

AG ROBOTS AND AUTONOMOUS SOLUTIONS IN ACTION

FREE FOR GROWERS

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



OCTOBER
22 - 24, 2024

Woodland
Sacramento, Calif.
Yolo County Fair



 ROBOT DEMOS

 EXHIBITION

 PANEL DISCUSSIONS

 TECH & EDUCATION

 ENTERTAINMENT

WWW.FIRA-USA.COM



FIRA AT A GLANCE...

FIRA USA's 2024 edition arrives in Sacramento from October 22-24, enhancing the American agtech trade show landscape. Now in its third year, it showcases in Woodland, Sacramento's neighbor, emphasizing robots for vegetables, vines, fruit, and nut trees—critical to local agriculture.

This 8-day event offers a deep dive into autonomous farming and robotics, presenting invaluable networking for farmers, manufacturers, and scientists. It includes infield demos, business meetings, and research discussions, focusing on specialty crops and facilitating exchanges between innovators and agricultural professionals.

California Ag Robotics Discovery Tour - October 17-21 FIRA USA event - October 22-24

- Embark on an extraordinary ten-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
- Meet innovative growers and other on-the-ground experts to share challenges, needs, and experiences
- Focus on Specialty crops



CALIFORNIA AG ROBOTICS DISCOVERY TOUR

Leading up to FIRA USA 2024, a 5-day "ag market tour" will connect international AgTech leaders and delegations with innovative farms across Sacramento, Davis, the Central Valley area, and Salinas, offering a firsthand look at the latest in agricultural technology.



40
Attendees

Open to international Agtech key players and countries delegations



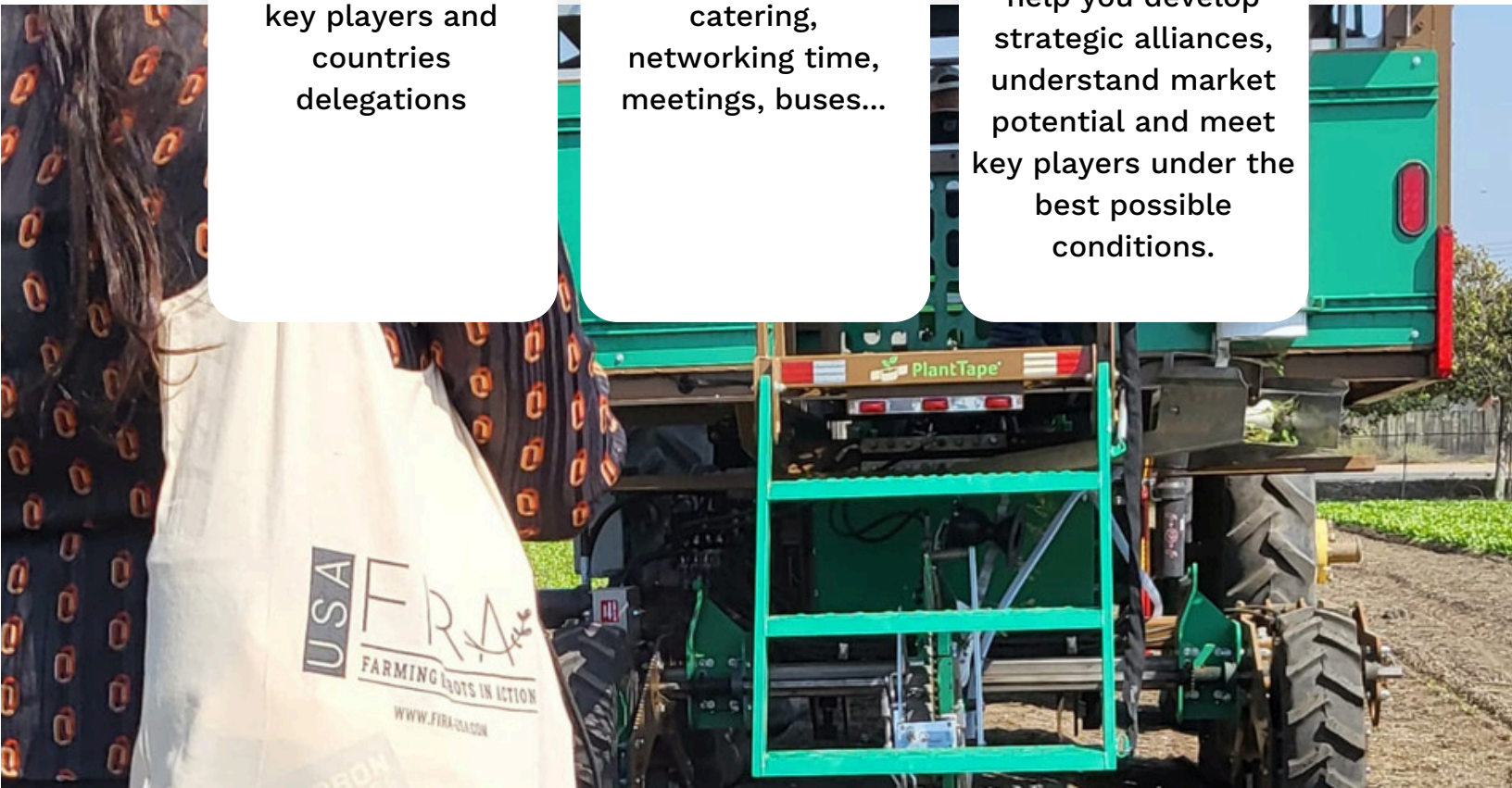
5 days all inclusive

In immersion with accommodation, catering, networking time, meetings, buses...



California ag market discovery

A tailor-made, high-quality program to help you develop strategic alliances, understand market potential and meet key players under the best possible conditions.



