

# AG ROBOTS AND AUTONOMOUS SOLUTIONS IN ACTION

USA **FIRA**  
OCT. 22-24 **2024**

FREE FOR GROWERS



**OCTOBER**  
**22 - 24, 2024**

**Woodland**  
**Sacramento, Calif.**  
Yolo County Fair



 **ROBOT DEMOS**

 **EXHIBITION**

 **PANEL DISCUSSIONS**

 **TECH & EDUCATION**

 **ENTERTAINMENT**

[WWW.FIRA-USA.COM](http://WWW.FIRA-USA.COM)

**EVENT PROPOSAL**

# FIRA AT A GLANCE...

Since 2016, the French non-profit association GOFAR organizes FIRA events:

- World FIRA (France), the Global event for agricultural robotics and automation
- FIRA USA (California, since 2022), the North America event for autonomous and robotic farming solutions

FIRA stands for "International Forum for Agricultural Robotics"

GOFAR stands for "Global Organization for Agricultural Robotics"

## FIRA USA 2024

October 2024

Sacramento/Davis Area

- Embark on an extraordinary three-day journey delving into the future of agriculture, showcasing cutting-edge autonomous farming and robotic solutions.
- Unparalleled networking opportunities tailored for farmers, robots manufacturers, industry professionals, and scientists.
- All-in-one access to infield demonstrations, business meetings, and research project presentations at a single location.

FIRA USA is a travelling event throughout California, to get closer to farmers and their needs for automation.



Exhibition - Demos - Panels -  
Networking - Entertainment

# KEY FIGURES

Discover the epitome of global gatherings, FIRA USA, where industry luminaries in agriculture and agrobotics converge. Immerse yourself in a three-day showcase featuring the forefront of technological innovation through live demonstrations.



**2,000+**

## Attendees

Farmers, robot manufacturers, OEMs, dealers, technology suppliers, scientists, media and investors: FIRA USA is the place to be for networking.



**35+**

## Robots

With in-field demos in real conditions for specialty crops - vegetables, vineyards, and orchards.



**80+**

## Exhibitors

Business is key at FIRA USA: dozens of exhibitors will showcase the latest robotic and autonomous innovations for farming.



# 2023 FEEDBACKS



"FIRA USA is the most qualified AgTech event hosted in the United States"

## 2023 Attendees Feedbacks

**80%** of attendees plan to attend the 2024 edition

**82%** attended FIRA USA for business and networking opportunities

"Access to more progressive Ag companies/partners in the industry was a strong benefit of FIRA."

## 2023 Sponsors Feedbacks

**90%** of the partners want to renew the collaboration for 2024

**+80%** said FIRA USA gave the possibility to reinforce visibility in the sector at an international scale

**+83%** made qualified contacts during the event

"FIRA USA 2023 was a shocking event highlighting the advancements in Robotics for agriculture in one concentration. FIRA is the only event that directly addresses the challenges of Labor for the farmers of the 22nd century."



