

FIRA USA: THE AGTECH & ROBOTICS EVENT FOR GROWERS

YAKIMA
Washington State

**FREE FOR
GROWERS**

Oct. 20 to 22, 2026

EVENT PROPOSAL

 **Robot demos**

 **Smart matchmaking**

 **Growers insights**

 **Agtech exhibition**

 **Premium content**



**WASHINGTON STATE
UNIVERSITY**



FIRA USA 2026 - Pacific Northwest

October, 20th - 22nd
Yakima, Washington

New!

**EXPANDING TO A NEW HIGH POTENTIAL
TERRITORY, UNLOCKING NEW
OPPORTUNITIES**



**A NEW CHAPTER, BUILT ON REAL
MARKET INSIGHTS**

Scale: 2X more farmland than Calif.
⇒ 46M+ Acres VS 24M Acres

Diversity: Over 300 commodities

⇒ Leading the US in Tree fruits, Onions, Potatoes and Berries

Opportunity: A combined agricultural output exceeding \$31 Billion

⇒ Ripe for automation and irrigation efficiency

BEYOND ROBOTICS

Expanded focus on key PNW agTech topics

INNOVATION WITH PURPOSE

Showcasing technologies that deliver real impact on farms

PROVEN MODEL, NEW SCALE

Leveraging strong experience from California to expand across the U.S.

WHY YAKIMA, WA

A HIGH-IMPACT MARKET OPPORTUNITY FOR FIRA

(based on a market analysis conducted in 2025)



AUTONOMY ALLOWED

Clear rules allowing autonomy. Performance-based safety standard. Liability clarity.

⇒ Unlocking safe and scalable innovation



A MARKET READY FOR SOLUTIONS – NOW

High-value specialty crop powerhouse, where production is both labor-intensive and precision-driven.

⇒ This creates immediate, high-value use cases for automation technologies.



A PROVEN ENVIRONMENT TO DEMONSTRATE ROI

Large commercial farms. Advanced growers. Real operating conditions.

⇒ Showcase your technology's performance, scalability, and return on investment in the field.



A CONCENTRATED, QUALIFIED AUDIENCE

- Progressive growers ready to invest
- Strong cooperatives & producer organizations
- Research leaders: WSU, OSU, University of Idaho

⇒ Direct access to decision-makers actively seeking solutions.



EXPRESSED GROWER DEMAND

Growers want to see technologies in action, understand real use cases, and identify what they can adopt quickly.

⇒ Product market fit

FIRA USA 2026

WHY PARTNER WITH FIRA USA

1

TURN YOUR PRESENCE INTO REAL BUSINESS

- Access a pre-engaged community of growers and key commodity leaders
- Connect directly with decision-makers across the full value chain
- Identify concrete business and distribution opportunities

2

SHOW THE REAL VALUE OF YOUR TECHNOLOGY

- Live demonstrations
- Help growers project tangible use cases and ROI on their farms

3

WE CREATE THE RIGHT CONNECTIONS, NOT JUST TRAFFIC

- Qualified B2B meetings sessions scheduled
- Tailor-made formats: private sessions, breakfasts, off-site demos
- Every interaction designed to generate outcomes

4

AMPLIFY YOUR VISIBILITY AND MARKET POSITIONING

- Leverage FIRA's international credibility and media reach
- Dedicated support for your content and communication strategy
- Visibility before, during, and after the event

5

ACTIVATE YOUR ECOSYSTEM AND AMBASSADORS

- Bring your clients and beta users to showcase real-world results
- Share authentic feedback and success stories
- Strengthen your positioning through peer-to-peer influence

6

A PLATFORM BUILT FOR ROI

- High-quality, targeted audience focused on AgTech and autonomy
- Content driven by real market needs
- A structured environment designed to convert participation into measurable impact

**FIRA USA IS NOT JUST AN EVENT — IT'S A PLATFORM TO
GENERATE LEADS, PROVE YOUR VALUE, AND ACCELERATE YOUR
BUSINESS IN A READY-TO-ADOPT MARKET.**

SPONSORSHIP OFFERS

Ensure a smooth organization by confirming your participation before the final deadline of September 4.

BOOK
NOW

CLICK HERE
TO BOOK YOUR
PARTNERSHIP

\$20,000

\$10,000

\$5,800

\$3,400

GOLD

SILVER
With Demo

GROWTH

YOUNG
START UP*

EXHIBITION

10x10 booth all inclusive: furnitures,
electricity, 4 lunch boxes, staff badge + 10
invitations

Indoor or
outdoor,
both (if
demo)

Indoor or
outdoor,
both

Indoor

Indoor

DEMOS - New offer

Shared demo zone

V

V

V

Individual demo zone near by your booth

V

option: \$3,000
(only 5
available)

option: \$3,000
(only 5
available)

VIP Private demo event in your farm/facility or
private event on-site

option: \$5,000
(only 4
available)

New!

Individual demo zone

1

Get you dedicated spot next to
your booth for demos made for
you by you. With free set-up,
you will have a demo zone
adapted to your needs.

2

VIP Private demo event

Bring a tailored-made list of
attendees (growers, journalists,
investors...) to your farm/facility.
With private event at your farm,
show your robot into an exclusive
setting.

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

DEMO ZONES OVERVIEW



OUR FIRA USA DEMO AREA IS DESIGNED TO SHOWCASE TECHNOLOGY IN ACTION:

Orchards



100 trees planted in pots to simulate commercial orchard.

Vineyards



Replicated vineyard plots to demonstrate vine-specific equipment and robotics.

Open Navigation zone



Spacious areas allowing machines to navigate freely and demonstrate autonomous functions.

Shared or Individual Demo Zones:

Flexible layouts where multiple manufacturers can showcase simultaneously, or dedicated areas for private demonstrations.

