electronics, said, “We decided early on in the creation of the pre-conference symposium to address MedTech / Wearables and IoT because of its current and future importance in the sensors space. We are looking forward to very successful technical sessions, Expo Hall and especially Roger’s star-studded array of speakers in our pre-conference program.”

### **About Printed/Flexible/Stretchable and E-Fabric Sensors and Sensor-Based Systems**

The availability of sensors that can take the shape and function reliably in their imposed complex and demanding working environment has existed for quite some time. With the recent popularity of the Internet of Things (IoT), “wearables” (including clothing) and more importantly, disposables, the need for small, lightweight and low-power, low-cost single or multiple sensors per system that also can conform to the shape and environment in which they must operate, is becoming essential.

With the creation of measurement systems and their accompanying microcontroller/embedded sensor fusion algorithms that enable them to address a myriad of IoT and other applications, printed/flexible/stretchable sensors were a clear solution. Recent estimates report the total market for printed/flexible sensors to be \$8 billion of the \$340 billion flexible electronics market by 2025. With expected unit average sales prices (ASPs) of approximately \$0.01 by 2025, this translates into an annual 800-billion-unit volume market, qualifying as a significant constituent of the trillion sensors initiative.

### **About Roger Grace Associates**

Roger Grace Associates, founded in 1982, is located in Bonita Springs, Florida and provides comprehensive strategic marketing consulting and marketing communications services to domestic and overseas high-technology-based clients from startups to Fortune 500’s and government agencies. The firm specializes in conducting market research leading to the creation, development and execution of positioning, branding and actionable market strategies for its clients in the successful commercialization of technology for the sensors, MEMS, Nano, semiconductor and semiconductor equipment markets. For more information, please visit [www.rgrace.com](http://www.rgrace.com).

### **About Sensors Converge**

Sensors Converge ([www.sensorsconverge.com](http://www.sensorsconverge.com)), formerly known as Sensors Expo & Conference, got its start 37 years ago bringing together the design engineering community to network, share ideas, and define the future roadmap for the sensors industry. Sensors Converge is part of the Fierce Technology Group, a division of Questex, which also produces the Embedded Technologies Expo & Conference, Autonomous Technologies Conference, Medical Technologies Design Conference, Best of Sensors Awards, Fierce Electronics, Fierce Sensors, Fierce AutoTech, and Fierce EmbeddedTech, as well as daily content and newsletters on Fierce Electronics at [www.fierceelectronics.com](http://www.fierceelectronics.com).

**Editor’s Note: Editors are invited to attend Sensors Converge 2022 free of charge. Please go to the Sensors Converge website [www.sensorsconverge.com](http://www.sensorsconverge.com) to register and request a press pass.**