# NEW LOCATION YOLO COUNTY FAIR WOODLAND | SACRAMENTO

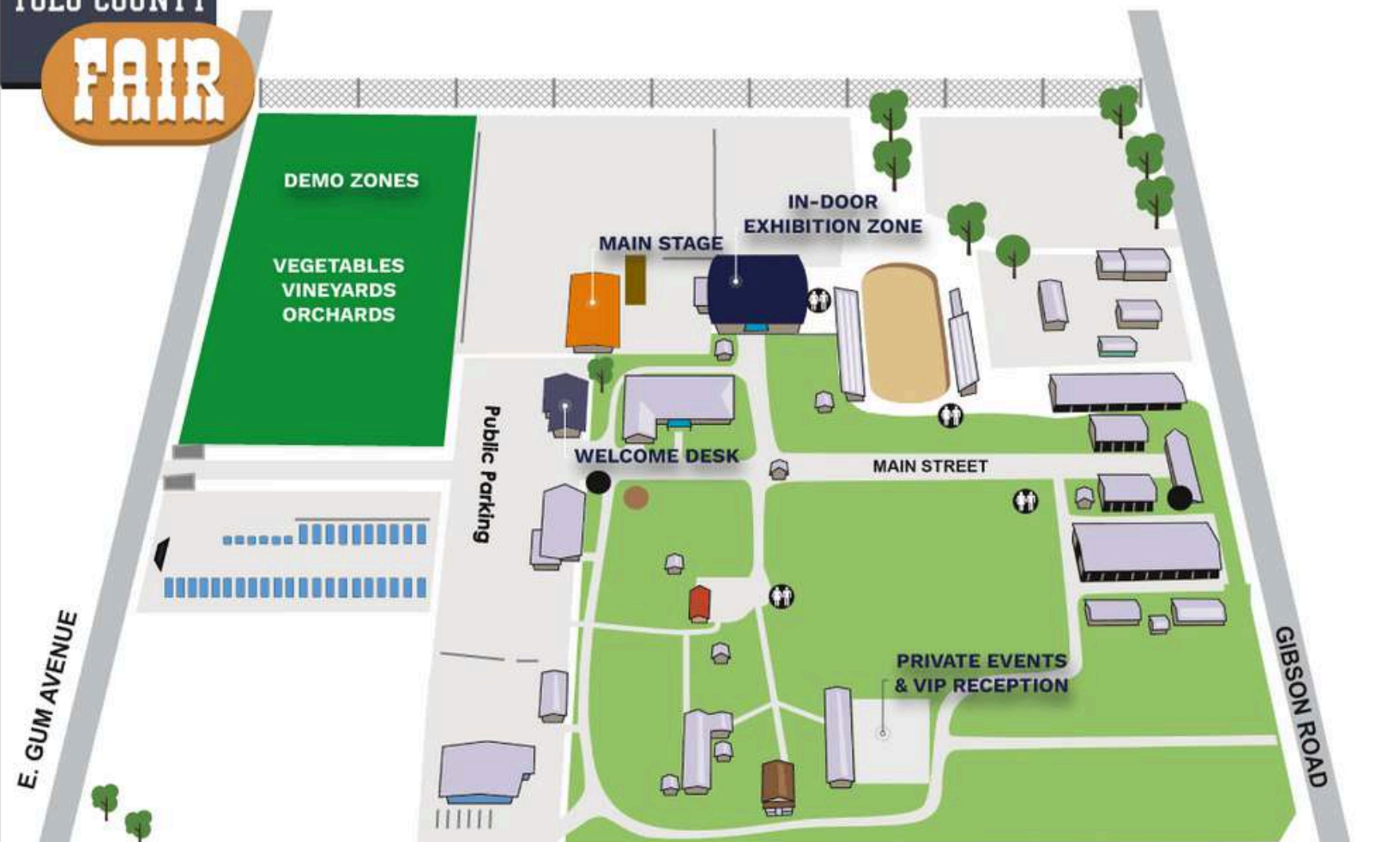
**A unique location for all FIRA  
USA formats!**

- Easy Access & parking
- Large areas
- Many rooms available

Exhibition zone and demo zone in the same place  
Demo zone prepared and customized from scratch



YOLO COUNTY



FAR

THE VINE

UNIVERSITY OF CALIFORNIA  
Agriculture and Natural Resources

WESTERN GR

# SPONSORSHIP OFFERS

aiio  
Technologies

VINE  
UNIVERSITY OF CALIFORNIA  
Agriculture and Natural Resources

UNIVERSITY OF CALIFORNIA  
Agriculture and Natural Resources



FAR  
Agricultural Robotics

THE VINE  
Powered by UNIVERSITY OF CALIFORNIA  
Agriculture and Natural Resources

no



## WHAT WE OFFER OUR PARTNERS

**1** Positioning within the industry via an international communications plan, our credibility/visibility and our ecosystem

**2** A high-quality event with

- Unique focus on autonomous solutions
- Quality content with targeted, concrete topics
- Quality partners
- Qualified visitors
- Good representation of the value chain
- Good representation of profiles: from R&D to CEO
- A strategy based on key targets through content, partnerships and a highly-targeted communications plan

USA FIRA  
OCT. 22-24 2024

# Sponsorship Offers

Ensure a seamless experience for your technical demonstration needs and requirements by confirming your participation before the final cutoff date of **August 30, 2024**. This ensures the inclusion of your communication information, logo, and details in all official printed materials before **September 2, 2024**.

<a href="#"><b>CLICK HERE TO BOOK YOUR PARTNERSHIP</b></a>	\$50,000	\$20,000	\$10,000	\$7,000	\$2,500
	PREMIUM	GOLD	SILVER With Demo	SILVER No Demo	YOUNG START UP*
	<b>1 LEFT</b>	<b>2 LEFT</b>			

## EXHIBITION

Exhibition with 100 sq ft booth + furniture + electricity + team badges + Extra space for robot showroom	v	v	v	v	Corner Shared booth
Free invitations (3-day pass)	20	15	10	10	

## ROBOT DEMOS

Robot manufacturers, please communicate your specific needs and technical requirements by August 30, 2024. Take advantage of demo zones conveniently situated near the exhibition area to showcase your innovations seamlessly.

