

# WHERE GROWERS MEET ROBOTS

FREE FOR GROWERS

USA **FIRA**  
OCT. 21-23 2025

## OCTOBER 21 - 23, 2025

Woodland  
Sacramento, Calif.  
Yolo County Fair



ROBOT DEMOS



EXHIBITION



PANEL  
DISCUSSIONS



OPEN INNOVATION



ENTERTAINMENT

[WWW.FIRA-USA.COM](http://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 2025

October, 21st - 23rd  
Woodland

- 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.



**CLICK HERE TO:  
ATTENDEE LIST 2024**

# 2024 FEEDBACKS



FIRA opens the door and grants access to the latest and greatest in AgTech products and innovators!

## 2024 Attendees Feedbacks

**90%** of attendees plan to attend the 2024 edition

**4.15/5** rate for the Quality of the networking/contacts made

FIRA USA is the leading AG innovation event of the year.

## 2024 Sponsors Feedbacks

**80%** 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 with a **4.13/5** rate for the quality of the networking/contact made

*"Fira is where agriculture meets technology!"*

*"The perfect place to collaborate, and keep a pulse on the ag-tech and robotics industry"*

FIRA is the type of show that puts all the relevant parts of the industry in the same room. It's a great show that provides a 360° experience, to the growers and to the companies bringing innovation.





# YOLO COUNTY FAIR WOODLAND | SACRAMENTO

A unique location for all  
FIRA USA formats!

- Easy Access & parking
- Large areas
- Many rooms available

# NEW DEMO ZONE AREA

Exhibition zone and demo zone in the same place  
Demo zone prepared and customized from scratch



# FIRA USA 24 IN THE MEDIA...

**47+**

Journalists attending

**+28K**

Followers on Social Media

**170+**

Articles about FIRA USA 24

**+15K**

Newsletters subscribers

**450+**

Posts on #FIRAUSA24

## WITH A HIGH ONLINE VISIBILITY...

### **LINKEDIN POSTS - +14K FOLLOWERS**

OUR TOP 1 POST - 5,199 IMPRESSIONS & 2,659 ENGAGEMENTS

### **MEDIA ARTICLES - IN THE US & WORLDWIDE**

Meister media Worldwide - Robots Are Here (Finally)

Future Farming - FIRA USA 2024 – Robotic automation in arable farming becomes more diverse

AgFunder News - What's driving ag robotics innovation? 'Labor, labor, labor,' say FIRA USA 2024 attendees

Good Day Sacramento - Guss Automation | Bonsai Robotics | Stout Industrial Technology

AgNet West - Automation at FIRA Tackles Labor Challenges in Agriculture

California Farm Bureau - Podcast explores how farmers are adopting automation and robotics

*Every editions - TV FOCUS ON local TV, ABC...*

**FIRA USA 24 ARTICLES**

# SPONSORSHIP OFFERS

## 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

# SPONSORSHIP OFFERS

Ensure a seamless experience for your technical demonstration needs and requirements by confirming your participation before the final cutoff date of **August 29, 2025**. This ensures the inclusion of your communication information, logo, and details in all official printed materials before **September 1, 2025**.

<a href="#"><b>CLICK HERE TO BOOK YOUR PARTNERSHIP</b></a>	\$50,000	\$20,000	\$10,000	\$7,000	\$3,400
	PREMIUM	GOLD	SILVER With Demo	SILVER No Demo	YOUNG START UP*

## EXHIBITION

Exhibition with 100 sq ft booth + furniture + electricity + team badges + Extra space for robot showroom	v	v	v	v	v
Free invitations (3-day pass)	20	15	10	10	5

## ROBOT DEMOS - New conditions

### Enhanced Demo Zone for Realistic and Improved Field Experiences

A new demo area located at the heart of the event showcases enhanced crop quality for realistic field-live demonstrations. Supported by a growing dedicated team, it ensures optimal conditions for hands-on experiences.

