

**USA** FIRA   
SEPT. 19-21 2023

**SEPTEMBER  
19 - 21, 2023**

**Salinas Sports Complex (Calif.)**



**DISCOVER  
ROBOTIC AND AUTONOMOUS  
FARMING SOLUTIONS IN ACTION**

**#FIRAUSA23**

**BOOK YOUR TICKET**

**FIRA USA 2023**  
**Full Report**

# General key figures



# FIRA USA at a glance

**2,000**

registrants

including 300 schools

**1,700**

participants



2022

Registrants  $\uparrow$  100%

Participants  $\uparrow$  112,5%

**20**

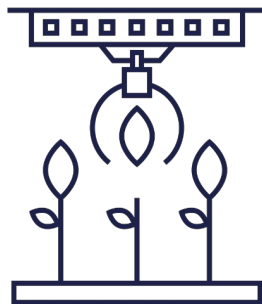
demos

2022 :  $\uparrow$  30%

**+27**

robots showcased

2022 :  $\uparrow$  35%



**120**

partners

**78**

exhibitors



2022

Partners  $\uparrow$  67%

Exhibitors  $\uparrow$  6,26%

**53**

panelists

**12**

live sessions



**+26**

countries



**40**

US States

2022 :  $\uparrow$  34%



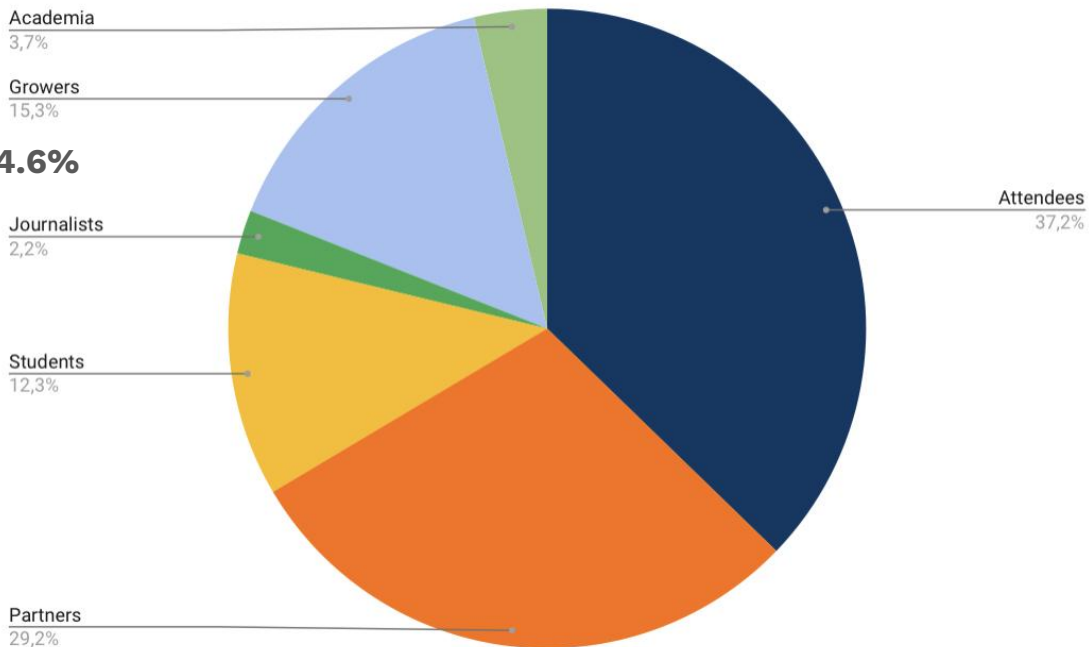
# Registration & Participation

USA FIRA   
SEPT. 19-21 2023

# Participation data

**1,400 participants** (out of which 198 registrations on-site)  
+ **300 students** (12 school classes)

**Registration type 2023**



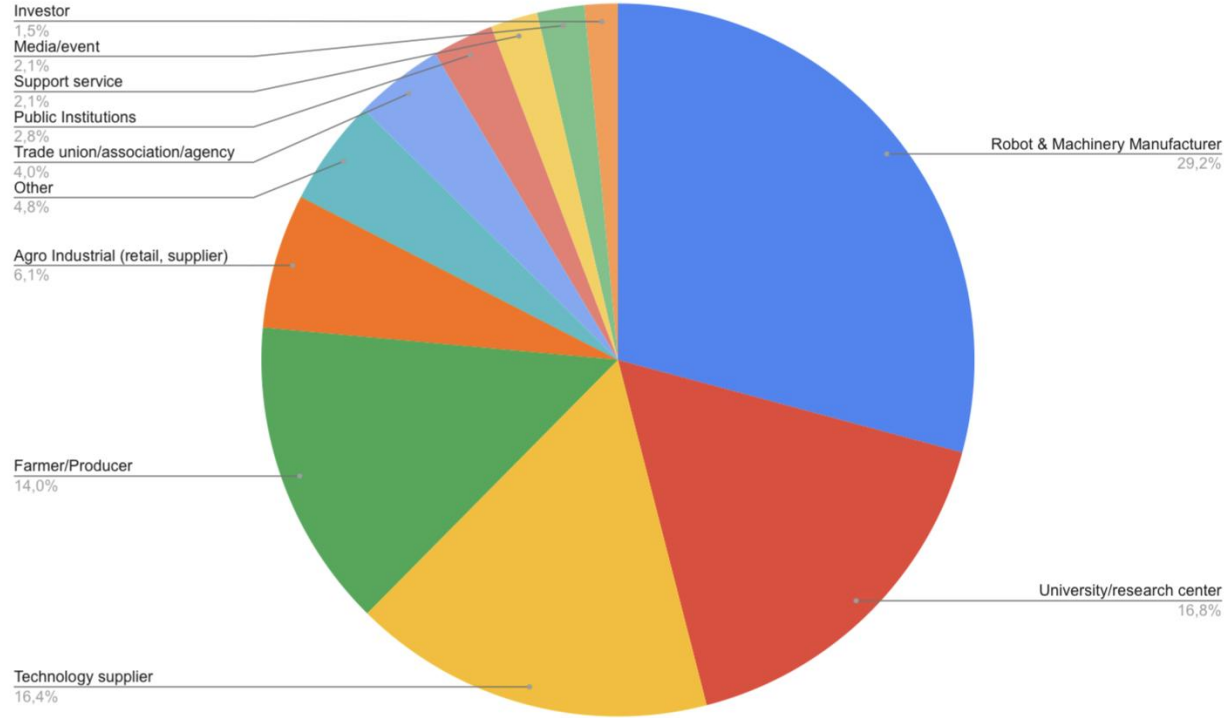
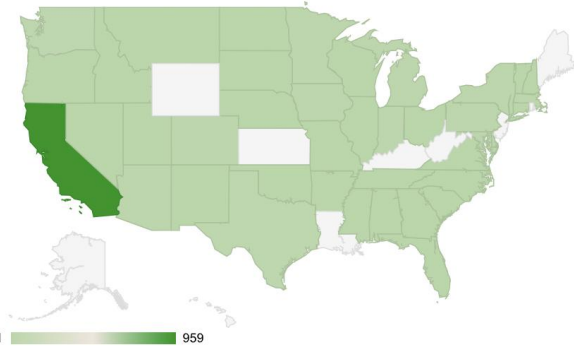
**Growers 2022 > 2023 ↗ 44.6%**

# Participation data

## Organization type

1700 participants with check-in:  
1312 estimated on Tuesday 19th  
1135 estimated on Wednesday 20th  
976 estimated on Thursday 21st

