

FIRA USA 2026

- YAKIMA -

Meeting on August 27, 2026 at 9 am (PST)

DEMONSTRATIONS ORGANIZATION



AGENDA

- General information
- Demo area and layout
- Logistics and technical information
- FIRA USA 2026 agenda
- Communication

GENERAL INFORMATION

FIRA TEAM INTRODUCTION

GOFAR TEAM



Maialen Cazenave
Co-Director



Elisa Abreu
Communication Officer



Marie-Flore Doutreleau
AgRobotics Project Manager



Alexandre Nicastro
Logistic manager

SUPPORT



Lucie Cahierre
Program Manager,
UCANR/The Vine



Ben Palone
WGA Innovation

GENERAL INFORMATION



SMART
MATCHMAKING



GROWERS
INSIGHTS



ROBOT DEMOS



AGTECH
EXHIBITION



FREE FOR GROWERS &
FARMWORKERS

OCTOBER 20-22, 2026
YAKIMA, WASHINGTON STATE

WHERE ROBOTICS & AGTECH
MEET GROWERS' NEEDS
THE TAILORED TRAVELING EVENT

CO-ORGANIZED BY



Yakima County
Development Association



WITH THE SUPPORT OF



WASHINGTON STATE
UNIVERSITY



STATE FAIR PARK YAKIMA

Address: 1301 S Fair Ave, Yakima, WA 98901 - Gate 15



DEMO SPONSORS



Premium Positioning

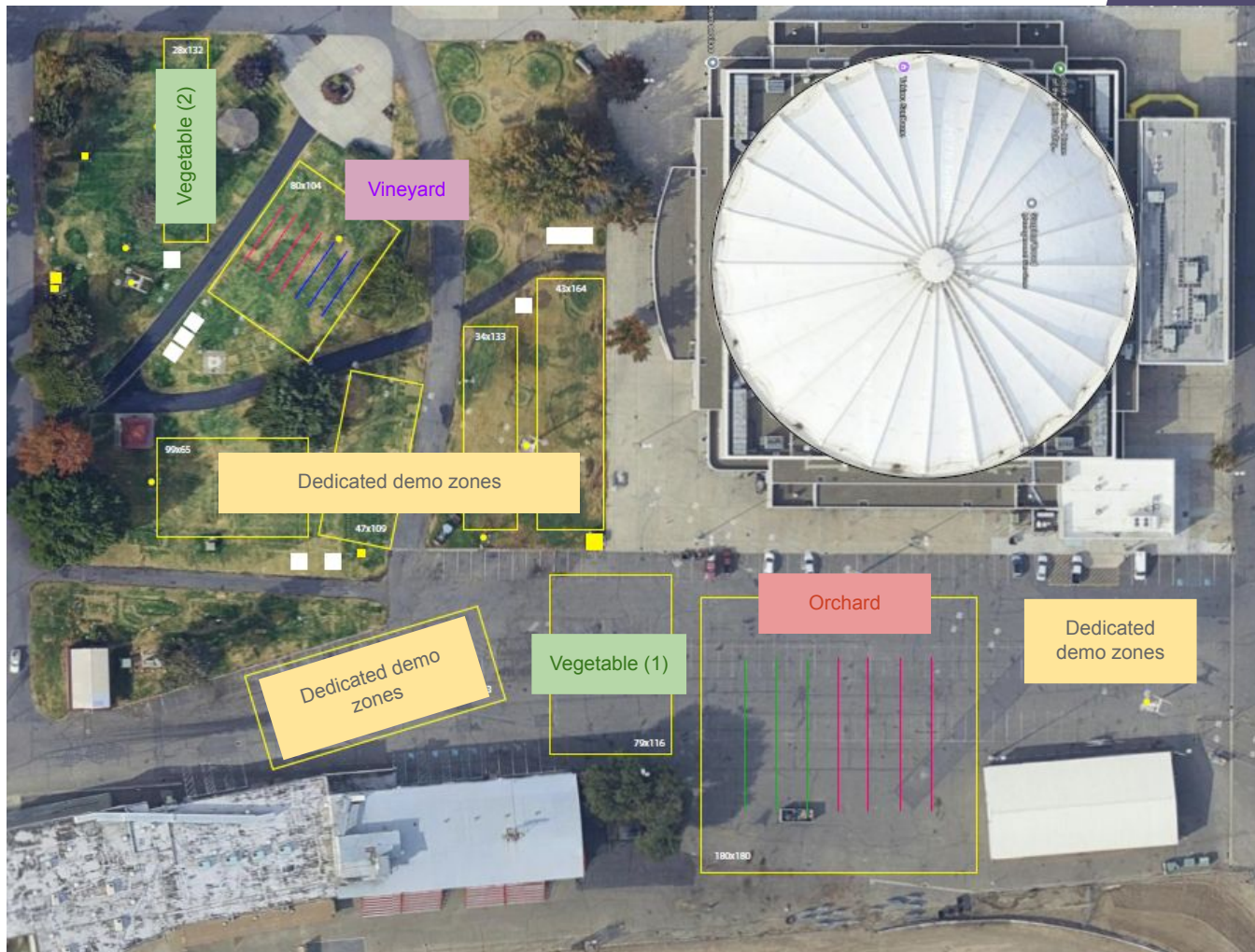
Premium Positioning will provide free RTK and PPP correction subscriptions to all exhibitors for the duration of the event

