

# GOFAR TOUR 2026

THE GLOBAL JOURNEY TO AG ROBOTICS

**10 YEARS OF FIRA**

**MULTIPLE STOPS WORLDWIDE**

**1 GLOBAL JOURNEY**

**WHERE NEEDS, SOLUTIONS, AND  
INVESTMENTS MEET**

**PARTNERSHIP OFFERS**

*#KickOff #AgRobotics #FieldDays #InvestDay #R&DDay*





# CELEBRATING 10 YEARS OF FIRA

In 2026, FIRA celebrates its 10th anniversary by embarking on a global journey: the GOFAR TOUR.

The GOFAR TOUR will travel across key agricultural regions worldwide for an entire year, bringing you closer to the people who matter most: your future business partners.

## OUR AMBITION?

To accelerate the adoption of agricultural robotics by linking needs, solutions, and investments wherever they may be.

## WHAT MAKES IT UNIQUE?

Each stop of the FIRA Tour is highly targeted and carefully qualified, focusing on specific regions, crops, and markets. This approach accelerates the deployment of solutions while fostering strategic collaborations and generating valuable leads for the entire ecosystem.

**THE GOFAR TOUR IS NOT JUST AN EVENT:  
IT'S A COLLECTIVE TOUR TOWARDS THE FUTURE OF FARMING.**



# A WORLDWIDE TOUR



**GOFAR**  
TOUR 2026

FEBRUARY 5, 2026  
TOULOUSE, FRANCE

**GOFAR**  
TOUR KICK OFF

16-19 SEPTEMBER, 2026, THE NETHERLANDS



**GOFAR**  
#NETHERLANDS FIELD DAY  
**GOFAR**  
TOUR R&D DAY

OCTOBER 2026  
USA



JUNE 2026  
BELGIUM

**GOFAR**  
BELGIUM FIELD DAY

**GOFAR**  
SPAIN FIELD DAY

APRIL 15, 2026  
MADRID, SPAIN

**GOFAR**  
ITALY FIELD DAY

JUNE 2026  
BOLOGNA, ITALY



**GOFAR**  
TOUR INVEST DAY

MAY 2026  
ONLINE



JUNE 2026  
ADELAIDE, AUSTRALIA





# FIELD DAYS

## FROM FIELDS TO DEALS: DRIVING ROBOTICS ADOPTION WORLDWIDE

GOFAR takes agricultural robotics to the next level. With our On-Farm Demo Days, we create tailor-made technical and commercial events where qualified farmers meet leading robotics manufacturers. These are not trade fairs, but high-value, one-day experiences designed to generate real business opportunities.





# FIELD DAYS

## AGENDA OF THE YEAR

### FIELD DAY KICK OFF - FRANCE

MULTI-CROPS

*Host & supported by*



FEBRUARY 5



AGROBIOPOLE -  
TOULOUSE



### FIELD DAY #1 - SPAIN

PERENNIAL CROPS

*Host & supported by*



APRIL 15



JOHN DEERE  
INNOVATION CENTER  
- MADRID



JOHN DEERE

### FIELD DAY #2 - BELGIUM

VEGETABLES

*Host & supported by*



JUNE



LIEGE



Province  
de Liège

### FIELD DAY #4 - ITALY

MULTI-CROPS



JUNE



BOLOGNA

### ROBOTICS VILLAGE & R&D DAY - THE NETHERLANDS

MULTI-CROPS

*Host & supported by*



16-19 SEPTEMBER



AGROTECHNIEK HOLLAND  
WALIBI BIDDINGHUIZEN, THE NETHERLANDS





# FIELD DAYS

## KEY BENEFITS FOR MANUFACTURERS

### **100–200 FARMERS PER EVENT:**

Carefully selected, motivated to attend, and ready to explore autonomous solutions.

### **QUALIFIED LEADS:**

Farmers identified through partnerships with grower associations, ensuring genuine interest and purchase potential.

### **TAILORED EXPOSURE:**

Each day is designed around the needs expressed by farmers, positioning your machine as the solution.

### **REAL-WORLD IMPACT:**

Field demos under real conditions, your robot in action, not on a booth.

### **BUSINESS ACCELERATION:**

Structured networking with decision-makers, turning demos into commercial discussions.

### **AMPLIFIED VISIBILITY:**

Extended reach through FIRA's international communication channels (media, video, digital content).