**40 US States represented**



# Attendees feedbacks



# Key results

**3.96/5**

QUALITY OF THE  
NETWORKING/CONTACTS MADE

**4.21/5**

QUALITY OF THE INNOVATION  
ON THE EXHIBITION ZONE

**4.11/5**

QUALITY OF THE AUTONOMOUS  
SOLUTIONS IN DEMOS

**3.87/5**

QUALITY OF THE FIRA USA 2023  
EVENT, AS A WHOLE

80% are thinking about coming back to FIRA USA

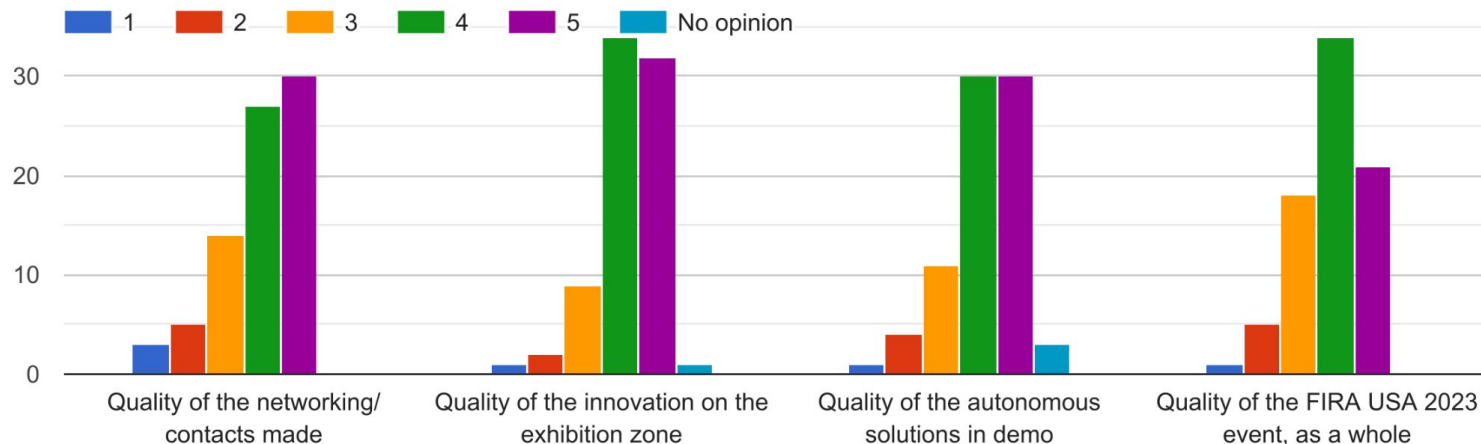
2 main interests in FIRA USA :

- attend demos
- networking quality



# Global experience

Please give a global rate on your FIRA USA 2023 experience - from 1 (very bad) to 5 (very good):



# Experience in detail

**4.18/5**

SALINAS SPORTS COMPLEX  
ACCESS

**3.94/5**

EXHIBITION ZONE

**3.89/5**

LIVE SESSIONS (PANELS,PITCHES,...)

**3.91/5**

AREAS (DEMOS ZONES,  
MAINSTAGE, SALOON,...)

