

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

**PARTNERSHIP OFFERS**

GOFAR  
Global Organisation For Agriculture Robotics

CUMAO  
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 FIR AT A GLANCE

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

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

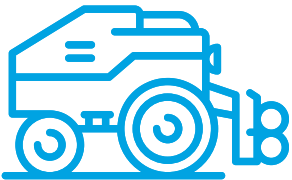
## THE GLOBAL EVENT FOR AGRICULTURAL ROBOTS IN ACTION

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

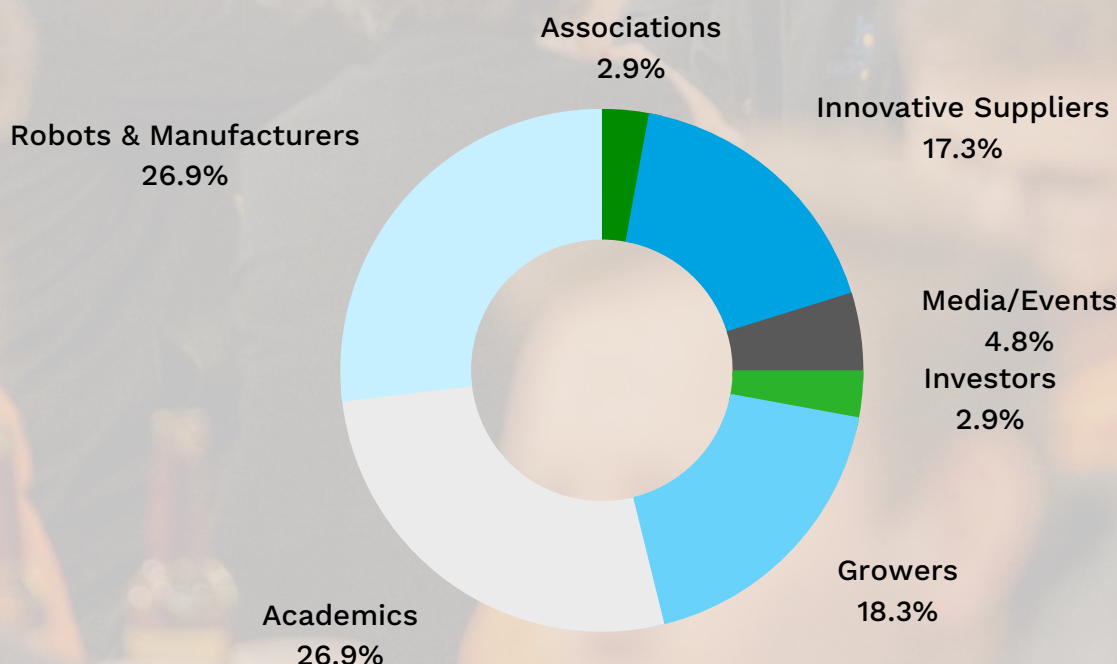
**+70%** said World FIRA gave the possibility to reinforce visibility in the sector at an international scale

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

## World FIRA 2023 was...

ALL THE AGTECH INDUSTRY GATHERED

A UNIQUE EDITION WITH:



 **2,000**  
ATTENDEES

**50**  
COUNTRIES  
REPRESENTED 

 **106**  
PARTNERS

**30**  
AUTONOMOUS  
SOLUTIONS 

 **24,36**  
KILOMETERS  
COVERED BY THE  
ROBOTS IN 2  
DAYS

# 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.





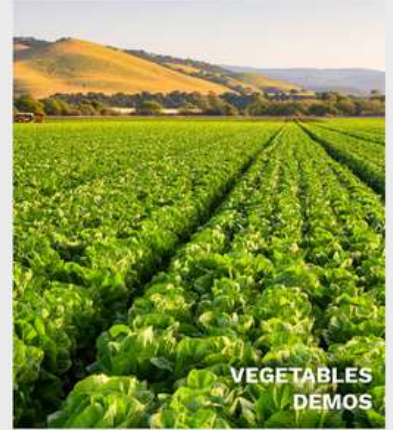
# WORLD FIRA EXHIBITION AND DEMO ZONE - GLOBAL LAYOUT

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

OUTDOOR DEMO ZONES 1



OUTDOOR DEMO ZONE 2

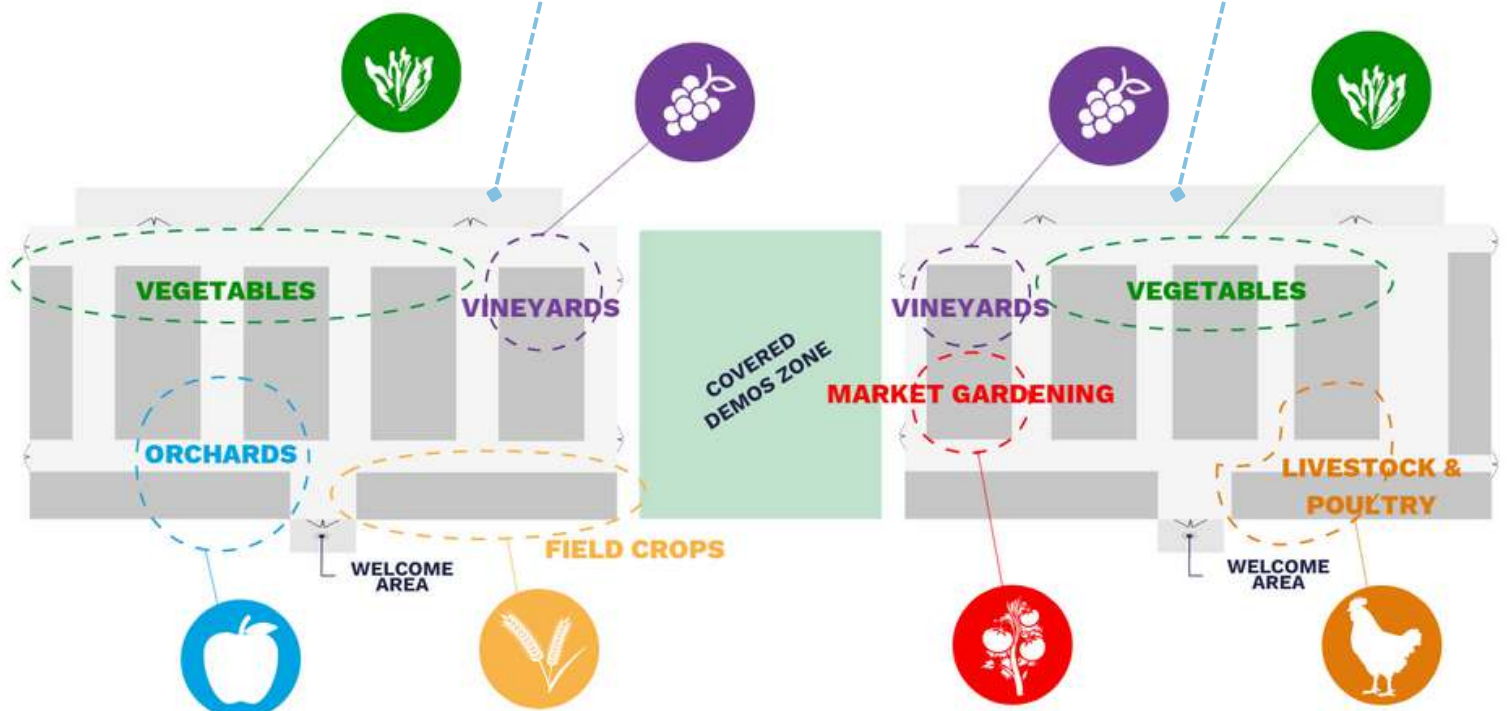


WELCOME AREA



WELCOME AREA

## 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

# SPONSORSHIP OFFERS

WORLD FIRA  
FEB. 6 - 8 2024

# 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	EXCLUSIVITY <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	EXCLUSIVITY <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.	2 MAX. <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)	EXCLUSIVITY <b>€6,000</b>
<b>World FIRA lanyards</b>	Your logo on the World FIRA lanyards, 2,500 ex.	EXCLUSIVITY <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	EXCLUSIVITY <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 guests

## - 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 × 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\*\*](#)



# 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  
[gwendoline@fira-agtech.com](mailto:gwendoline@fira-agtech.com)



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Communication Officer  
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**Emma Fullagar**  
Event Manager  
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## Contact

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[www.world-fira.com](http://www.world-fira.com)