⇒ Contact Marie-Flore Doutreleau via email to request RTK subscription services for the event if needed.

TECHNICAL SUPPORT



DEMO AREA AND LAYOUT



GLOBAL LAYOUT



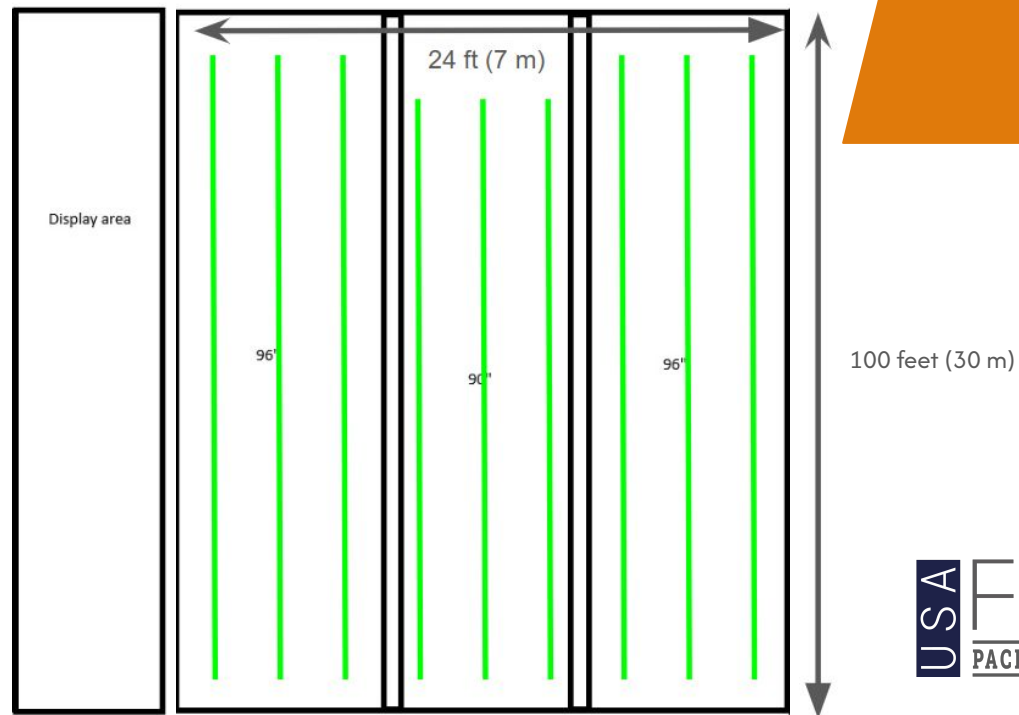
DEDICATED DEMO ZONES

USA FIRA
PACIFIC NW 2026

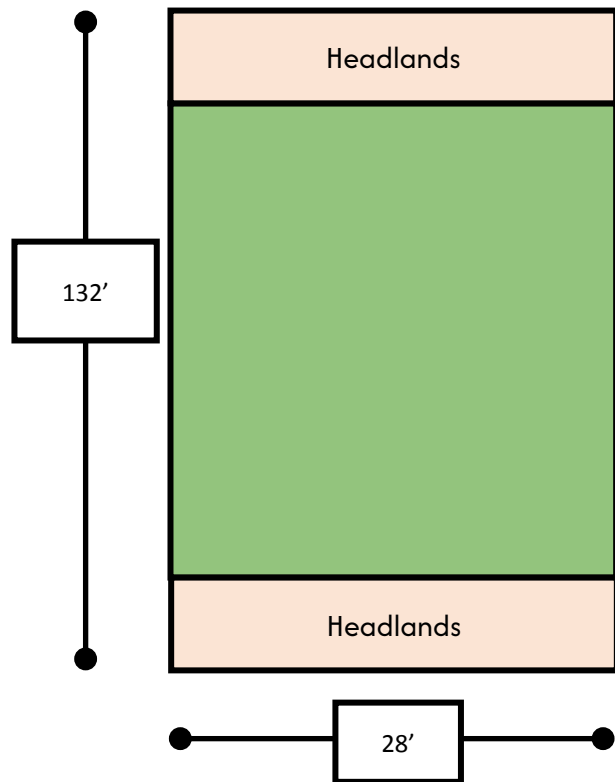
VEGETABLES (1) - DEMONSTRATION AREA

Cultivated area

Onions



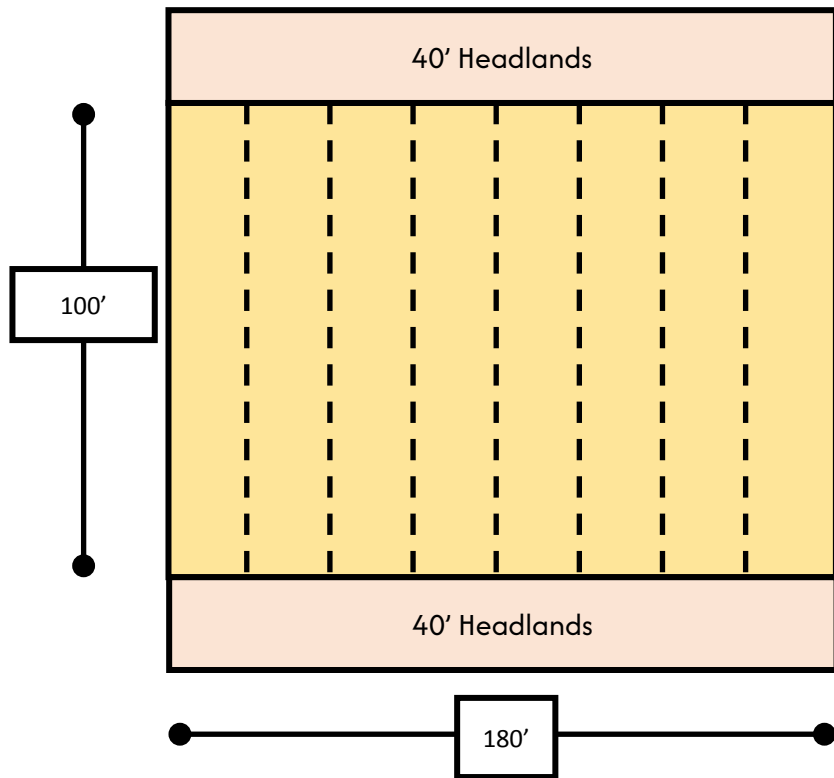
