

# THE GLOBAL EVENT FOR AGRICULTURAL ROBOTS IN ACTION

#WFIRA25



**IN-FIELD  
DEMOS**



**EXPO ZONE**



**CONFERENCES**



**RESEARCH  
& EDUCATION**



**NETWORKING**

**FEBRUARY 4 - 6**

**TOULOUSE | FRANCE**

**AGROBIOPOLE, AUZEVILLE-TOLOSANE**

**PARTNERSHIP OFFERS**



# WORLD FIRA AT A GLANCE

**FEBRUARY 4 TO 6, 2025**

**AGROBIOPOLE - TOULOUSE, FRANCE**

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

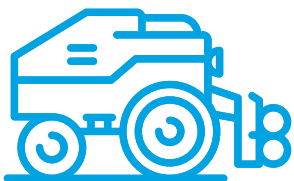
## THE GLOBAL EVENT FOR AGRICULTURAL ROBOTS IN ACTION

The World FIRA is a unique forum where technology meets agriculture. 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!



**3,000**  
Attendees

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



**40+**  
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.



# 2024 FEEDBACKS

"Very good all round experience and organisation. Good contacts, attendees and business contacts for future development of robotics in France, EU and global."

## 2024 Attendees Feedbacks

**75% of attendees plan to attend the 2025 edition**

& attended the World FIRA for business and networking opportunities

"It was a well organized event. I particularly enjoyed the demos and the panel discussions"

## 2024 Sponsors Feedbacks

**90%** of the partners want to renew the collaboration for 2024

**+84%** said World FIRA gave the possibility for networking and find strategic collaborations

**+100%** made qualified contacts during the event

"It has been a very good experience. I had the chance to speak with other realities about my job and change experiences and opinions. I had very positive feedback and also constructive criticisms which make the experience very very good after all."



# FIRA EXPO AND DEMOS

**4 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**

**1 EXHIBITION ZONE - 70+ EXHIBITORS**

**FIELD CROPS DEMOS**

**VEGETABLES  
DEMOS**

**VINEYARDS  
DEMOS**

**VEGETABLES  
DEMOS**

**COVERED  
DEMOS**

**EXHIBITION ZONE**

**COVERED  
DEMOS**

**ORCHARDS DEMO ZONE ACCESS**

**WELCOME  
AREA**

# WORLD FIRA 24 IN THE MEDIA

**50+**

Journalists attending

**+25K**

Followers on Social Media

**145+**

Press Articles and TV reports

**+32K**

Newsletters subscribers

**570+**

Social Posts  
#WFIRA24

## STRONG POWER OF INFLUENCE

### LINKEDIN - +12K FOLLOWERS

TOP 1 POST WFIRA24

3,471 IMPRESSIONS & 1,240 ENGAGEMENTS



## MEDIA RELEASES - CLICK TO READ MORE:

[Future Farming](#) - Multinationals are discovering French robot event World Fira

[Agronotizie](#) - 6 robot agricoli più innovativi del World Fira 2024

[TF1](#) - Tracteurs : toujours plus performants, toujours plus chers

[France 3 Midi-Pyrénées](#) - ICI 19/20 - Midi-Pyrénées - 14"11

[La Dépêche](#) - Pourquoi les robots agricoles ne connaissent pas la crise

[Entraid'](#) - Le robot, une solution pour la transition agroécologique des exploitations ?

[Growing.produce](#) - Get Ready To See Farming's Next Frontier at World FIRA 2024

[Agri.bg.](#) - 6-те най-иновативни селскостопански робота на World Fira 2024

[Abolsamia](#) - A maior exposição mundial de robôs agrícolas

[VIEW ALL 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

# EXHIBITION PACKAGES OFFERS

Ensure a seamless experience for your technical demonstration needs and requirements by confirming your participation before the final cutoff date of **Dec. 6th**. This ensures the inclusion of your communication information, logo, and details in all official printed materials before **Jan. 2nd**.

[CLICK HERE  
TO BOOK YOUR  
PARTNERSHIP](#)

€15,000

€9,000

€6,900

€5,900

€2,900

PREMIUM

GOLD

SILVER  
With  
Demo

SILVER  
No Demo

YOUNG  
START  
UP\*

## EXHIBITION

Exhibition: 9m2 Booth with furniture, electricity, team badges (outdoor exhibition area under a heated tent) + 3 lunch boxes / day

V

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V

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Free invitations

15

10

5

5

## ROBOT DEMOS

Robot manufacturers, please communicate your specific needs and technical requirements by December 2024. Take advantage of demo zones conveniently situated near the exhibition area to showcase your innovations seamlessly.