8-DAY CUSTOMIZED AGENDA FROM FOOD PRODUCTION TO FOOD PROCESSING



Experience a customized journey to delve into the nuances of automation in specialty crops across California and North America. This unique opportunity allows participants to deepen their market understanding, connect with key industry figures, and forge new alliances. Our all-encompassing, personalized service includes farm tours, demonstrations of autonomous solutions, and platforms for networking and knowledge exchange. The exact route is currently being created. The tour will include a wide range of farms and crops.

THURS. 10/17 DAY 1

Meeting at SFO

Explore ag Salinas

Vegetables, Lettuce, Berries

SAT. 10/19 DAY 3

Fresno area

Stonefruit, Grapes, Cherries

MON. 10/21 DAY 5

Explore the Sacramento Valley area,

FIRA USA VIP Cocktail in the PM

Tomatoes, Rice, Walnuts

FIRA USA 2024 Starts on Tues. 10/22

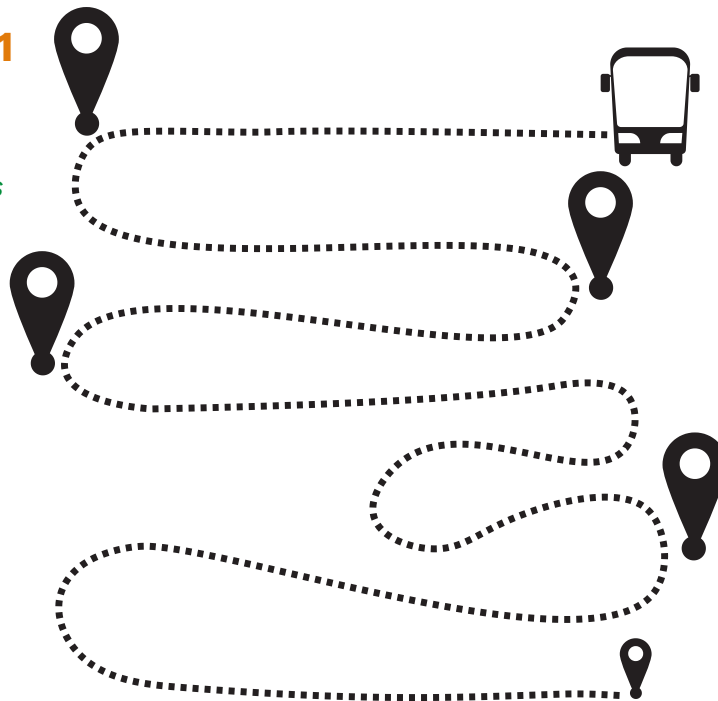
FRI. 10/18 DAY 2

Merced area

*Tomatoes, Melons, Cotton,
Almonds, Citrus*

SUN. 10/20 DAY 4

**Day off - with optional
Excursion**

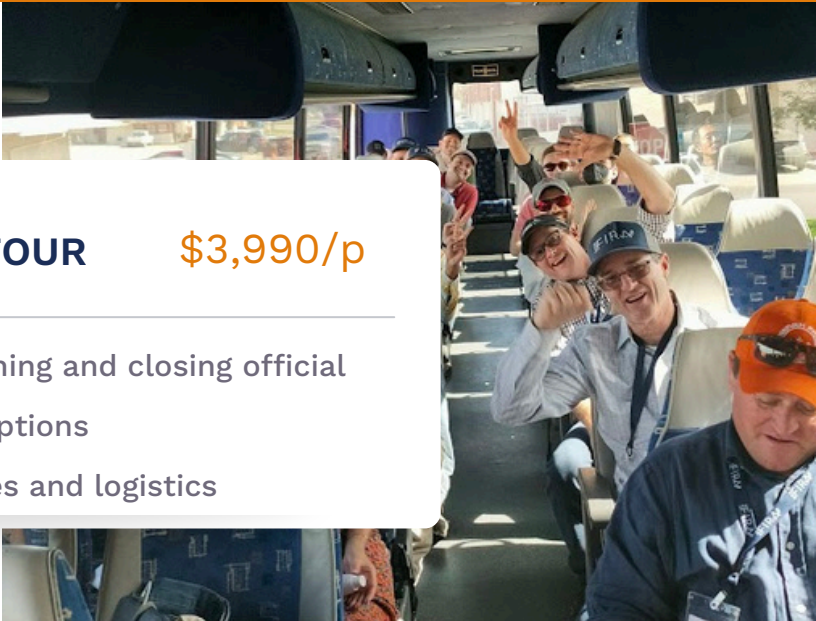


Reasons to Sign Up:

- Gain firsthand insights into the latest agricultural automation technologies.
- Engage directly with leading innovators in farming and AgTech.
- Discover cutting-edge practices through interactive farm visits.
- Network with key industry figures to explore collaborative opportunities.
- Learn about custom solutions for the unique challenges of specialty crops.
- Access a comprehensive service tailored to enhance your AgTech knowledge and connections.

PRICING OPTIONS

(PER PERSON)



CALIFORNIA AG DISCOVERY TOUR

\$3,990/p

- ✓ Accommodations with breakfast and taxes
- ✓ Opening and closing official receptions
- ✓ Snack - lunches - Dinners
- ✓ Buses and logistics



FIRA USA 2024 3-DAY EXPERIENCE

Growers: \$1,290

Regular: \$1,490

- ✓ 3 days tickets with a 50% special discount / free 3-day pass for growers
- ✓ Accommodation with breakfast and taxes from Oct. 21 to 25
- ✓ 3 days lunches on-site



BECOME EXHIBITOR

- ✓ Get 10% discount on the exhibitor packages
(Pavilion offer not included)



**REGISTRATION HERE
before AUGUST 12th**

(number of participants limited)

QUESTIONS?

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