

WORLD **FIRA**  
FEB. 6 - 8 2024

## THE GLOBAL EVENT FOR AGRICULTURAL ROBOTS IN ACTION

#WFIRA24



**IN-FIELD  
DEMOS**



**EXPO ZONE**



**CONFERENCES**



**RESEARCH  
& EDUCATION**



**NETWORKING**



**FEBRUARY 6 - 8  
TOULOUSE | FRANCE**

**AGROBIOPOLE, AUZEVILLE-TOLOSANE**

**GLOBAL OFFERS**

**GOFAR**  
Global Organisation for Agriculture Robotics

**CUMA**  
OCCITANIE  
LA PUISSANCE DU GROUPE

**Cité  
Sciences  
Vertes**

**TOULOUSE  
INP Ensai**  
L'AgroToulouse

**ENSFEA**  
Ecole Nationale Supérieure de  
Formation de l'Enseignement Agricole

**La Région  
Occitanie**  
Pyrénées - Méditerranée

**Si@val**  
Communauté  
d'agglomération  
du Sud-Est  
Toulousain

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# GENERAL OVERVIEW

WORLD FIRA   
FEB. 6 - 8 2024

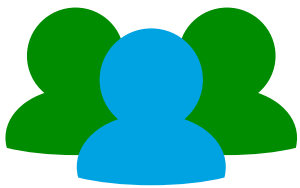
# WORLD FIRA AT A GLANCE

**FEBRUARY 6 TO 8, 2024**  
**AGROBIOPOLE - TOULOUSE, FRANCE**

**EXHIBITION - DEMOS - PANELS - NETWORKING - ENTERTAINMENT**

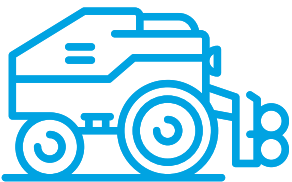
## THE GLOBAL EVENT FOR AGRICULTURAL ROBOTS IN ACTION

The outdoor event for farming autonomous solutions is back for its 8th edition! In-field robot demos, showcase of the latest innovations in Ag Robotics, conferences on the state-of-the-art of the industry, networking with leaders... The World FIRA has it all!



**2,500**  
Attendees

Farmers, robot manufacturers, OEMs, dealers, technology suppliers, scientists, media, investors... The most qualified contacts.



**35+**  
Autonomous  
Solutions

In-field demos in real conditions for field crops, specialty crops, vegetables, vineyards, orchards...



**60+**  
Countries Represented

Meet experts from all over the world, Europe, America, Oceania, Asia and Africa...



**70+**  
Exhibitors

Business is key at World FIRA: dozens of exhibitors will showcase their latest innovations for autonomous farming.





# WORLD FIRA 2023 FEEDBACKS

## What they say about World FIRA

“I had a great time! Intellectual: scientific talks and exchanges with Ag Robotics enthusiasts. Personal: worldwide Ag Robotics enthusiasts. Business: potential high-end partners, and customers,...”