THESE ZONES ENSURE THAT VISITORS EXPERIENCE TECHNOLOGY IN REALISTIC, FUNCTIONAL ENVIRONMENTS, WHILE ENABLING MEANINGFUL, HANDS-ON INTERACTION WITH EACH SOLUTION.

	CLICK HERE TO BOOK YOUR PARTNERSHIP		GOLD	SILVER With Demo	GROWTH	YOUNG START-UP
	TAILORED-MADE MATCHMAKING				New!	
GOFAR Matchmaking: a tailored service to identify your targets, connect you with the right partners, and maximize your ROI. Before, during and after event.		Advanced matchmaking	10–15 meetings	3–5 meetings	3–5 meetings	
EXPERTISE						
Your customer testimony on session (grower/dealer only)	New!	V	V	V		
Speaking slot on panel or dedicated pitch session		V				
Exclusivity: Access GOFAR’s Pacific Northwest market study: uncover opportunities and insights for automation and agtech.		V	V	V		V
GLOBAL VISIBILITY						
Company dedicated page online		V	V	V		V
Robot page in the robot directory, printed & online reserved for robot manufacturers		V	V	V		V
Logo on the official on-site signage		V	V	V		V
Banner ad on FIRA USA homepage website		V				
Ad page in the catalogue		V				
Focus & Ad banner on emailing campaign		V				
Your infomercial on agricultural-robotics.com		V				
Logo and presentation on the official catalog & logo on map		V				
MEDIA IMPACT						
Your Press Release in the on-site & online Press Room		v	v	v		v
Your booth as a "Press Tour" stage		v				

WHAT THEY SAID ABOUT FIRA USA

”

Solinftec

Brazil

“FIRA provided an incredible opportunity to connect with global agtech leaders, share our autonomous solutions, and explore valuable collaborations.”



”

Kingman Ag

United States

“It exceeded my expectations in many ways and it was more important from a marketing perspective than I anticipated.”



kingman ag

”

Autogenbot

India

“FIRA connects all the stakeholders and creates an ecosystem to push agriculture technology forward and helps us understand the needs of the market”



”

Burro

United States

“Only event where you can see all the cutting age autonomy in agriculture in one place.”



2025 Sponsors Feedback

- 94%** of the partners think of renewing the collaboration for 2026
- +97%** said FIRA USA gave the possibility to reinforce visibility in the sector at an international scale
- +88%** made qualified contacts during the event



[CLICK HERE](#)
[TO BOOK YOUR PARTNERSHIP](#)

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

- > 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)

\$2,500/co-exhibitor



ADDITIONAL SPONSORING OPTIONS

CONTENT OPPORTUNITIES

\$1,900

PITCH SESSION

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

SOLD OUT



\$5,000

OFFICIAL SPONSOR OF THE 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

\$2,500

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



CONTENT OPPORTUNITIES

\$1,300

INFOMERCIAL

Your story written by your own team, or by our journalist.

> Website - 70k total page views

Published on agricultural-robotics.com

> Newsletters - Monthly newsletter with your article:

* Sent to 20k+ contacts

* 26% opening rate & 3% clicks rate



Hexagon's precise positioning, perception and machine control solutions help OEMs accelerate product delivery

The global leader in autonomous technologies works with partners in the agtech space to decrease engineering time, streamline resources and get the next generation of innovative technologies to the market as soon as possible.

Sponsored - This publication contains sponsored content.

GOODIES BRANDING

EXCLUSIVE

\$15,000

BRANDING ON FIRA USA OFFICIAL GOODIES

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



\$8,500

LANYARDS BRANDING

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

SOLD OUT



HAPPENINGS SPONSORING



EXCLUSIVE

\$15,000

SPONSORSHIP OF THE VIP DINNER - 250 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.



1 LEFT

\$5,000

YOUR PRIVATE EVENT

Dedicated room available for you for private event (40 pers max)*: table and chairs, coffee, patries, 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

\$5,000*

**Price for 1 sponsor (5k for coffee/5k for snack)*

COFFEE & SNACK BAR SPONSOR

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

SOLD OUT



\$7,500

OFFICIAL SPONSOR OF ONE 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...

**BOOK
NOW**

CLICK HERE

TO BOOK YOUR PARTNERSHIP

SPONSORSHIP TIMELINE

April-August 2026



Partnership

Book your partnership level and start preparing your participation.

May-Oct. 2026



Promotion

Benefit from FIRA USA promotion tools:
PR, Socials - 30k+ followers, Emailings - 15k+ emails / contacts, website...

July-Sept 2026



Logistics

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

Aug.-Sept 2026



Demos prep

Coordination with the demo team to prepare your zone 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 10 September, 2026, your payment will be refunded, less 30% administration and communication fees
- from 10 September, 2026, you are liable for 100% of the package selected.





YOUR GATEWAY TO ACCELERATING YOUR BUSINESS

Since 2019, the French-based non-profit association GOFAR - Global Organization for Agricultural Robotics - accelerates the adoption of agri-tech by connecting farmers, innovators, and industry worldwide.

OUR MISSION

To foster the development of optimal agricultural robotics tailored to farmers' real-world challenges.

GOFAR DRIVES AGTECH & ROBOTICS ADOPTION

-  A tailored-made expertise
-  Bringing robotics to the field
-  Deep understanding of sector needs
-  Creating iconic AgTech destinations

GOFAR - A GLOBAL NETWORK

+30k

Total followers on Social Media

100+

*Robot Manufacturers
presented in our events in
total worldwide*

5

Top OEM alliance

50+

Ag Journalists at the event

MEET THE TEAM



Gwendoline Legrand
Co-director
Communication Manager
gwendoline@world-fira.com



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



Elisa Abreu
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