Prepared plot of land for demos with official pitch demonstrations + free demos + 10x10 area for your tent and flags	v	v	v		Option 3,500 \$
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## EXPERTISE

Pitch session: dedicated 20 min time slot included in the official agenda with promotion		v			
Host a round table as part of the program - Be part as key panelist	v				

\* YOUNG START-UPS: PRIVATE OR PUBLIC ORGANIZATION, LESS THAN 10 EMPLOYEES OR MEMBERS, LESS THAN 3 YEARS OF EXISTENCE



	PREMIUM	GOLD	SILVER With Demo	SILVER No Demo	YOUNG START- UP
<b>WEB</b>					
Company dedicated page online	v	v	v	v	v
Robot page in the robot directory, printed & online <i>reserved for robot manufacturers</i>	v	v	v	v	v
Your infomercial on agricultural-robotics.com	v	v			
Banner ad on FIRA USA homepage website	v	v			
Focus on emailing campaign	v	v			
Ad banner on emailing campaign	v				
Ad on the FIRA Matchmaking App	v				
<b>PRINT, SIGNAGE &amp; ON-SITE CONTENT</b>					
Logo on the official on-site signage	v	v	v	v	v
Logo and presentation on the official catalog	v	v			
Logo on the exhibition map	v	v			
Full-page ad in the official FIRA USA catalog	v				
Your brochure on the resource desk	v				
Name of the rooms with your name <i>ex. COMPANY Main Stage / COMPANY Stage 2</i>	v				
Customize Welcome Desk	v				
Your 30 second video before FIRA USA sessions - 2 ads <i>No production by FIRA</i>	v				
<b>PRESS RELATIONS</b>					
Your Press Release in the on-site & online Press Room	v	v	v	v	v
Your booth as a "Press Tour" stage	v	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

## WHAT THEY SAID ABOUT FIRA USA

”

**UNTETHER AI**

**Untether.AI**

CA

“Out of the 100's of conferences that I have either attended or represented my company, this has been by and far the best.”

”

**VERDANT  
ROBOTICS**

**Verdant Robotics**

USA

“Verdant Robotics values FIRA as a vital platform for advancing precision agriculture, fostering business growth, knowledge exchange, and impactful industry connections.”

# ADDITIONAL SPONSORING OPTIONS

## CONTENT OPPORTUNITIES

**\$1,900**

### PITCH SESSION

- > 20 min time slot in the official agenda
- > Promotion before, during and after on FIRA's socials, website and signage
- > Record of the session
- > 2 free 3-day tickets



## GOODIES BRANDING



**EXCLUSIVE**

**\$15,000**

### BRANDING ON FIRA USA OFFICIAL TOTE BAGS

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

**\$8,500**

**EXCLUSIVE**

### LANYARDS BRANDING

Sponsor the event's official lanyards ensuring high visibility and premium positioning. Exclusive branding on 2,500 ex distribution to all participants

**SOLD OUT**



# WEB PROMOTION



**\$800**

## AD BANNER FIRA APP

- App for matchmaking with the attendees, agenda, map and event information.
- Random ad on display on each use of the app:
  - > 2,424 ad views in average
  - > 144 ad clics in average
  - > 71% of the attendees used the app

**\$2,500**

## VIDEO INTERVIEW

- > 90 seconds interview video during the event
- > Broadcasted on FIRA's Community: of 28k+ followers
- > 84.3k+ views on FIRA's Youtube in 2024



## Aigen's Solar-Powered Robot Eliminates Herbicide-Resistant Weeds

The AI-driven Element robotic fleet helps farmers achieve greater efficiency, sustain profitability, while minimizing their environmental impact.

Sponsored - This publication contains sponsored content.

## INFOMERCIAL

**\$1,300**

- Your story written by your own team, or by our journalist.
- > Website - 70k total page views  
Published on [agricultural-robotics.com](https://agricultural-robotics.com)
- > Newsletters - Monthly newsletter with your article:
  - \* Sent to 20k+ contacts
  - \* 26% opening rate & 3% clicks rate

AG ROBOTICS NEWS  
BY FIRA



# PRINTED AND SIGNAGE PROMOTION

**\$800**



## YOUR AD ON THE SESSION SCREEN

Display your 30-second ad during a 2 sessions of FIRA USA 2025  
Advertise your company on the main stage in front of the attendees and on replay.