VEGETABLES (2) - DEMONSTRATION AREA



Open demo area, grassed

No-ground-disturbance demonstration area

ORCHARD - DEMONSTRATION AREA



7 rows

10 trees / row

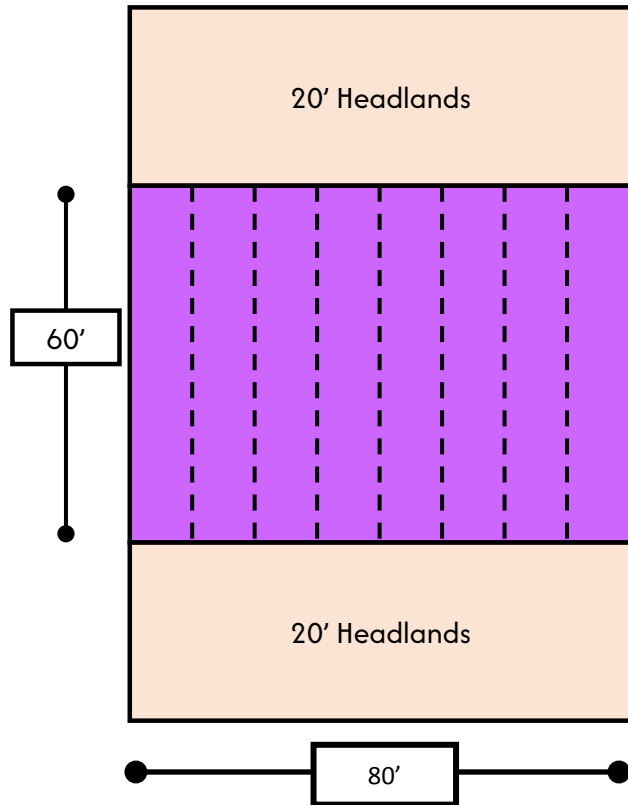
Spacing between 2 rows : 20 ft

Spacing between 2 posts : 10 ft

Potted trees' specifications:

- > Height: 6–7 feet
- > Container size: 25 gallons
- > Trunk diameter: $\frac{3}{4}$ inch
- > Plastic pot approximately 2 feet wide

