

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

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.



2,500+

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

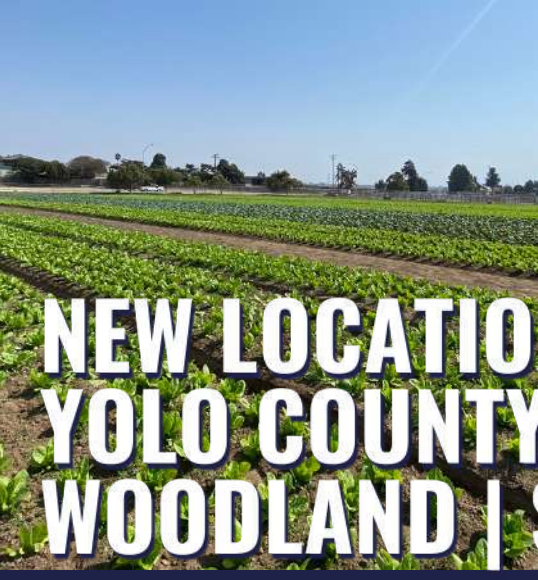
"Access to more progressive Ag companies/partners in the industry was a strong benefit of FIRA."

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



FIRA USA 23 IN THE MEDIA...

40+
Journalists attending

+25K
Followers on Social Media

100+
Articles about FIRA USA 23

+32K
Newsletters subscribers

500+
Posts on #FIRAUSA23

WITH A HIGH ONLINE VISIBILITY...

LINKEDIN POSTS - +12K FOLLOWERS

Our top 1 post - 10,858 impressions & 5,675 engagements

MEDIA ARTICLES - IN THE US & WORLDWIDE

Meister media - Robots Are Here (Finally)

Future Farming - Efficient lasers and hoes controlled by LiDAR sensors at FIRA USA

Great American Media - FIRA USA sessions: Do your homework before adopting robotics

Agri-Pulse - To meet soaring strawberry demand, farmers eye ChatGPT and other agtech solutions

Malcom Media - New Robots Featured at FIRA USA to Serve Specialty Crop Ag

KSBW - Robotics evolving the agricultural industry

Every editions - TV FOCUS ON local TV, ABC & FOX TV

FIRA USA 23 ARTICLES

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**.

[CLICK HERE TO BOOK YOUR PARTNERSHIP](#)

\$50,000

\$20,000

\$10,000

\$7,000

\$2,500

PREMIUM

GOLD

SILVER
With
Demo

SILVER
No Demo

YOUNG
START
UP*

1 LEFT

2 LEFT

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

PREMIUM

GOLD

SILVER
With DemoSILVER
No DemoYOUNG
START UP

PROMOTION & 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	MORE INFO		
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

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



ADDITIONAL SPONSORING OPTIONS

CONTENT OPPORTUNITIES

\$1,800

PITCH SESSION

Opportunity:

Your dedicated 20 minutes time slot, present your company to the FIRA participants.

Benefits:

Your company promoted before, during and after the event, pitch recorded.

1 LEFT



GOODIES BRANDING

SOLD OUT

EXCLUSIVE

BRANDING ON FIRA USA OFFICIAL TOTE BAGS

\$10,000

Opportunity:

Highlight your company to all the participants by adding your logo to the official FIRA USA tote bags.

Benefits:

Exclusive branding on 2,000 ex distribution to all participants, high level of visibility.

EXCLUSIVE

\$8,500

LANYARDS BRANDING

Opportunity:

Sponsor the event's official lanyards ensuring high visibility and premium positioning

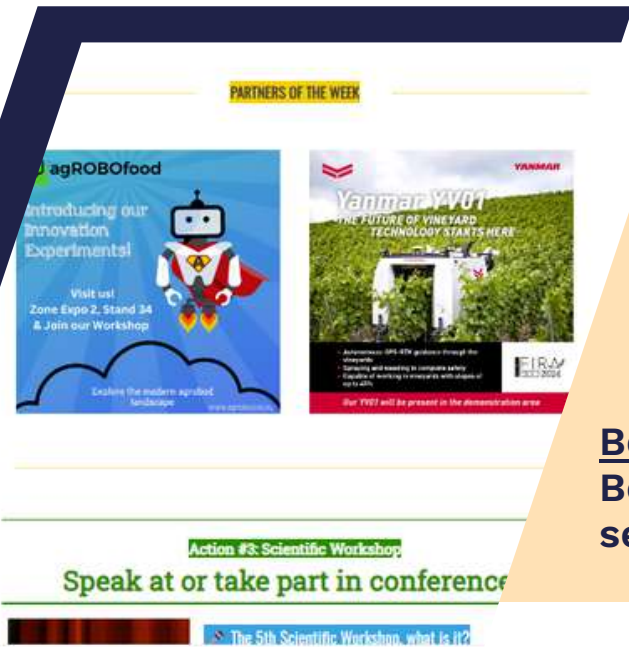
Benefits:

Exclusive branding on 2,500 ex distribution to all participants

SOLD OUT



WEB PROMOTION



AD BANNER EMAILING

\$900

Opportunity:
Advertise your company in one of the FIRA newsletters before the event.