### **TRUSTED EXPERTISE:**

Organized by GOFAR, with years of proven know-how in connecting the ag robotics ecosystem worldwide.





# FIELD DAYS

## KEY BENEFITS FOR AGTECH PLAYERS

### **HIGH POTENTIAL MARKET OPPORTUNITY:**

Agricultural robotics is a fast-growing industry applying innovative technologies and offering real business opportunities for your solution.

### **QUALIFIED LEADS:**

A unique opportunity to connect with the AgRobotics leaders who could integrate your technology

### **BUSINESS ACCELERATION:**

Structured networking with decision-makers, turning showcases into commercial discussions.

### **INTERNATIONAL POSITIONING:**

Show that you, too, are among the pioneers and that your solution has already been proven for this industry

### **AMPLIFIED VISIBILITY:**

Extended reach through FIRA's international communication channels (media, video, digital content).

### **TRUSTED EXPERTISE:**

Organized by GOFAR, with years of proven know-how in connecting the ag robotics ecosystem worldwide.







# STOPS FOCUS

**STAY TUNED TO DISCOVER EACH STOP\* OF THE TOUR IN MORE DETAIL.**

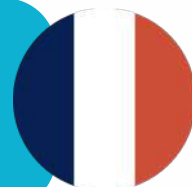
**RESERVE OR PRE-BOOK** YOUR STOPS NOW, AND LET'S CREATE A TAILORED PARTNERSHIP TOGETHER TO BOOST YOUR DEPLOYMENT!

*\*Some stops are still being finalized, and all information will be added soon.*





# GOFAR TOUR KICK OFF FIELD DAY



**FEBRUARY 5**



**TOULOUSE,  
FRANCE**

**TREE FRUITS - VINES - VEGETABLES - ARABLE CROPS**

**Kick off the GOFAR Tour 2026** with a one-day flagship event that brings together the agricultural robotics ecosystem.

Dedicated to the **French market**, it launches a year of global field days leading up to World FIRA 2027, featuring product launches, live demos, networking, and FIRA's 10-year anniversary celebration.



## WHY YOU MUST PARTNER

### **200 QUALIFIED FARMERS:**

Direct engagement with motivated growers.

### **HIGH MEDIA VISIBILITY:**

Press conference and exclusive international coverage.

### **PRODUCT LAUNCH & LIVE DEMOS:**

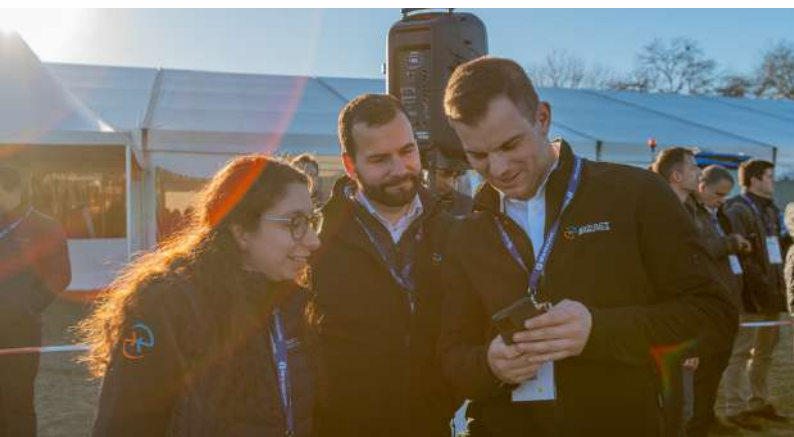
Showcase innovations in real farm conditions.

### **NETWORKING WITH STAKEHOLDERS:**

Meet investors, policymakers, and industry leaders.

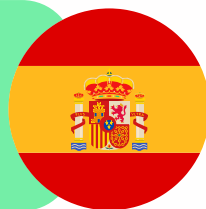
### **GLOBAL MOMENTUM:**

Position your brand at the start of a year-long tour toward World FIRA 2027.



# FIELD DAY

## APRIL 15 - MADRID (SPAIN)



### FIELD DAY #1 - SPAIN

Host & supported by



APRIL 15TH



JOHN DEERE PARLA INNOVATION CENTER  
MADRID

TREE FRUITS - VINES - VEGETABLES

### WHAT TO EXPECT

A full day of live robot demos, direct user feedback from Spanish farmers, and insights from distributors. Hosted at the John Deere Innovation Center, this stop provides a unique opportunity to showcase solutions adapted to Iberian crops and farming systems.