### 2023 Attendees Feedbacks

**90%** of the attendees plan to attend World FIRA 2024

**80%** of the attendees joined World FIRA 2023 to attend the demos of autonomous solutions

### 2023 Sponsors Feedbacks

**81%** of the partners want to renew the collaboration for 2024

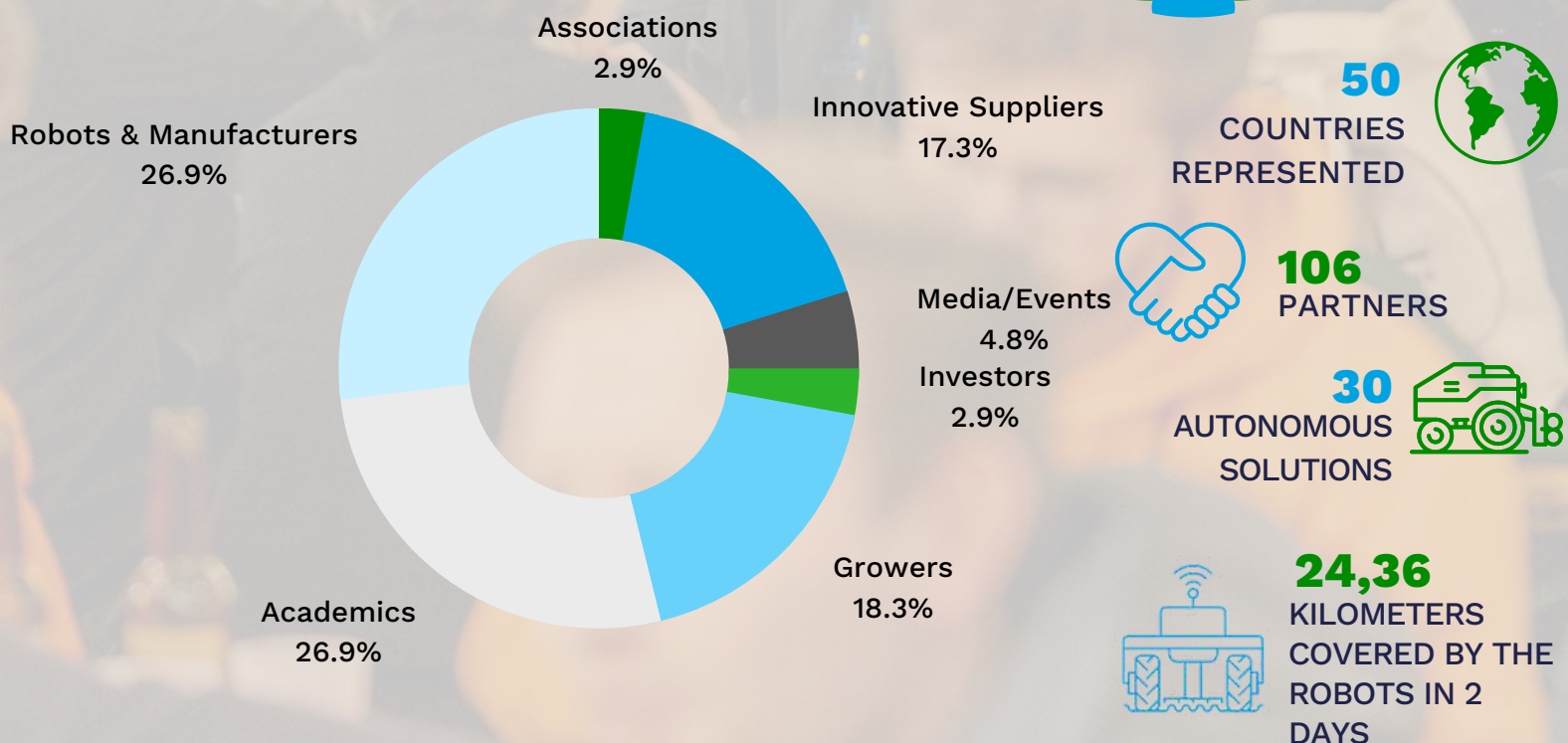
**+70%** said World FIRA gave the possibility to reinforce visibility in the sector at an international scale

“THE best Ag Robotics field demos event in the world”

## World FIRA 2023 was...

ALL THE AGTECH INDUSTRY GATHERED

A UNIQUE EDITION WITH:



# WORLD FIRA IN THE MEDIA

**WORLD FIRA 2023 WAS A SUCCESS, JOURNALISTS  
WORLDWIDE WERE PRESENT:**



**59**

Journalists during  
the 3 days

**30** *Were expected*



Coming from  
**12** countries



**34**

French  
Media  
represented



**90+**

Articles on the press in total: press  
articles, TV & Radio interviews...





# WORLD FIRA PRESENTATION

WORLD FIRA  
FEB. 6 - 8 2024

# GENERAL AGENDA

FEBRUARY 6 TO 8, 2024  
From 8:00 am - 7:30 pm

Agrobiopole | Auzeville-Tolosane  
Near to Toulouse, France

## TUESDAY, FEBRUARY 6TH

5th Scientific Workshop Sessions -  
Panels, Keynotes & Posters  
Exhibition Zone opening  
Inauguration  
Start-Up Award Pitch Session  
VIP Night

8:30 am - 6:00 pm  
1:00 pm - 6:00 pm  
1:30 pm - 2:00 pm  
2:00 pm - 3:30 pm  
6:30 pm - 9:30 pm

## WEDNESDAY, FEBRUARY 7TH

Exhibition Zone opening  
In-Field Demos  
Panel Discussions  
“Guinguette” Evening

8:30 am - 6:00 pm  
10:00 am - 6:00 pm  
9:00 am & 2:00 pm  
6:30 pm - 8:30 pm

## THURSDAY, FEBRUARY 8TH

Exhibition Zone opening  
In-Field Demos  
Panel Discussions

8:30 am - 4:00 pm  
10:00 am - 4:00 pm  
9:00 am - 10:00 am



# WORLD FIRA: THE BEST CONTENT, FEET IN THE FIELDS



## ROBOT DEMOS

The unique event with in-field demos on cultivated crops commented in live. Field crops, vineyards, orchards, market gardening... From the POC to commercialized robots, World FIRA shows all steps of development.