VINEYARD - DEMONSTRATION AREA



7 rows

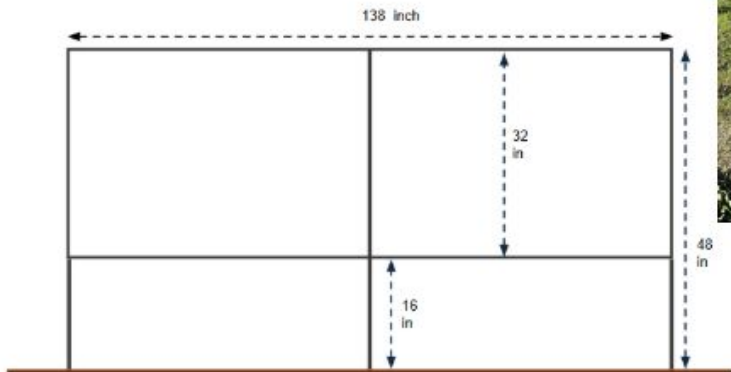
Spacing between 2 rows : 10 ft

Spacing between 2 posts : 3 ft

VINEYARD - DEMONSTRATION AREA

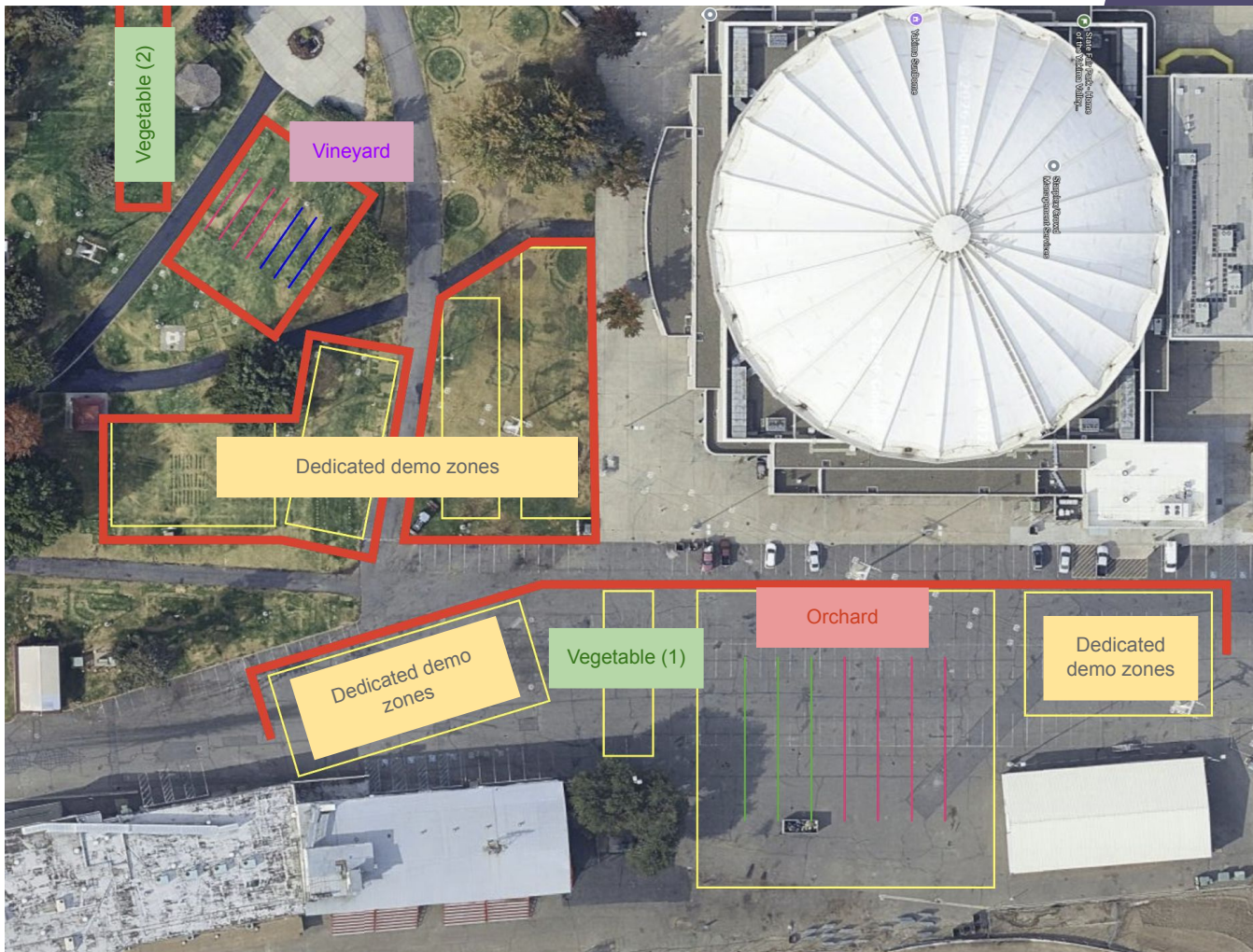
- Vineyard

Metal frame



■ Metal barre 1 x 1 inch



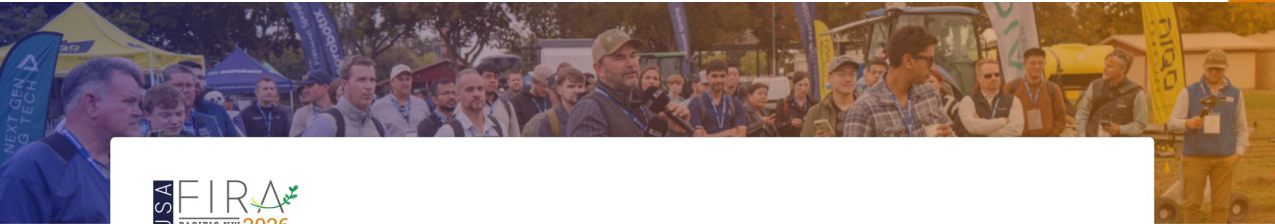


SAFETY

LOGISTICS AND TECHNICAL INFOS

DEMO INFORMATION FORM

DEMO FORM TO FILL BEFORE SEPTEMBER 18th





FIRA USA Demos: Share your technical requirements

Let's start working on your demo zone! Please fill in this form, it will help to collect your first technical info. Then, our demo manager will contact you to see more in detail how to welcome your machine in the good conditions.