Prepared plot of land for demos with official pitch demonstration + free demos	v	v	v		
--	---	---	---	--	--

## EXPERTISE

Pitch session: dedicated 20 min time slot included in the official agenda with promotion	v	v			
Host a round table as part of the program - Be part as key panelist	v				

\* YOUNG START-UPS: PRIVATE OR PUBLIC ORGANIZATION, LESS THAN 10 EMPLOYEES OR MEMBERS, LESS THAN 3 YEARS OF EXISTENCE

PREMIUM

GOLD

SILVER  
With DemoSILVER  
No DemoYOUNG  
START UP

## PROMOTION &amp; MARKETING

	PREMIUM	GOLD	SILVER With Demo	SILVER No Demo	YOUNG START UP
Company dedicated page online	v	v	v	v	v
Logo on the official on-site signage	v	v	v	v	v
Your PR in our press corner	v	v	v	v	v
Robot page in the robot directory, printed & online <i>reserved for robot manufacturers</i>	v	v	v	v	v
Logo and presentation on the official catalog	v	v			
Logo on the exhibition map	v	v			
Your Press Release in the online Press Room	v	v			
Your booth as a "Press Tour" stage	v	v			
Your PR mentioning FIRA USA 24 sent to AgPR Warren E. Clark database	v	v	<b><a href="#">MORE INFO</a></b>		
Your infomercial on agricultural-robotics.com	v	v			
1 min interview video + promotion	v	v			
Banner ad on FIRA USA homepage website	v	v			
Focus on emailing campaign	v	v			
Ad banner on emailing campaign	v				
Full-page ad in the official FIRA USA catalog	v				
Your brochure on the resource desk	v				
Logo on the printed agenda	v				



[CLICK HERE  
TO BOOK YOUR PARTNERSHIP](#)

PREMIUM

GOLD

SILVER  
With Demo

SILVER  
No Demo

## VIP NETWORKING SERVICE

Exclusive, tailored meetings with influential leaders and journalists meticulously chosen from our esteemed participants, partners, and speakers. Elevate your networking experience with VIPs and FIRA-organized one-on-one meetings, ensuring meaningful connections with your key targets.

v

v

1 day Private room extra option

v

FIRA USA exclusive experience with a customized private demo off-site in orchards or vineyards

v

## WHAT THEY SAID ABOUT FIRA USA

”

Farm-ng  
US

“The FIRA event is the one place to find agriculture's future. If you're looking to invest, the best in class is here. If you have an idea for your next startup, the competition, people, and customers are here. If you need to solve the challenges of your business, the opportunity is here. If you're looking to motivate change and talent, the future is here!”

>  
farm-ng

”

Verdant Robotics  
US

“Great practical knowledge of the technologies offered in the space which allows my company to track growers current needs, and motivation to continue providing our solutions.”

VERDANT  
ROBOTICS

# ADDITIONAL SPONSORING OPTIONS

Explore additional sponsorship options at FIRA USA. Opt for heightened visibility beyond traditional exhibiting to elevate your presence. Leveraging FIRA USA's promotion services is a strategic means to enhance your participation, stand out, and position your company prominently on an international stage. We invite you to explore these supplementary opportunities for maximum impact.

## - 1 - CONTENT OPPORTUNITIES

**4 LEFT**



### Pitch Session

**\$1,800**

Your dedicated 20 minutes time slot, promoted on the general agenda. Record and promote post event

## - 2 - BRANDING & COMMUNICATION SERVICES

**EXCLUSIVE**

Branding on FIRA USA official welcome tote bags (2,000 ex)

Add your logo to the official FIRA USA tote bags (one side logo FIRA USA 2024, one side your logo)

**\$10,000**

Lanyards branding

Opportunity: Sponsor the event's official lanyards ensuring high visibility and premium positioning. Benefits: Exclusive branding on 2,500 ex distributing to all participants

**EXCLUSIVE**

**\$8,500**

Video Interview

90 sec. video; interview of your company representative (+ including video of your robots or techno) Broadcasted on FIRA USA YouTube Channel and socials. You will get your MP4 file provided.

**\$2,500**

Ad banner emailing

Your ad banner on emailing campaign (23,000+ contacts)

**\$900**

Infomercial

Your story written by your own team, or by our journalist. Published on agricultural-robotics.com and once in our monthly newsletter.

