



**Press Release**

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## **Monterey Bay DART Returns to FIRA USA 2024 with Expanded Drone Pavilion and New Partnerships**

**WOODLAND, CA** — October 2024 — Monterey Bay Drone, Automation, and Robotics Technology (DART) is thrilled to announce its return to FIRA USA 2024, featuring an expanded Drone Pavilion and new partnership with HawkTower, a venture capital firm focused on early-stage investments. This year's Drone Pavilion will elevate the platform for drone, automation, and robotics companies to showcase their leading-edge technology and innovation, and reinforces DART's commitment to facilitating advancements in AgTech across regions for jobs growth and inclusive community vitality.

The Drone Pavilion, a centerpiece of DART's involvement with FIRA USA, returns for its second year with a larger footprint and enhanced offerings. The pavilion will serve as a central hub for industry leaders such as Wilbur-Ellis, Guardian Agriculture, AgBee, and Skysense to demonstrate their state-of-the-art agricultural drone technologies and services.

DART will also deliver a presentation titled "*AgTech Evolution: DART and HawkTower's Blueprint for Rural Innovation.*" The presentation will underscore their shared vision for the future of agriculture through a community approach to collaborative partnerships and the integration of advanced technologies. The recent alliance with HawkTower strengthens DART's ability to fuel meaningful outcomes for the AgTech economy.

"We're thrilled to partner with HawkTower to spotlight leading AgTech companies like Wilbur-Ellis, Guardian Agriculture, and others at the 2024 FIRA-USA Drone Pavilion," **said Josh Metz, Co-founder and Executive Director of Monterey Bay DART.** "The Drone Pavilion and our presentation will serve as dynamic platforms to advance agricultural innovation, fostering essential connections between farmers, tech providers, and entrepreneurs."

AgTech startups attending the event will gain access to DART's robust innovation, entrepreneurship, and investment ecosystem. Entrepreneurs will have unique opportunities to connect with potential partners, resources, and investors to accelerate their growth in the competitive AgTech landscape.

For more information on how to participate in Monterey Bay DART's Drone Pavilion at FIRA USA 2024, please visit [mbdart.org/fira-usa-2024-drone-pavilion](https://mbdart.org/fira-usa-2024-drone-pavilion).

### **About Monterey Bay DART**

Monterey Bay DART is a 501(c)(3) non-profit organization dedicated to advancing the future of drone, automation, and robotics technologies. The organization fosters collaboration among private sector companies, government agencies, and educational institutions to build community workforce programs, critical resources and infrastructure towards thriving innovation ecosystems and impactful economic development outcomes. For more information, please visit [www.montereybaydart.org](https://www.montereybaydart.org).

## **About HawkTower**

HawkTower is an early-stage venture capital firm focused on investing in startups leveraging breakthrough technologies to sustain and maximize California's natural resources. The firm is committed to supporting companies that are developing innovative solutions to address the challenges facing the agriculture industry.

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