## EXHIBITION

The latest innovations showcase during 3 days, robot manufacturers, technology suppliers, associations, syndicates, universities, investors, media... All the future of Ag in the same place!



## PANEL DISCUSSIONS, PITCHES & KEYNOTES

Learn about the latest advances, debate with experts about industry issues and challenges. 3 dedicated days to the cutting-edge innovations with the Scientific Workshop, Pitches & Panel Discussions.

## SCIENTIFIC WORKSHOP

A dedicated day to the R&D projects in Ag Robotics, listen to research projects, panels, keynotes and discover all the latest research projects in AgTech with the posters sessions.



## INVEST'DAY

World FIRA 2023 is the meeting point for start-ups, investors, VC's, Business Angels...

Start-Up of the year, a personalized agenda, networking, the FIRA Invest'Day is not to miss.



# WORLD FIRA 2024, A UNIQUE EXPERIENCE

FIRA USA 2024 adapts to the new outdoor format and propose an improved experience to both attendees and exhibitors.

The next edition will have a new sustainable approach embedded in the organization.

## A UNIQUE CONTENT

> Farming autonomous solutions from the research projects to commercialized autonomous machines.

> Demo zone operated by FR Cuma Occitanie and the agricultural high school of Auzeville, with a quality content: variety of crops cultivated, many applications demonstrated, thematic demos with different levels of maturity of the machines...

## GREAT COMFORT

### A NEW CONFIGURATION

Optimization of space around exhibition area, optimization of reception, exhibition... (heating, free coffee, dedicated Wi-Fi area...).

With only the first day at the amphitheater, the World FIRA 2024 centralize the zones around the exhibition area with a shuttle bus for better visitor flow management.