**3.43/5**

FINDING RESOURCES

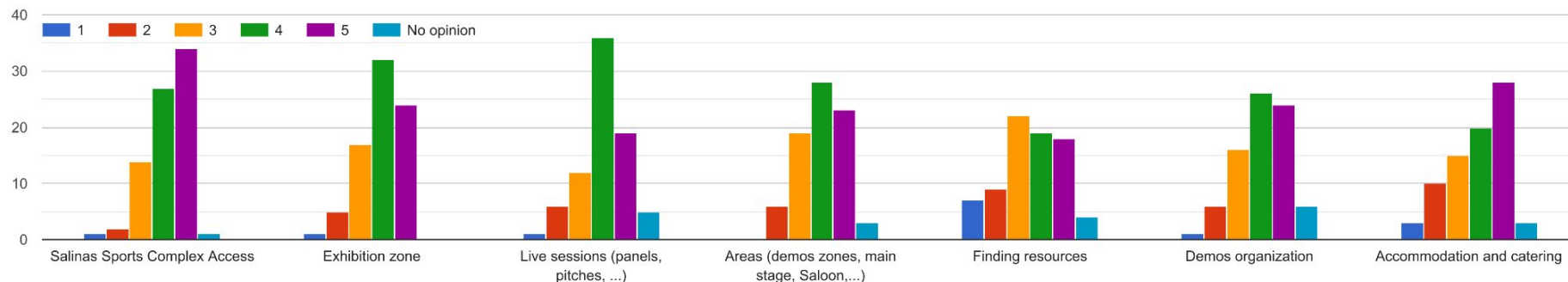
**3.90/5**

DEMOS ORGANIZATION

**3.81/5**

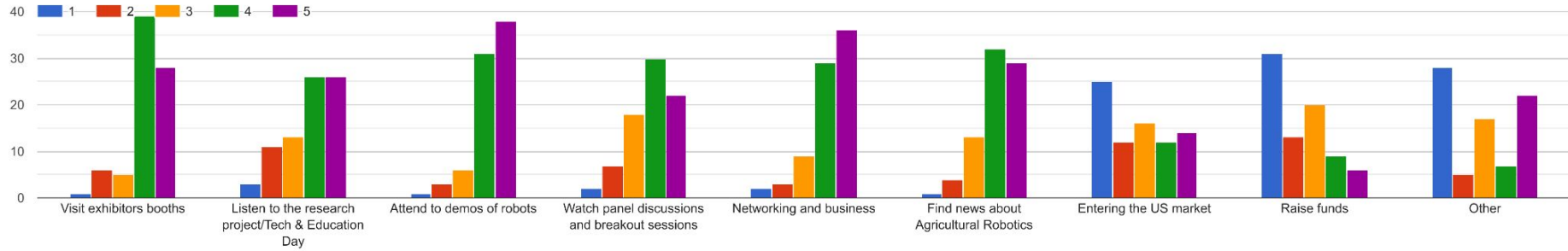
ACCOMMODATION AND CATERING

Please rate your experience of FIRA USA 2023, from 1 (very bad) to 5 (very good)



# Interest

Please rate your interest in attending FIRA USA 2023 - 1: no interest, to 5: very interested in:



# Testimonials



“If you want to learn about the state of the agricultural robotics industry, FIRA is THE event.”

“Good networking and able to see new machines side-by-side”

“FIRA proved to be very beneficial in obtaining knowledge in the latest and greatest tech in agriculture.”

“FIRA was a great event. Was amazing to see the convergence of growers, VCs, startups and other industry players coming together to discuss the challenges of today, and tomorrow, and how we can work together to overcome them.”

“FIRA allowed me to meet with many individuals with diverse backgrounds, and hearing their experiences and ideas helped me gain knowledge about the field.  
Very nice show - keep expanding!”

“FIRA provides high-density opportunity to connect deeply with ag robotics folks.”

“It was fantastic to attend FIRA and bring an international delegation from New Zealand to engage with speakers and exhibitors at the event.”

“We made some tremendous connections at FIRA USA and look forward to implementing new approaches to bringing our robot to market.”

“FIRA brings together the best next gen ag equipment startups and progressive growers. These are the individuals and companies who are going to shape the future of work in specialty crop agriculture, so getting the chance to have focused discussions with attendees while kicking the tires on robots in fields is invaluable.”

“FIRA was a crash course on the latest happenings in the AgTech world. The array of exhibitors, the quality of the discussions, caliber of the panelists and mix of technology experts & growers was impressive, and I came back with a sense of being well-informed. Thanks FIRA!”

# Partners feedbacks



# Key results

**4.26/5**

**QUALITY OF THE GLOBAL  
ORGANISATION OF YOUR  
PARTICIPATION**

**4.08/5**

**QUALITY OF THE  
MARKETING/COMMUNICATION  
SERVICES PROVIDED**

**4.18/5**

**QUALITY OF THE  
NETWORKING/CONTACTS MADE**

**4.25/5**

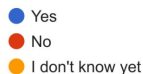
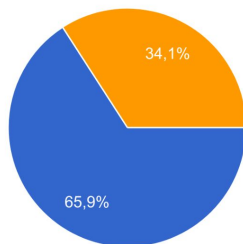
**QUALITY OF THE FIRA USA  
2023 EVENT, AS A WHOLE**

**4.20/5**

**QUALITY OF THE  
ATTENDEES**

FIRA USA 2024: Are you thinking of renewing our partnership for the next edition?