Benefits:
Benefit from a high visibility with newsletters sent to +32k contacts.

\$2,500

VIDEO INTERVIEW

Opportunity:

Get interviewed during a 90 sec. video, a video of your representative and your robot or technology.

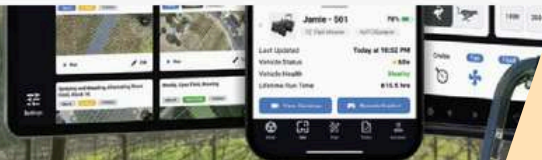
Benefits:

Broadcasted on FIRA USA community - +25k followers.



Brad Abraham
Director, Field Operations
Verdant Robotics

ROBOTS DIRECTORY ROBOTS TECHNOLOGIES SERVICES LABS FOOD MARKETS AGRI-SUP



INFOMERCIAL

\$1,300

Opportunity:
Your story written by your own team, or by our journalist. Published on agricultural-robotics.com.

Benefits:

Your story published online and promoted to the monthly newsletter (+34k contacts) and on the socials

29/08/2023

Agtonomy Partners with OEMs to Accelerate the Farming Sector's Digital Transformation

AG ROBOTICS NEWS
BY FIRA



PRINTED AND SIGNAGE PROMOTION



YOUR AD ON THE APP

\$600

Opportunity:

Display your ad on the FIRA App, it will appear every time the app is used

Benefits:

Propulse your company into the user phone, this app will gather the matchmaking, agenda and event information

\$800

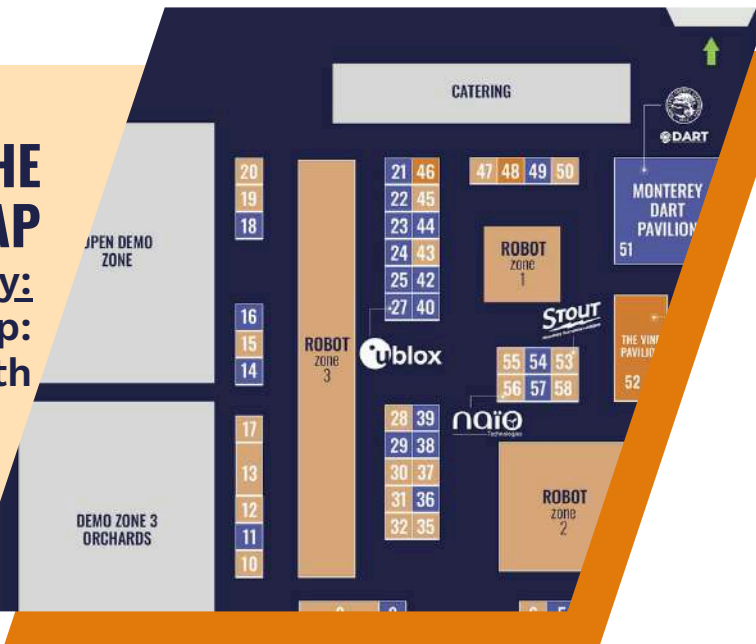
LOGO ON THE EXHIBITION MAP

Opportunity:

Your logo on the exhibition floor map: catalog and on the signage of your booth

Benefits:

Your logo on one of the most looked signage of the event



LOGO & PRESENTATION ON THE OFFICIAL CATALOG DIRECTORY

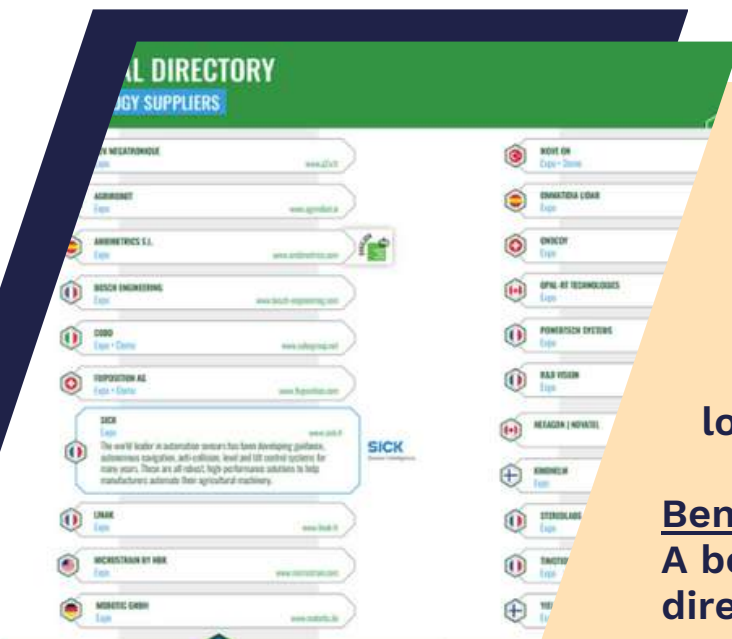
\$300

Opportunity:

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

Benefits:

A better visibility in the official printed directory



HAPPENINGS SPONSORING



OFFICIAL SPONSOR OF THE OPEN INNOVATION DAY

\$6,000

Opportunity:

Your company on the communication material on-line & on-site, introductory talk, branding of the stage, your logo on the record videos

Benefits:

Your company at the forefront of Open Innovation Day

\$15,000

AFTERWORK BAR SPONSOR

Opportunity:

Host a memorable afterwork receptions for 200 guests, featuring drinks and appetizers. This sponsorship allows the bar area as the snack zone to be transformed into an evening networking hub, branded your identity.