Share your technical requirement before: August 24th

COMPANY INFORMATION

Company Name *

Contact Name for the demos preparation * Email * Phone Number *

MACHINE GENERAL INFO

MOVE IN / MOVE OUT

Move in

All truck/trailer/vehicle can access to the demo zone on:

- Friday, 16th from 8 am to 5 pm
- Sunday, 18th from 8 am to 5 pm
- Monday, 20th 8 am to 5 pm

Orchard and Vineyard demo zones will be constructed and ready to trial and map on the 16th at 12 pm at the latest.

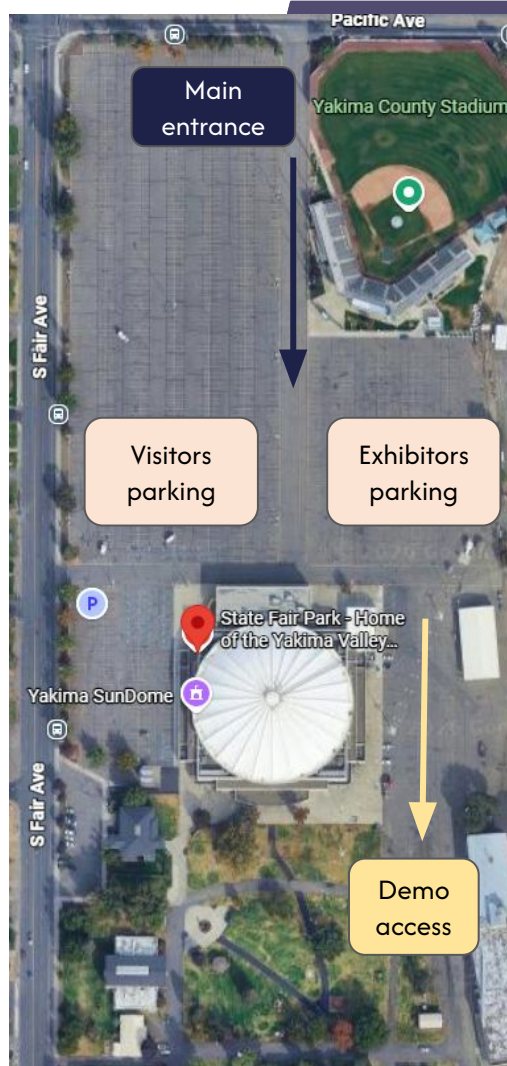
Move-out

All trucks, tooling and supporting need to be removed by Thursday, 22th. If this is not possible, please let us know.

EXHIBITORS PARKING

Truck and Trailer Parking

All trucks and trailers must be parked in a designated area.



BOOTH SETUP

One booth per company in the outdoor next to your demo area

To simplify operations and avoid having teams split between indoor and outdoor locations.

Standard setup provided by the organizers: 10x10' tent + table and 2 chairs + electricity

Optional:

- additional display space: If you need to showcase an additional machine in a static setup, your booth can be doubled, with part of the setup located indoors.

Young Startup package: Booth located indoors, with the possibility of placing flags or banners in front of the outdoor demo area.

⇒ Next steps: The final indoor/outdoor layout, booth numbers and locations will be shared in the exhibitor area in the coming days.

EVENT LOGISTICS & ACCESS GUIDELINES

Equipment

A telescopic handler will be available if needed for unloading robots and other handling operations.

Forklifts are not allowed to be used or operated by anyone except the designated forklift operators.

Security

The area will be guarded at night by a security guard.

All the area is closed.

Registration and Access badge

Mandatory registration on FIRA USA Platform > Registration link on your exhibitor area

Print your badge before event

When you arrive, join directly the welcome desk for check in



CONTACTS

⇒ Marie-Flore DOUTRELEAU (Demo organization)

+33 (0)7 59 56 10 03

marie-flore@world-fira.com

⇒ Alexandre NICASTRO (Logistics)

+33 (0) 6 66 33 09 01

alexandre@world-fira.com

⇒ Lucie Cahierre (on site)