41 réponses

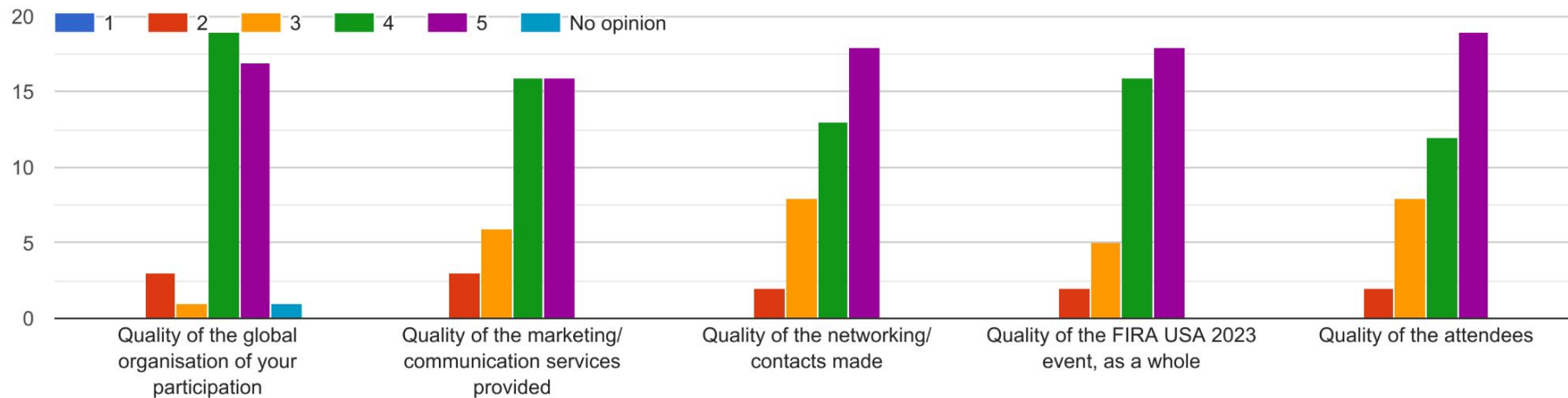


+77% made good business contacts

Most of our partners are coming to develop their business and get good business leads

# Global experience

Please give a global rate on your FIRA USA 2023 participation - from 1 (very bad) to 5 (very good):