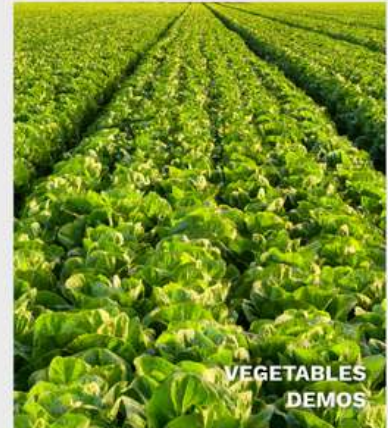




# WORLD FIRA EXHIBITION AND DEMO ZONE - GLOBAL LAYOUT

DISCOVER THE EXHIBITION AND DEMO AREAS, A NEW FIRA EXPERIENCE WITH DEDICATED AREAS

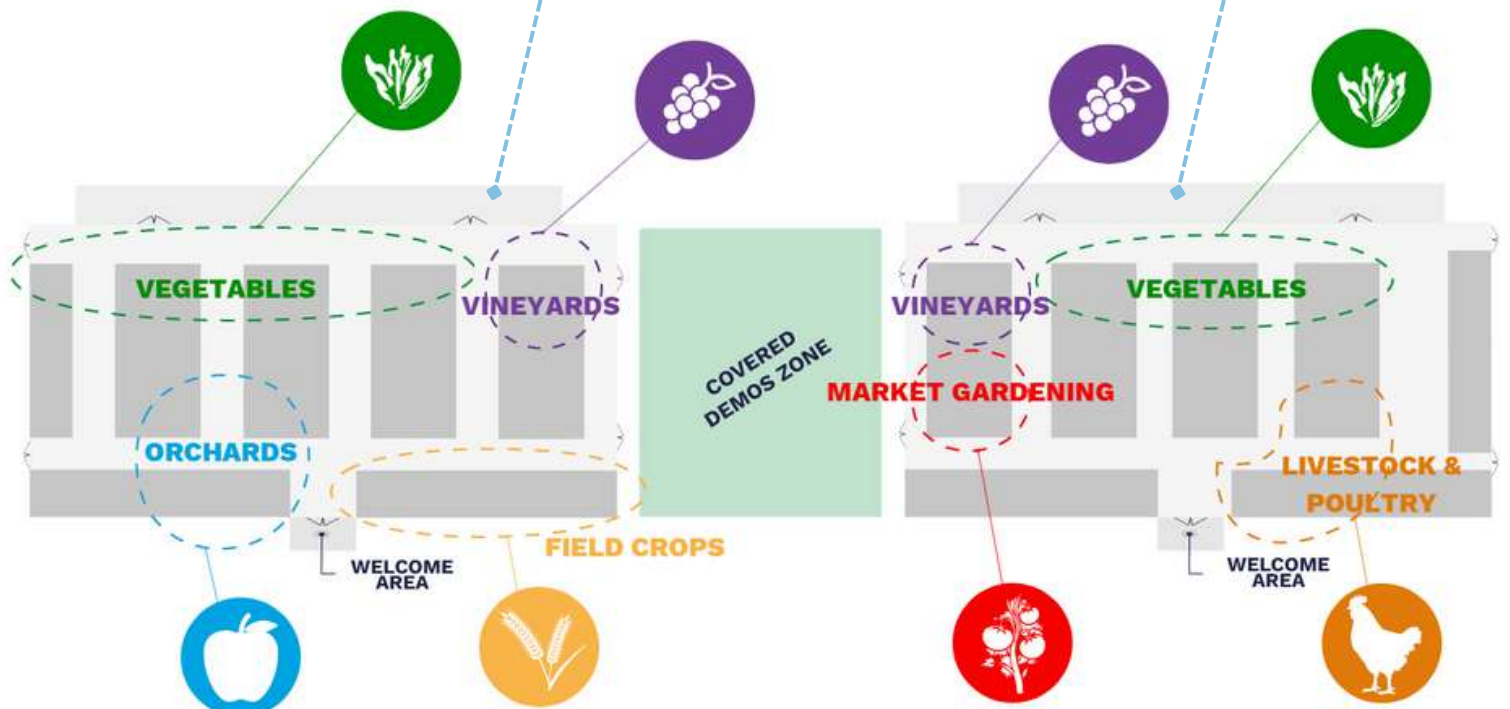
## OUTDOOR DEMO ZONES 1



## OUTDOOR DEMO ZONE 2



## EXHIBITION CLOSE-UP





1,5 hectare  
of demos

## 5 IN-FIELD DEMO ZONES

**FOR ROBOTS USED FOR WEED CONTROL, FERTILIZER,  
HARVESTING, PICKING, SEEDING,...**



**Row of duplicates  
Vineyards**



**Real Market Gardening  
& Vegetable crops:**  
*onion, radish, field bean*



**3,000 sq. m. Orchards**  
*Apple trees in winter  
condition*



**Cultivated Field crops:**  
*rye*



**NEW - Open Zone Livestock & Poultry**



**THE DEMOS ARE  
OPERATED BY**





22

TiMOTION  
EUROPE

Systems

# PARTNERSHIP & SPONSORSHIP OFFERS

WORLD FIRA  
FEB. 6 - 8 2024

# AMBASSADOR OFFERS - CROSS PROMOTION

Below is our ambassador's offer we could agree on.

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

## COMMUNICATION

Your company profile on our official catalogue

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

Access to the event  
Accommodation (on request)

1 free access

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

v

**CHECK OUT OUR EDUC'TOUR OFFER FOR YOUR DELEGATION!**

[\*\*CLICK HERE\*\*](#)

*They were present in 2023*





# MEDIA OFFERS - CROSS PROMOTION

Below is our media offer we could agree on.

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

PROMOTION OF YOUR MEDIA TO THE WORLD FIRA COMMUNITY	PROMOTION OF THE WORLD FIRA ON YOUR MEDIA
Your company profile on our official catalogue	Editorial Coverage before and after the event
1 banner Newsletter (20,000 contacts)	Banner ads, on your website, newsletter...
Posts on our social medias (21 000+ followers)	Posts on your social medias
Your logo on the signage onsite	Agenda / Calendar Event Pages
Free access, accommodation and catering for 1 person	Print ads (if hard materiels)
Your logo, presentation and link on our online directory	Any other suggestions?
Printed Material on welcome desk - special offer, magazines...	
Depending on the level of partnership, a booth can be provided	

# EVENT OFFERS - CROSS PROMOTION

Below is our events offer we could agree on.

