

# 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

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



ROBOT DEMOS



EXHIBITION



PANEL  
DISCUSSIONS



TECH & EDUCATION



ENTERTAINMENT

GLOBAL OFFERS

# 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

# AMBASSADOR OFFERS

## CROSS PROMOTION

Partnership between Commodity Boards, Farmers or Robotics Associations,... and FIRA USA.

Below is our ambassador offers we could agree on.

These are only suggestions, that we can customize regarding your own needs and specificities.

### COMMUNICATION

Your company on our official catalog directory

v

Your logo on the signage onsite

v

Your logo, presentation and link on our online directory

v

### FIRA USA'S EXHIBITION

Printed Material on welcome desk and briefcase - special offer, magazines...

v

3-day pass

1 free access

Depending on the level of partnership, a booth can be provided

v

2023 Ambassador partners:





# MEDIA OFFERS

Below is our media offers we could agree on. These are only suggestions, that we can customize regarding your own needs and specificities.

## CROSS PROMOTION

### PROMOTION OF YOUR MEDIA TO THE FIRA USA COMMUNITY

List of the attendees who have agreed to be contacted by our Media partners  
*(between 900 et 1500 qualified contacts with emails)*

Your company on our official catalog directory

Posts on our social media  
(24,000+ followers)

Your logo on the signage onsite

Free access for 1 person

Your logo, presentation and link on our online directory

Printed Material on welcome desk - special offer, magazines...

Depending on the level of partnership, a booth can be provided

Any other suggestions?

### PROMOTION OF THE FIRA USA ON YOUR MEDIA

Editorial Coverage before, during, and after the event

Banner ads, on your website, newsletter...

Posts on your social media

Agenda/Calendar Event Pages

Print ads (if hard materials)

Any other suggestions?

2023 Media partners:



# EVENTS OFFERS

## CROSS PROMOTION

Below is our event offers we could agree on.

These are only suggestions, that we can customize regarding your own needs and specificities.

### PROMOTION OF YOUR EVENT TO THE FIRA USA COMMUNITY

Your company on our official catalog directory

Posts on our social media (24,000+ followers)

Your logo on the signage onsite

Free access for 1 person

Your logo, presentation and link on our online directory

Printed Material on welcome desk - special offer, magazines...

1 banner Newsletter (20,000+ contacts)

Depending on the level of partnership, a booth can be provided

Any other suggestions?

### PROMOTION OF THE FIRA USA ON YOUR EVENT

Banner ads, on your website, newsletter...

Posts on your social media

Agenda/Calendar Event Pages

Printed material on your event

Any other suggestions?

2023 Event partners:





# PODCAST OFFERS

## CROSS PROMOTION

Below is our podcast offers we could agree on.

These are only suggestions, that we can customize regarding your own needs and specificities.

### PROMOTION OF YOUR PODCAST TO THE FIRA USA COMMUNITY

Your company on our official catalog directory

Posts on our social media (24k+ followers)

Your logo on the signage onsite

Free access for 1 person

Your logo, presentation and link on our online directory

Possibility of a spot for your live podcasts during the event  
*- to be defined -*

Any other suggestions?

### PROMOTION OF THE FIRA USA ON YOUR PODCAST

Banner ads, on your website, newsletter...

Emailing/newsletter promoting the event

Posts on your social media

Podcast about the event before, during and after  
*- we can put you in touch with our partners, to be defined -*

Any other suggestions?

# 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 &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><u>MORE INFO</u></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



# 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:

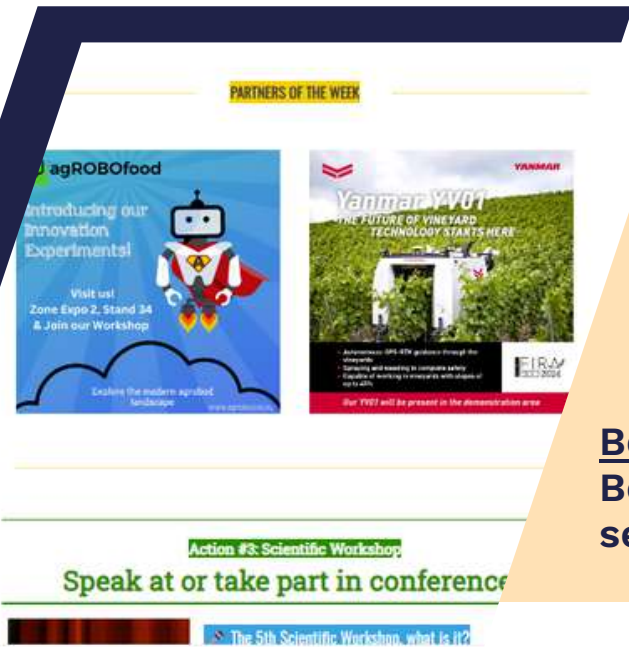
Exclusive branding on 2,500 ex distribution to all participants