Prepared plot of land for demos with official pitch demonstration + free demos

V

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Option  
€2,500

## EXPERTISE

Pitch session: dedicated 20 min time slot included in the official agenda with promotion

V

V

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

\*\* PRICING WITH VAT EXCL.

Exhibition Packages Offers - Promotion & Marketing					
	Premium	Gold	Silver With Demo	Silver No Demo	Young Start- Up
WEB					
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			
Focus on emailing campaign	V	V			
1 min interview video + promotion	V	V			
Banner ad on World FIRA homepage website	V	V			
Ad banner on emailing campaign	V				
Mobile Advertising on the FIRA App	V				
PRINT & SIGNAGE					
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 World FIRA catalog	V				
Logo on the printed agenda	V				
Your brochure on the resource desk	V				
PRESS RELATIONS					
Your Press Release in the on-site & online Press Room	V	V	V	V	V
Your booth as a "Press Tour" stage	V	V			



## NETWORKING

[CLICK HERE  
TO BOOK YOUR PARTNERSHIP](#)

PREMIUM

GOLD

SILVER  
With  
Demo

SILVER  
No Demo

YOUNG  
START UP

### 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.

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## WHAT THEY SAID ABOUT THE WORLD FIRA

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**MecaBotiX**  
La mécanique & la robotique innovantes

### MECABOTIX

Super dynamic team, you were great! Nice overview of outdoors robotics. The event is original, focusing a lot on real machines, which is a great point.

”



### SOFTIROB

GOFAR gets the job done! Help us grow and promote the transformation of the agri world in the field of robotics.

# PAVILION OFFER

This offer includes 1 PREMIUM & 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 (30,000+ contacts)

+ PREMIUM 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 World FIRA 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)

**€15,000**

Budget by co-exhibitors (minimum 6): Special rate on the basis of the Young start up package

**€1,900/Start-up**

Extra Option: Dedicated demo zone by exhibitor  
Demo zone

**€2,500/Start-up**



## SPONSORSHIP OFFERS

### CONTENT OPPORTUNITIES



#### PITCH SESSION

€1,600

Opportunity:

Your dedicated 20 minutes time slot, present your company to the FIRA participants. Including in the official World FIRA agenda.

Benefits:

Your company promoted before, during and after the event, pitch recorded.

### GOODIES BRANDING

EXCLUSIVE

€6,000

#### BRANDING ON WFIRA OFFICIAL TOTE BAGS

Opportunity:

Highlight your company to all the participants by adding your logo to the official FIRA tote bags.

Benefits:

Exclusive branding on 3,000 ex distribution to all participants, high level of visibility.



EXCLUSIVE



#### LANYARDS BRANDING

€6,000

Opportunity:

Sponsor the event's official lanyards ensuring high visibility and premium positioning.

Benefits:

Exclusive branding on 3,000 ex distribution to all participants.



# WEB PROMOTION

## AD BANNER EMAILING

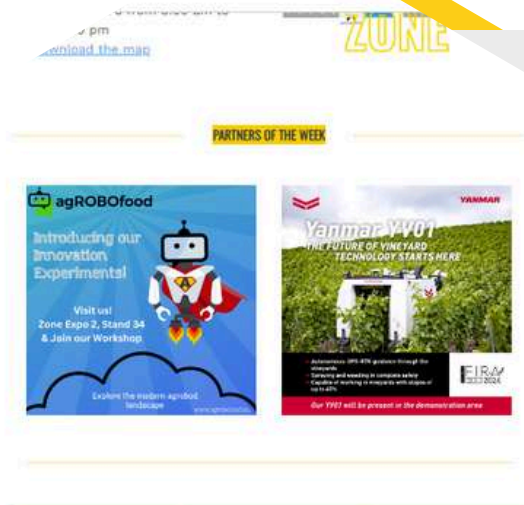
€600

### Opportunity:

Advertise your company in one of the FIRA newsletters before the event.

### Benefits:

Benefit from a high visibility with newsletters sent to +30k contacts.



€1,600

## VIDEO INTERVIEW

### Opportunity:

Get interviewed during a 90 sec. video, a video of your representative and your robot or technology.