Benefits:

Primary branding of the bar area during the receptions, the possibility to welcome guests or make a short presentation, and inclusion in all promotional materials related to the receptions.



1 LEFT



OFFICIAL SPONSOR OF THE INVEST' DAY

\$6,000

Opportunity:

Your company on the communication material on-line & on-site, introductory talk, branding of the stage, your logo on the record video

Benefits:

Gain high visibility among investors and start-ups, and make qualified contacts over 3 days, focusing on business and agtech nuggets

HAPPENINGS SPONSORING

SOLD OUT

EXCLUSIVE

SPONSORSHIP OF THE VIP DINNER

\$5,000 - \$20,000

VIP dinner preceding the official opening of FIRA USA, includes:

- > 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

\$5,000

YOUR PRIVATE ROOM/YOUR PRIVATE EVENT

Opportunity:

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

Benefits:

A place to build your next business opportunities, with qualified contacts and networking time dedicated to your company.



AREAS SPONSORING

SOLD OUT



SNACK BAR SPONSOR

\$3,000

Opportunity:
Branded snack booth

This price is per day - \$3,000/day

Benefits:

Your logo branded on a snack bar area with a free access for the attendees

\$5,000

OFFICIAL SPONSOR OF A DEMO ZONE

Opportunity:

Become the official sponsor of one of the demo zone where 10+ autonomous solutions will showcase in real condition during the 3 days.

Benefits:

Your logo and name on the communication material on-line and on-site focused on the format.

*Before event: website, newsletters, Socials, PR
During: Branding of the demos area with banners, program...Invitations*



EXCLUSIVE

CUSTOMIZATION OF THE WELCOME DESK

\$5,000

Opportunity:

FIRA USA Welcome desk branded with your logo

Benefits:

Main entrance of the event, your logo seen by all the attendees



YOUR PR WITH AGPR SERVICES

10% OFF

**GET A HIGH VISIBILITY WITH THE
AGPR OFFERS**

MORE INFO

**DISCOVER THE OFFERS - GET 10% OFF BY
MENTIONING FIRA USA ON YOUR PR**

1 AgPR - the news release distribution service for agriculture

Your news release sent via AgPR reaches more than 1,200 print, broadcast, online, and social media who report on agriculture. Or, ask for a quote if you'd like us to write, or edit it for you.

2 Key Media Relations Follow-up

Personal contact via email and/or phone to help encourage use of your news release sent via AgPR + encourage future interviews for their news stories.

3 X (formerly Twitter) Social Media Promotion

Tweet and ReTweet to more than 10,000 ag industry followers, including media, to farmers, ag retailers, and agribusiness executives from the following

4 AgPR ag news clips

PowerPoint presentation and/or pdf with ag news clips of and links to media who published your news release sent via AgPR.

5 Sponsored e-News Briefs

We'll turn your news release into a sponsored e-news brief.

agnewscenter.com The Agricultural News Center
agnewscenter.com puts you in control of your content, audiences reached and the distribution timing.

Ag Media	AgPR - the news release distribution service for agriculture reaches more than 1,200 opt-in print, broadcast, online & social media who report on agriculture. From regional to major ag media and national mass media - reach your target audience.	Allow for a 24 hour turnaround	AgPR
Top Farmers	TecAGRInews distribution to farmers: 10,000+ crop acres; reach more than 1,000 farms 5K+ crop acres; reach more than 5,000 farms 1K+ acres; reach more than 50,000 farms <i>Further demographic & geographic breakdowns available.</i>	Call for custom services	TecAGRInews
Ag Retailers	Rural Retailer - Reaches more than 7500 agriculture and farm retailers including seed, feed, farm supply, crop protection, machinery, precision agriculture and farm credit.	Allow for a 48 hour turnaround	rural retailer
Executives	AgEXEC - Reach more than 3,500 agribusiness executives - CEOs, VPs of Sales & Marketing and other top agricultural business leaders.	Allow for a 24 hour turnaround	AG EXEC

Custom publishing option: Our agnewscenter.com custom publishing option places content, distribution timing, emails opened, hyperlink tracking and sales lead generation use and follow-up in your hands around-the-clock every day of the year.
Use agnewscenter.com with your databases, ours, or a combination of both. Ask about database rental to grow your own qualified opt-in client prospect, client and subscriber lists and e-newsletters.

Get your message out to agriculture and farming audiences.
Increase your social visibility and online exposure.

agnewscenter is a division of CCI Marketing

(847) 836-5100
agnewscenter@gmail.com

GG
x f in

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



Maialen Cazenave
Co-director
Partnership Manager
maialen@fira-agtech.com



Elisa Abreu
Communication Officer
elisa@fira-agtech.com