# Experience in detail

**3.85/5**

**SALINAS SPORTS COMPLEX  
ACCESS**

**4.07/5**

**DEMO ZONES AND LOGISTICS  
ORGANISATION FOR YOUR  
DEMO (IF YOU DID NOT HAVE  
A DEMO, FILL IN "NO  
OPINION")**

**4.62/5**

**SUPPORT AND ACCESSIBILITY OF  
THE FIRA TEAM**

**3.72/5**

**NETWORKING SERVICES**

**3.87/5**

**ACCOMMODATION**

**3.72/5**

**EXPO ZONE AND YOUR BOOTH  
FEATURES AND SERVICES**

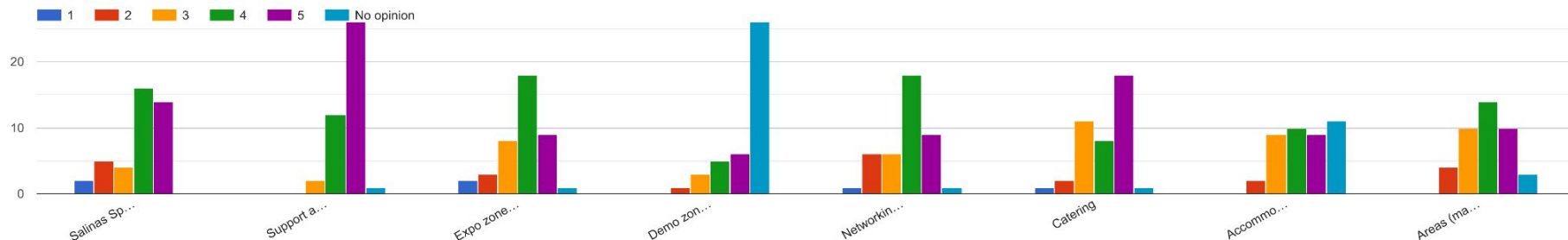
**3.97/5**

**CATERING**

**3.78/5**

**AREAS (MAIN STAGE, COFFEE  
BREAKS, SALOON,...)**

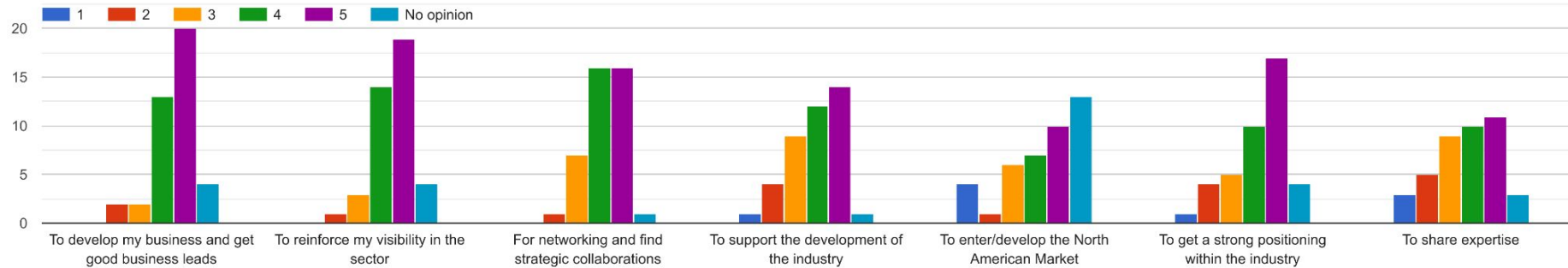
Please rate your experience of FIRA USA 2023, from 1 (very bad) to 5 (very good)





# Interest

What has been your main interest in showcasing at FIRA USA 2023 and rate your feedback about it? From 1 (very bad) to 5 (very good):



# Testimonials



“This was our first FIRA and I have experienced the best marketing service so far.”

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

“FIRA is the premiere global exhibition for emerging agriculture robotics and automation technology. Anyone that is serious about AgTech needs to be here.”

“The FIRA event is the one place to find agriculture 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!”

“Of all the Ag robotics shows I have attended as an exhibitor, FIRA presented us with the highest value targets and the most relevant location for our industry.”

“FIRA provides great access to new products and technologies, as well as the opportunity to make connections with key stakeholders.”

“FIRA USA is the best conference we have ever attended; the quality of the interactions and connections was outstanding!”