### Benefits:

Broadcasted to our community +25k followers.



## INFOMERCIAL

€1,300

### Opportunity:

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

### Benefits:

Your story published online and promoted to the monthly newsletter (+30k contacts) and on the socials



Le 25/01/2024

### Hexagon | NovAtel Deliver Positioning Solutions for Industry

production-quality GNSS and positioning provider, no  
automized systems that meet compliance  
most out of their autonomous tech

AG ROBOTICS NEWS  
BY FIRA



# FIRA APP



## YOUR AD ON THE MOBILE APP

€600

### Opportunity:

Display your ad on the FIRA App, it will appear every time the app is used.

### Benefits:

Propulse your company into the users' phones, this app will gather the matchmaking, agenda and event information.

## SIGNAGE

€800

## LOGO ON THE EXHIBITION MAP

### Opportunity:

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

### Benefits:

Your logo on one of the most looked signage of the event.



## OFFICIAL DIRECTORY TECHNOLOGY SUPPLIERS



## LOGO & PRESENTATION ON THE OFFICIAL CATALOG DIRECTORY

€300

### Opportunity:

Get a presentation of your company and logo in the directory - for partners without robot page

### Benefits:

A better visibility in the official printed directory



# HAPPENINGS SPONSORING



## SPONSORED LIVE SESSION

€3,500

### Opportunity:

Your company on the communication material on-line & on-site, your logo on the record videos

### Benefits:

Your company at the forefront of one of the sessions

€5,000

## YOUR PRIVATE ROOM/YOUR PRIVATE EVENT

### Opportunity:

Dedicated room available for you for intimate key meetings or private event: table and chairs, coffee, water, « Matchmaking Service » to organize your key meetings or invite special guests, dedicated project management

### Benefits:

A place to build your next business opportunities, with qualified contacts and networking time dedicated to your company.



## OFFICIAL SPONSOR OF THE INVEST' DAY

€6,000

### Opportunity:

Your company on the communication material on-line & on-site, introductory talk, branding of the stage, your logo on the record video

### Benefits:

Gain high visibility among investors and start-ups, and make qualified contacts over 3 days, focusing on business and agtech nuggets



# HAPPENINGS SPONSORING



## SPONSORSHIP OF THE VIP DINNER

€6,000

### Opportunity:

Your company highlight among VIP guests, with your logo on the promotion tools, online and on-site, branding of the VIP cocktail, open speech, invitations to the dinner available

### Benefits:

With exhibitors, speakers and elected guests from the region, this closing and networking evening will put your company at the forefront of World FIRA

## EXCLUSIVE

€7,000

## GUINGUETTE NIGHT

### Opportunity:

Host a memorable afterwork reception for 300 guests, featuring drinks and appetizers. An evening of networking hub, with your brand on display.

### Benefits:

Primary branding of the night, the possibility to welcome guests or make a short presentation, and inclusion in all promotional materials related to the receptions.



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A complete and dedicated visibility: Your logo on the online and printed agenda, logo on the signage, promotion on the socials and newsletters, on the website...

# AREAS SPONSORING



## BREAKFAST AND COFFEE BAR

€5,000

### Opportunity:

Your company organizing the breakfast and coffee bar

*This price is per day - \$5,000/day*

### Benefits:

Highlight your company during a pitch and breakfast in the morning and coffee all day at the bar. Free access for the attendees.

Your logo on the online and printed agenda, logo on the signage, promotion on the socials and newsletters, on the website...

€4,000

## OFFICIAL SPONSOR OF THE DEMO ZONES

### Opportunity:

Become the official sponsor of one of the demo zone where 20+ autonomous solutions will showcase in real condition during the 3 days.

### Benefits:

Your logo and name on the communication material on-line and on-site focused on the format.

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

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





# SPONSORSHIP TIMELINE

*June-December 2024*

## Partnership

Book your partnership level and start preparing your participation.

*September 2024  
February 2025*

## Promotion

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

*October-December 2024*

## Calls for...

...contents: Call for Papers on the Scientific Workshop, Call for Pitch on the Invest' Day and Pitch prep.

*November 2024  
January 2025*

## Logistics

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

*September-December 2024*

## 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 with VAT excluded.

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.

**WORLD** FIRA   
FEB. 4 - 6 2025

# MEET THE TEAM



**Gwendoline Legrand**  
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