**\$1,300**

Logo on the exhibition map

Your logo on the exhibition floor map: catalog and on site signage

**\$800**

Logo on the agenda

Your branding on the frame of the on site signage agenda

**\$600**

Logo & presentation on the Official Catalog Directory

Get a presentation of your company and logo in the directory - for partners without robot page

**\$300**

Unlock fresh sponsorship avenues to amplify your reach and leverage FIRA USA as a powerful global marketing tool. Dive into these exciting new possibilities to elevate your presence.

<p>Official sponsor of the Tech &amp; Education Day</p>	<ul style="list-style-type: none"> <li>&gt; Your logo and name on the communication material on-line and on-site focused on the format</li> <li>&gt; Introductive talk</li> <li>&gt; Branding of the stage</li> <li>&gt; Your logo on the record video of the program</li> </ul>	<p>\$6,000</p>
<p>Official sponsor of a Demo zone</p>	<ul style="list-style-type: none"> <li>&gt; Your logo and name on the communication material on-line and on-site focused on the format</li> <li>&gt; Branding of the demos areas: vegetables/vineyards/orchards</li> </ul>	<p>\$5,000/area</p>
<p>Official sponsor of the Invest' Day</p>	<ul style="list-style-type: none"> <li>&gt; Your logo and name on the communication material on-line and on-site focused on the format</li> <li>&gt; Introductive talk</li> <li>&gt; Branding of the stage</li> <li>&gt; Your logo on the record video of the program</li> </ul>	<p>\$6,000</p>
<p>Coffee Sponsor</p>	<p>Name and Logo on all coffee cups Coffee Service dedicated area branded for 3 days</p>	<p><b>SOLD OUT</b></p>
<p>Snack Bar Sponsor</p>	<p>Branded snack booth</p>	<p>\$3,000/day</p>
<p>Afterwork Sponsor</p>	<p>Branded Cocktail bar for the afterwork on day 1 or day 2</p>	<p>\$15,000</p>
<p>Exclusive customization of the Welcom desk</p>	<p>Branded FIRA USA Welcome desk with your branding</p>	<p>\$5,000</p>