**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.

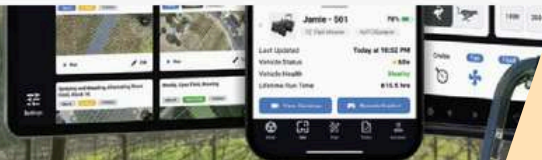
### Benefits:

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**

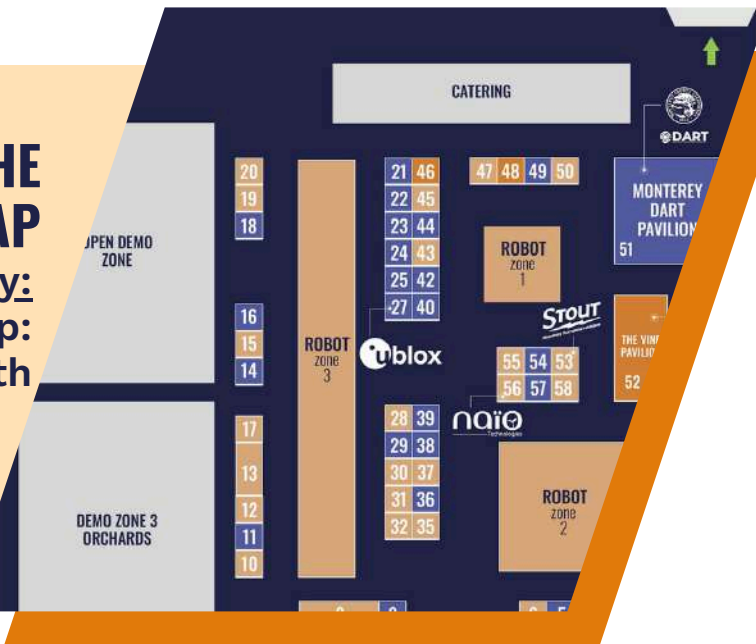
## LOGO ON THE EXHIBITION MAP

### 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

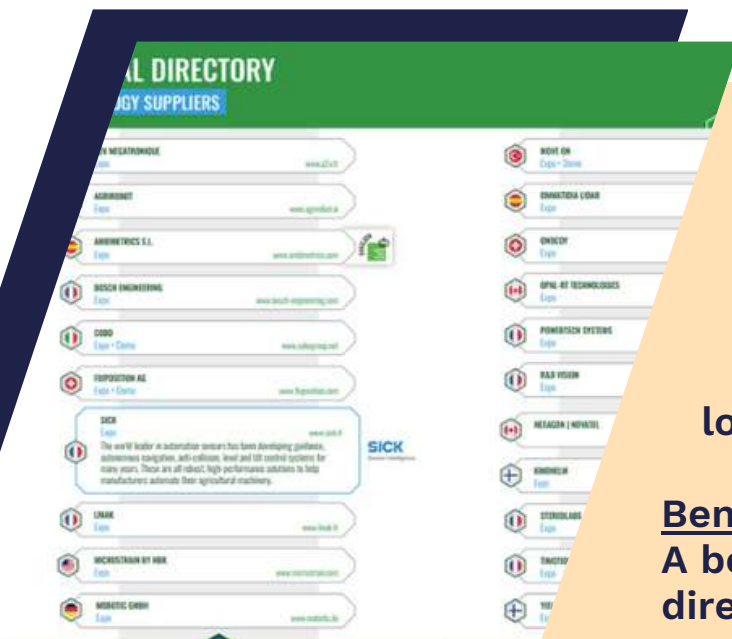
**\$300**

### 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.

<b>Ag Media</b>	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	<b>AgPR</b>
<b>Top Farmers</b>	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 &amp; geographic breakdowns available.</i>	Call for custom services	<b>TecAGRInews</b>
<b>Ag Retailers</b>	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	<b>rural retailer</b>
<b>Executives</b>	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	<b>AG EXEC</b>

**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  
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