**\$500**

## LOGO ON THE EXHIBITION MAP

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



**\$400**

## LOGO & PRESENTATION ON THE OFFICIAL CATALOG DIRECTORY

Get a presentation of your company and logo in the directory - for partners without robot page. The catalog is distributed to 2,500 attendees



# CONTENT SPONSORING



**\$6,000**

## OFFICIAL SPONSOR OF THE OPEN INNOVATION DAY

- > Your company on the communication material on-line & on-site (signage, agenda...),
  - > Introductory talk,
  - > Your logo on the record videos
- Your company at the forefront of Open Innovation Day

**\$4,500**

## OFFICIAL SPONSOR OF THE INVEST' DAY

- > Your company on the communication material on-line & on-site (signage, agenda..),
  - > introductory talk,
  - > Your logo on the record video
- Gain high visibility among investors and start-ups, make qualified contacts



**\$3,500**

## DEDICATED SESSION SPONSOR

- > Your company on the communication material on-line & on-site (signage, agenda...),
  - > Your logo on the record videos
  - > speaker spot on the session or introductory talk,
- Your company at the forefront of a session



# HAPPENINGS SPONSORING



**EXCLUSIVE**

**\$30,000**

## SPONSORSHIP OF THE VIP DINNER - 200 GUESTS

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

- > Your logo on the promotion tools, online & on-site
- > Branding of the VIP cocktail area
- > Opening speech & screen for videos on display
- > Exhibition of your solution
- > Invitations to the dinner available

**\$15,000**

## AFTERWORK SPONSOR

Host a memorable afterwork receptions for 200+ guests, featuring drinks and appetizers. Evening networking hub, branded your identity: 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.



**\$5,000**

## YOUR PRIVATE EVENT

Dedicated room available for you for private event (40 pers max)\*: table and chairs, coffee, pastries, water, Matchmaking Service, dedicated project management...



**\$3,000**

## PRIVATE MEETING ROOM

Your dedicated room for meetings 1 day 9am to 4pm with 3 X 3 days tickets

*No AV and catering included*

*\*Larger Venue and Event Capacity (Up to 200 Guests) – Pricing Available Upon Request*

# AREAS SPONSORING



**\$10,000**

## SNACK BAR SPONSOR

Branded snack booth  
Your logo branded on a snack bar area with a free access for the attendees  
Promotion on FIRA USA materials

**\$5,000**

## COFFEE BAR SPONSOR

Branded coffee booth  
Your logo branded on a coffee bar area with a free access for the attendees  
Promotion on FIRA USA materials



**EXCLUSIVE**

**\$5,000**

## OFFICIAL SPONSOR OF A DEMO ZONE

Become the official sponsor of the demo zone where 15+ autonomous solutions will showcase in real condition during the 3 days.

> Your logo and name on the communication material on-line and on-site

\* Before event: website, newsletters, Socials, PR

\* During: Branding of the demos area with windflags, banners, program...

> Introductory pitch before each demos





# 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.  
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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  
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# 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): discount on the young start up package

**\$2,500/Start-up**

# SPONSORSHIP TIMELINE

January-August  
2025

## Partnership

Book your partnership level and start preparing your participation.

May-Oct. 2025

## Promotion

Benefit from FIRA USA promotion tools:  
PR, Socials - 28k+ followers, Emailings - 15k+ emails / contacts, website...

May-Sept. 2025

## Calls for...

...contents: Call for Papers on the Open Innovation Day, Call for Pitch on the Invest' Day, and Pitch prep.

July-Sept 2025

## Logistics

Get all the information to be ready for your exhibition:  
booth, venue....

Aug.-Sept 2025

## 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 17 September, 2025, your payment will be refunded, less 30% administration and communication fees
- from 18 September, 2025, you are liable for 100% of the package selected.

# MEET THE TEAM



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