**1 LEFT**

# SPONSORSHIP OFFERS MADE FOR YOU



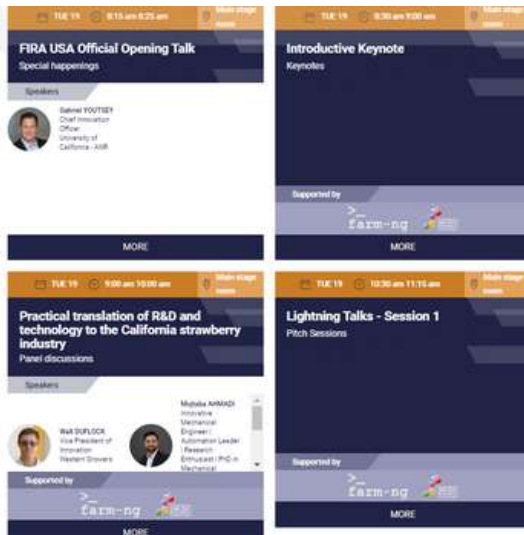
**TOTE BAGS SPONSOR**



**LANNYARDS SPONSOR**



**LOGO ON THE EXHIBITION MAP**



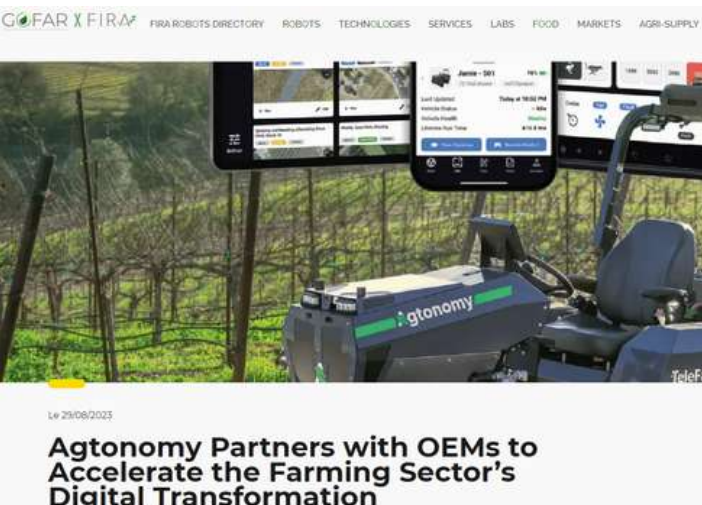
**TECH & EDUCATION DAY SPONSOR**



**FOCUS AND BANNERS NEWSLETTERS**



**LOGO & PRESENTATION ON THE DIRECTORY**



**INFOMERCIAL ON AGRICULTURAL-ROBOTICS.COM**



**SNACK BAR SPONSORS**

**AND MORE...**

## - 3 - ELEVATE YOUR BUSINESS AND NETWORKING HORIZONS WITH EXCLUSIVE OPPORTUNITIES.

### SPONSORSHIP OF THE VIP DINNER

from \$5,000 to \$20,000



Join us for the VIP dinner preceding the official opening of FIRA USA, where you can engage with influential ag tech leaders and showcase your solution during prime time. Explore various levels of participation to tailor your experience to your unique needs.

Different levels of visibility:

- > Your logo on the promotion tools, online and offline
- > Branding of the VIP cocktail area
- > Open speech
- > Video of your solution broadcasted
- > Exhibition of your solution
- > Invitations to the dinner available

### CREATE YOUR SIDE EVENT WITH A QUALIFIED MATCHMAKING SERVICE

\$5,000

Dedicated room available for you for intimate key meetings or private event:

- > Table and chairs + coffee, water
- > « Matchmaking Service » to organize your key meetings or invite special guests
- > Dedicated project management

#### Includes:

- > Logo and presentation on the official directory online & print catalog
- > Access badges for your staff
- > 5 free invitations (1 day pass) for guests

*Not included*

- > *decor- rental-floral and food*



# PAVILION OFFER

This offer includes 1 GOLD & 6 young Start-Up partnerships minimum

Benefit from shared expo zone with furniture, storage and electricity

## GLOBAL BRANDING OF THE PAVILION:

- > Booth high signage
- > Post on our socials
- > Focus on the newsletter to present the pavilion and the start ups
- > Dedicated article that we can publish it on Agricultural-Robotics.com + monthly newsletter (23,000+ emails)

+ GOLD Partnership communication services for the Pavilion coordinator.

## FOR EACH EXHIBITOR: “YOUNG START UP” LEVEL

- > Exhibition corner + furniture + electricity + team badges (2 persons; 3 days pass)
- > Your presentation on the Exhibitor Directory of the FIRA USA website & catalog
- > Logo will appear on the official on-site printed material
- > Press Release available to journalists in the FIRA press corner

## PRICES

Budget for the pavilion and global branding (logistics and communication)

**\$20,000**

Budget by co-exhibitors (minimum 6): 50% discount on the young start up package

**\$1,450/Start-up**



# SPONSORSHIP TIMELINE



December-July  
2024

## Partnership

Book your partnership level and start preparing your participation.

May-Oct. 2024

## Promotion

Benefit from FIRA USA promotion tools:  
PR, Socials - 25k+ followers, Emailings - 23k+ emails / contacts, website...

April-July 2024

## Calls for...

...contents: Call for Papers on the Tech & Education Day, Call for Pitch on the Invest' Day, and Pitch prep.

July-Sept 2024

## Logistics

Get all the information to be ready for your exhibition:  
booth, venue....

Aug.-Sept 2024

## Demos prep

Coordination with the demo team to prepare your fields and specs.

# TERMS & CONDITIONS

APPLY NOW

## Booking and Payment

All displayed prices are in United States dollars.

As GOFAR, the organizer is a french non-profit association, the partnership will be quoted and invoiced in Euros taking into account the average exchange rate of the month.

On receipt of the application form, the quote, the T&C and an invoice for the required 100% global amount will be sent. Confirmation of Sponsorship Packages and Exhibition space confirmation will only be made upon receipt of this payment. All payments due must be received by the organizers prior to the Event.

No sponsor/exhibitor will be allowed to set up their exhibition stand at the event until full payment has been received.

## Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- prior to 18 September, 2024, your payment will be refunded, less 30% administration and communication fees
- from 18 September, 2024, you are liable for 100% of the package selected.



# MEET THE TEAM



Gwendoline Legrand  
Co-director  
Communication Manager  
[gwendoline@fira-agtech.com](mailto:gwendoline@fira-agtech.com)



Maialen Cazenave  
Co-director  
Partnership Manager  
[maialen@fira-agtech.com](mailto:maialen@fira-agtech.com)



Elisa Abreu  
Communication Officer  
[elisa@fira-agtech.com](mailto:elisa@fira-agtech.com)