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

PROMOTION OF YOUR EVENT TO THE WORLD FIRA COMMUNITY	PROMOTION OF THE WORLD FIRA ON YOUR EVENT
Your company profile on our official catalogue	Banner ads, on your website, newsletter...
1 banner Newsletter (20,000 contacts)	Posts on your social medias
Posts on our social medias (21 000+ followers)	Agenda/Calendar Event Pages
Your logo on the signage onsite	Printed material on your event
Free access and catering for 1 person	Any other suggestions?
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	



# EXHIBITION AND SPONSORSHIP OFFERS

## Partner Requirements

> To account for your technical demonstration needs and requirements, book your partnership before [December 1st, 2023](#)

> To include your communication info and logo on the World FIRA official materials, book your partnership before [January 1st, 2024](#)

(Those two dates are final cut-offs)

All the prices are excl. VAT

[CLICK HERE  
TO BOOK YOUR  
PARTNERSHIP](#)

€2,900

€5,900

€8,900

€14,900

YOUNG  
START-UP\*

SILVER

GOLD  
8 max.

PREMIUM  
5 max.

## EXHIBITION & DEMO

EXPO: 9m2 Booth with furniture and electricity (outdoor exhibition area under a heated tent)

V

V

V

V

DEMO: Prepared plot of land for demonstrations or Outdoor Robot Showroom area

V

V

V

V

Booth representatives badges with a 3-day access all-inclusive (breakfast, coffee & lunch) + extra team badges with NO lunch on demand

3 max.

3 max.

3 max.

3 max.

Free invitations at the event

5

5

10

Invitations to the VIP cocktail - Feb. 6th

1

2

2

5

## EXPERTISE

Pitch Session

V

\* *Young Start-ups: Private or public organization, Less than 10 employees or members, Less than 3 years of existence*

YOUNG  
START-UP

SILVER

GOLD

PREMIUM

## PROMOTION &amp; MARKETING

On the Exhibitor Directory of the WORLD  
FIRA website & catalog

v

v

v

v

Your logo will appear on the official on-site  
printed material

v

v

v

v

Your press release available to journalists in  
the FIRA press corner

v

v

v

v

Your Press Release in the Press Kit

v

v

Your booth as a Press Tour “stage”

v

v

Partner logo and focus on an emailing  
campaign (20,000+ qualified contacts)

v

v

Ad banner on an emailing campaign

Option  
€600Option  
€600

1

1

Banner ad on WORLD FIRA homepage  
website

v

Ad in the official WORLD FIRA catalog

v

Your brochure on the resource desk - 1,000  
ex.

v

Your infomercial interview on  
www.agricultural-robotics.comOption  
€1,200Option  
€1,200Option  
€1,200

v

1-min video Interview + promotion of your  
videoOption  
€1,600Option  
€1,600Option  
€1,600

v

Networking Service: Dedicated personalized  
meetings with key leaders

v



# EXTRA SPONSORING OPTIONS

## Partner Requirements

In addition or instead of exhibiting, take advantage of WORLD FIRA by having a high level of visibility!

World FIRA promotion services are good ways to improve your participation, make the difference and position your company within the industry at the international scale.

### - 1 - Extra sponsoring and branding opportunities

<b>Sponsorship of the VIP cocktail on February 6th</b>	Get: High Visibility and promotion – 10 additional Invitations (1-day pass) – Open Speech	<b>EXCLUSIVITY</b> <b>€6,000</b>
<b>Sponsorship of the “Guinguette” Evening - February 7th</b>	Get: High Visibility and promotion – 10 additional Invitations (1 day pass) – Open Speech	<b>EXCLUSIVITY</b> <b>€6,000</b>
<b>Sponsoring of the Demo Zone</b>	Your logo on the communication tools online and on-site with 3 banners max.	<b>2 MAX.</b> <b>€5,000</b>
<b>Sponsorship on World FIRA official welcome tote bags (2,500 ex.)</b>	Add your logo to the official World FIRA tote bags (one side logo World FIRA 2024, one side your logo)	<b>EXCLUSIVITY</b> <b>€6,000</b>
<b>World FIRA lanyards</b>	Your logo on the World FIRA lanyards, 2,500 ex.	<b>EXCLUSIVITY</b> <b>€6,000</b>
<b>Breakfast Sponsorship</b>	On Feb. 7th or 8th from 8 am to 9 am Get: High Visibility and promotion – 5 additional Invitations (1-day pass) – Open Speech	<b>EXCLUSIVITY</b> <b>€4,500</b>
<b>Logo on the exhibition map</b>	Your logo on the exhibition floor map: catalogue and on site signage	<b>€800</b>
<b>Logo on the pocket agenda</b>	Your logo on the official pocket agenda/printed	<b>€600</b>



