ROGER GRACE ASSOCIATES ANNOUNCES CALL FOR ABSTRACTS FOR PRINTED/FLEXIBLE/STRETCHABLE AND FUNCTIONAL FABRIC/E-TEXTILE SENSORS AND SENSOR-BASED SYSTEMS WORKSHOP AT SENSORS CONVERGE 2023 CONFERENCE

Sensors and MEMS Marketing Expert Organizes and will Chair Full-Day June 20 Pre-Conference Session

Bonita Springs, Florida…January 18, 2023- 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 20, 2023 Pre-Conference Workshop during Sensors Converge (formerly Sensors Expo) Conference, to take place at the Santa Clara California Convention Center. **Interested presenters are requested to submit abstracts of between 150-175 words as attached documents no later than February 14,2023 and sent to Roger Grace, Symposium Chair, at rgrace@rgrace.com.**

The full-day Pre-Conference Workshop will address Printed/Flexible/ Stretchable (P/F/S) and Functional Fabric (FF)/E-Textile Sensors and electronics from a commercialization perspective which support a broad range of applications including Medtech, IoT and wearables. The Workshop, chaired and organized by Roger Grace, will be addressed by 10 world-recognized leaders in the P/F/S and FF/E-Textile sensors and sensor-based systems area. Presentations will provide attendees with valuable information on current research and development activities, application opportunities, manufacturing methods and commercialization challenges for P/F/S and FF E-Textile sensors and sensor-based systems issues.

Abstract topics of interest for consideration of presentation at the Pre-Conference Workshop include:

- Product applications and technologies to support a broad range of 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 Workshop is a key and integral part to my intention to "evangelize" P/F/S and FF/E-Textile sensors. It was created and developed by me to help inform and educate the technical, technical management, and business community of the major significance of P/F /S and F/'E-Textile sensor-based technologies and their enabled far-reaching and extensive opportunities in many applications including MedTech and wearables from both a current and future perspective." He concluded, "This will be the sixth time that I have organized and chaired this Workshop topic at this most significant industry event and am looking forward to have all of these world-class 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 Workshop to address these exciting new sensor technologies because of their current and future importance in the sensors space in enabling a broad and varying spectrum new and exciting application". We are looking forward to very successful technical sessions, Expo Hall and especially Roger's star-studded array of speakers in our pre-conference Workshop program."

About Printed/Flexible/Stretchable and Functional Fabric Sensors
The availability of sensors that can take the shape and work 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.

About Sensors Converge
Sensors Converge (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.