+1 310 779 4025

lcahierre@ucanr.edu

AGENDA

AGENDA - DEMOS & GROWERS FOCUS

DAILY OPENING HOURS: 9:00 AM - 4:00 PM

TUESDAY

11 am - 12 pm

Robots Parade

12 - 1:30 pm

AgriTech Meetup*

12 - 4:30 pm

Robots in demo

4:30 - 6 pm

Afterwork

Farmers spotlight in the afternoon

WEDNESDAY

8 am - 9:30 am

Matchmaking*

10 am - 4:30 pm

Robots in demo

4:30 - 6 pm

Afterwork

Farmers spotlight throughout the day

THURSDAY

CAMPUS DAY

SMART FARMS ORCHARD

10:15 am - 11:15 am

Robots Parade

10 am - 2 pm

Robots in demo

2 pm - 5 pm

Smart Farms Tours

Farmers spotlight in the morning (orchard focus)

**CTO / R&D team and customer users only*

USA FIRA
PACIFIC NW 2026

ROBOT PARADE

A dynamic live showcase where each robot takes the stage

2–3-minute presentation

⇒ gives visitors a clear overview of the robots featured throughout the event, helping them quickly understand what each machine does, where it can be used and what its key technical features are.

The Robots Parade will be hosted by GOFAR

DEMONSTRATIONS ACROSS CROPS

Demos throughout the day

Feel free to run demo during the day.

Use this opportunity to operate your robot and present it to farmers

⇒ You will be sharing the demo space. Please discuss and coordinate with the other manufacturers

Commented demos

Scheduled on the official Event Agenda.

A moderator will bring visitors to the demo area. You will have the opportunity to introduce yourself, your company, and your robot, then carry out the demo.

⇒ Duration : 10 min / robot

SMART FARMS TOURS

When

On Thursday, October 22, in the afternoon

Where

In the WSU's Smart Orchard and vineyard testbeds

What

- **Field tour visits with live demonstrations**
- Technology in action: precision irrigation, soil and tree-sap flow sensors, weather-guided scheduling; crop load and yield mapping and management technologies, orchard autonomy, featuring autonomous tractors, precision spray retrofits, and robotic harvesters.

⇒ Are you interested in participating and showcasing your machine?

Contact: maialen@world-fira.com

HIGHLIGHT YOUR CUSTOMER USERS

Several occasions, during:

- AgriTech Meetup
- Farmers spotlight: use cases

Your client is the best spokesperson for your brand!
Who better to talk about your robot?

Identify your solutions and end-users ⇒ [FIRA USA Yakima 2026 Robots in demo](#)



COMMUNICATION

Communication

Fill out the communication forms
before September 1st

Form 1 - Communication form for the web

 Form 2 - Robot page form **MANDATORY**

Form 2: If you have multiple robots, fill one form per robot

Promote your participation

Use our Communication kit

images, texts, growers invitations...

Tips: tag us on your posts, use the #FIRAUSA26, on Instagram ask @gofar_fira for a collab!

STEP 1



TRL: 10- Market introduction - Full commercial operation

Number of units in service: 300+ in 2025

Price: \$301K to \$400K

Business model: Distributor network

Robot's primary need: Ultra-High Precision Sprayer

Main functionality:

ARA is one of the most precise field sprayers available, offering plant-by-plant spraying. With a working width of 20 feet and a driving speed of up to 4.7 mph, ARA can cover 10 acres per hour. ARA offers 2.4" * 2.4" of precision, targeting only the specific area that needs spraying while leaving the surrounding areas untouched. Nozzle action close to the ground and protective covers minimizes spraying drift by 95%.

Next development phase:

Expanding AI algorithms for broader crop compatibility.

Power: Hydraulic power unit from PTO

Equivalent horsepower: Max 4.7 mph

Size: Working Dims: 5.5 ft * 21.7 ft * 4.3 ft

Net weight: Spray module 2645 lbs, tank 992 lbs empty.

Productivity: With a working width of 20 feet and a driving speed of up to 4.7 mph, ARA can cover 10 acres per hour, day or night.

Embedded technologies:

ARA uses high-speed HR cameras, and advanced AI-driven supercomputers to detect and spray weeds with a 2.4 * 2.4-inch target size.

Tools: Tractor, Tablet (provided), Data/Wi-Fi

Connections: 540 PTO, Hydraulic min 1450 PSI



CONTACTS

⇒ Elisa ABREU

elisa@world-fira.com