## - 2 - Extra business and networking opportunities



### Private Room

**€5,000**

Dedicated room available for you for intimate key meetings:

- > Table and chairs + coffee, water and pastry for 10 persons
- > "Matchmaking Service" to organize your key meetings

**Include:**

- > Logo and presentation on the official directory online & print catalog
- > 3 Access badges all-inclusive for your staff
- > 5 free invitations (1 day pass) for your guest

## - 3 - Extra communication services

### Video Interview

1'30" video: interview of your company representative  
(+ including rush of your robots or techno)  
Broadcasted on FIRA USA YouTube Channel and socials.  
You will get your MP4 file.

**€1,600**

### Ad banner emailing

Your ad banner on an emailing campaign (20,000+ contacts)  
Size: 1600 x 400 px in PNG, JPG or GIF + link

**€600**

### Infomercial

Your story written by your own team, or by our journalist.  
Published on agricultural-robotics.com and once on our monthly newsletter.

**€1,200**

## - 4 - Extra content opportunities

**€1,500**

### Pitch Session

Your dedicated 20 minutes time slot, promoted on the general agenda.

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





# EDUC'TOUR

The Educ'Tour is a unique program with a logistic support and a customized agenda.

This offer is for associations, syndicates, Chambers of Agriculture... All the organizations working in the field of agricultural support and advice.



## WHY SHOULD YOU DO YOUR FIRA EDUC'TOUR?

1

Contribute to the training and knowledge transfer of agricultural robotics to your elected representatives, collaborators and advisors.

2

Foster your networking, make qualified contacts, fill your contact database, be part of the agricultural robotics community.

## WHAT'S INCLUDED?

### LOGISTIC SUPPORT - EDUC'TOUR PROGRAM

(min. 10 persons)

Panorama of Agricultural Robotics

Includes:

- > 1-day pass -20% discount
- > Accommodation and hotel/WFIRA shuttle
- > Catering

## CUSTOMIZED PROGRAM

We're customizing a program designed to meet your delegation's expectations:

- > Field demos,
- > A panorama of the agricultural robotics industry and its controversies,
- > Round-table discussions
- > Exchange times with manufacturers.

## HOW MUCH?

**€299 incl. tax**

*per day and per person with accommodation*

**€185 incl. tax**

*per day and per person without accommodation*

# PAVILION OFFER

This offer includes 1 Premium & 6 young Start-Up partnerships minimum

Benefit from 36 m<sup>2</sup> 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)

+ [PREMIUM Partnership](#) communication services for the Pavilion coordinator.

## FOR EACH EXHIBITOR: “YOUNG START UP” LEVEL

- > Exhibition corner + furniture + electricity + team badges + food and beverage (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) **€14,900 (excl. VAT)**

Budget by co-exhibitors (minimum 6): 50% discount on the young start up package **€1,450/Start-up (excl. VAT)**





# SPONSORSHIP TIMELINE



*June-December 2023*

## Partnership

Book your partnership level and start preparing your participation.

*September 2023  
February 2024*

## Promotion

From the Press Conference to the promotion to our communities on the socials and mailings (20,000 contacts in total), benefit from FIRA USA promotion tools.

*October-December 2023*

## Calls for...

...contents: Call for Papers on the Tech & Education Day, Call for Pitch on the Invest' Day and Pitch prep.

*November 2023  
January 2024*

## Logistics

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

*September-December 2023*

## Demos prep

Coordination with the demo team to prepare your fields and specs.



# TERMS & CONDITIONS

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

## Booking and Payment

All displayed prices are in Euros.  
As GOFAR, the organizer is a French non-profit association, the partnership will be quoted and invoiced in Euros.

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 6 January 2024, your payment will be refunded, less 30% administration and communication fees
- from January 6th, 2024, you are liable for 100% of the package selected.



# MEET THE TEAM



**Gwendoline Legrand**  
Co-director  
Communication Manager  
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**Maialen Cazenave**  
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## Contact

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