# Communication & PR

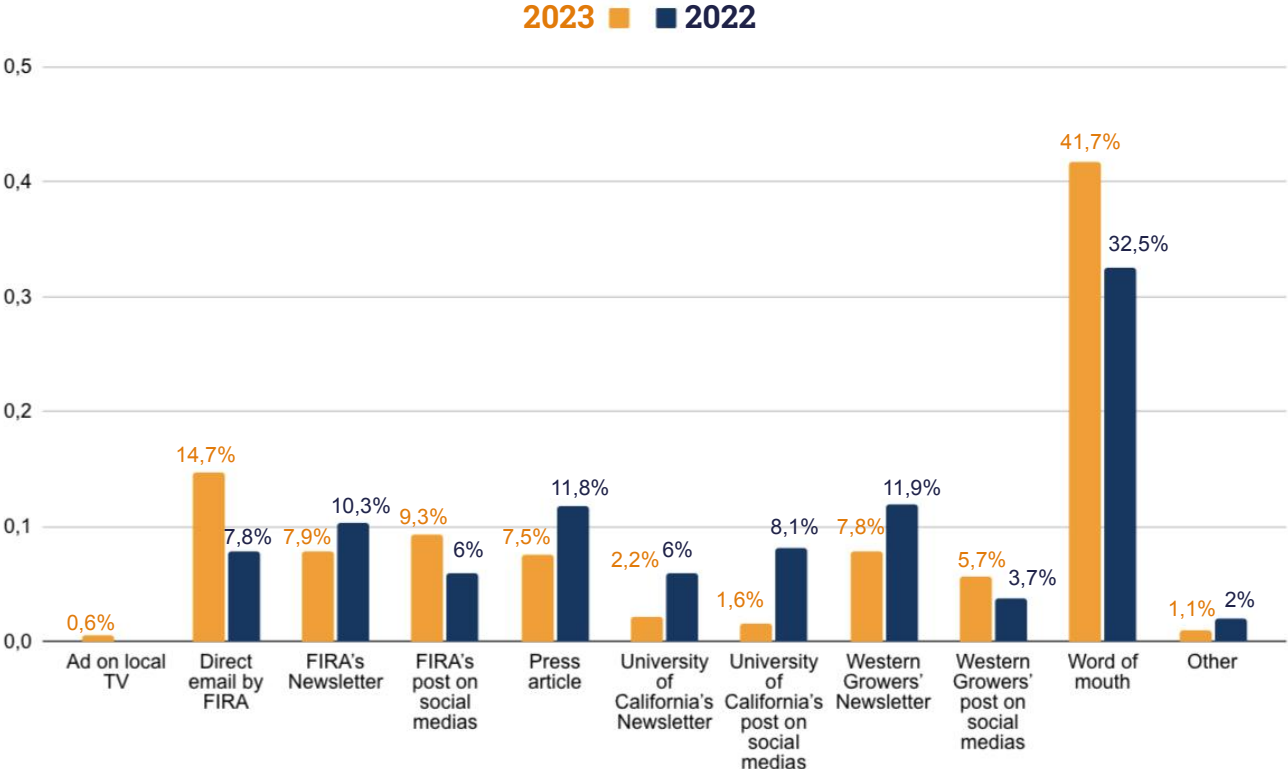


USA FIRA   
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# Notoriety

## How did you hear about FIRA USA?



# Key figures



21,614

followers on the socials



16,296

subscribers to the newsletter



500+

posts using #FIRAUSA23



37

journalists attended



40+

videos of demos, panels,  
interviews...



100+

stories in media

# Press relations

**100+** articles on the press in total: press articles, TV & Radio interviews...

**5** focus press releases

**37** journalists attended the event and **12+** participated in the press tour

**28** Media partners - 23 from the US and 5 International media (1 from: India, UK, Belgium and 2 from: The Netherlands)

**2** paid advertisement before the event on KSBW 8 (10 attendees registered/heard of us through this ad), and on KTOMFM

FIRA USA 2023 in the media - some articles...

Local - Monterey County

[KSBW](#)

[Monterey County Weekly](#)

[Monterey County Now](#)

National

[Agri-Pulse](#)

[North American Ag](#)

[The Robot Report](#)

[GlobalTech Initiative](#)

International

[Future Farming - The Netherland](#)

[Agrarii Razom - Ukraine](#)

[Matériel Agricole - France](#)

[AgroInform.hu - Hungary](#)

All the article about FIRA USA [here](#)



# Ambassadors and event partnerships

## Ambassadors

**10** ambassadors  
**2** country represented (9 from the US and 1 from Chile)  
**+58** actions of communication: Newsletters, website, Facebook, Twitter, LinkedIn, Instagram, invitations at their community, invitation during their General Assembly for a presentation...



**FARMHAND  
VENTURES**

**Foodbytes**  
Powered by Robobank



Fulcrum  
Global  
Capital



**Better  
Food  
Ventures**



**CULTERRA  
CAPITAL**



## Event partnerships

**6** event partners  
**2** country represented (5 from the US and 1 from Italy)  
**6+** actions of communication



**COMMERCIAL  
UAV EXPO**



**ROBOBusiness**



# Socials and Newsletters key figures community and dispatch

from February 9<sup>th</sup> to September 22<sup>nd</sup> - about FIRA USA only

## LinkedIn



**10,770** followers 2022 : ↗ 38%  
**103** posts about FIRA USA  
**179,873** impressions 2022 : ↗ 62%  
**23,284** engagements 2022 : ↗ 156%  
**338** posts on #FIRAUSA23

## X



**5233** followers 2022 : ↗ 13%  
**157** posts about FIRA USA  
**69,057** impressions 2022 : ↗ 25%  
**2,802** engagements 2022 : ↗ 25%

## Facebook



**4,521** followers 2022 : -21% (fake followers deleted)  
**55** posts about FIRA USA  
**33,650** impressions 2022 : ↗ 117%  
**2,760** engagements 2022 : ↗ 189%

## Instagram



**1,090** followers 2022 : ↗ 20%  
**21** posts | **195** stories about FIRA USA  
**12,298** | **20,282** impressions  
**760** | **907** engagements  
**163** posts on #FIRAUSA23  
*No Instagram posts/stories stats from 2022*

## Newsletters



**16,296** contacts touched on average 2022 : ↗ 46%  
**36** newsletters and mailings campaigns  
**20%** opening rate in total 2022 : ↗ 13%  
**3%** click rate in total 2022 : ↗ 2%



# FIRA USA 2023 Gallery



Look at all the FIRA USA 2023 gallery here: [LINK](#)