### WHY JOIN THIS STOP?

John Deere's innovation is a strong opportunity for agri-robotics and tech providers to accelerate agricultural robotics innovations directly with industry stakeholders.

- Dedicated demo zones (tree fruits, nut trees, vines and vegetables)
- Direct visibility to Spanish farmers and cooperatives.
- A key gateway to the Iberian ag robotics market.
- The chance to demonstrate your solutions in real conditions.

For tech suppliers, the GOFAR Field Day in Spain is the opportunity to get a direct leads with major commercialised robotics companies and boost brand credibility within the industry.



# GOFAR INVEST'DAY



MAY



ONLINE

The GOFAR INVEST DAY is designed for agtech startups seeking funding, industrial partnerships, and visibility.

During this international pitch session, entrepreneurs present their innovative companies to a panel of investors, venture capitalists, and corporate funds specialized in agriculture and robotics.



## WHAT'S IN FOR YOU?

By sponsoring Invest Day, you gain premium visibility, priority access to GOFAR's global robotics database, and tailored matchmaking with qualified startups, growers, and corporates, turning exposure into concrete business opportunities and immediate ROI.

## SUCCESS STORIES THROUGH THE INVEST'DAYS

NIQO ROBOTICS X  
FULCRUM CAPITAL



READ MORE

TRIC ROBOTICS



READ MORE

ELEMENTAL  
AGRONOMY



READ MORE





# ROBOTICS PAVILION

16-19 SEPTEMBER - AGROTECHNIEK HOLLAND,  
THE NETHERLANDS



## ROBOTICS PAVILION - THE NETHERLANDS



16-19  
SEPTEMBER



AGROTECHNIEK HOLLAND,  
WALIBI BIDDINGHUIZEN -  
THE NETHERLANDS

ARABLE CROPS, VEGETABLES, HORTICULTURE

### WHAT TO EXPECT

GOFAR secures you exclusive access to Europe's largest ag tech event with preferential rates under our brand. Join a dedicated Robotics Village within a show attracting 50,000+ visitors, featuring 20+ robotics brands demonstrating autonomous solutions live in field conditions over four days.

### WHY JOIN THIS STOP?

The Netherlands is Europe's robotics testing ground where innovation moves fastest to market. Connect directly with serious buyers, early-adopter farmers, and influential contractors, all concentrated in one place. Four days here replace months of fragmented research across the continent.

**THIS EVENT WILL ALSO HOST OUR R&D DAY!**

Host & supported by

AGRO  
TECHNIEK  
HOLLAND  
2026



Organized by



Fedecom

In collaboration with



WAGENINGEN  
UNIVERSITY & RESEARCH

Fedecom Fairs

where technology comes to life



AGRO  
TECHNIEK  
HOLLAND



GROEN  
TECHNIEK  
HOLLAND



# R&D DAY



16 SEPTEMBER



AGROTECHNIEK HOLLAND,  
WALIBI BIDDINGHUIZEN -  
THE NETHERLANDS

AGRO  
TECHNIEK  
HOLLAND  
2026



Host & supported by

## DIG INTO THE LATEST ADVANCES IN AUTOMATION AND AGRICULTURAL ROBOTICS.

This symposium-style event is dedicated to knowledge transfer and collaboration between researchers and the industry. By presenting the latest breakthroughs in robotics, AI, and automation, the Symposium acts as a catalyst to accelerate the transformation of scientific innovation into market-ready solutions. This special edition in The Netherlands forms part of the ATH event, bringing together the community to share knowledge, innovations, and best practices.



## WHAT'S IN FOR YOU?

Sponsoring this symposium gives your brand high visibility at one of the largest agricultural events, positioning you as a leader in robotics, AI, and automation. You'll connect directly with researchers, innovators, and industry decision-makers, gaining access to the latest breakthroughs and opportunities to influence the future of agtech.

Co-organized with

INRAE

Grand Défi  
Robotique  
Agricole  
powered by  
RobAgri



WAGENINGEN  
UNIVERSITY & RESEARCH



# PRICE LIST



**CLICK HERE**  
**TO BOOK YOUR**  
**PARTNERSHIP**

FIELD DAY & KICK OFF						INVEST DAY	R&D DAY
ANNUAL PACKAGE	PREMIUM	PACK DEMO DAY **	PACK DEMO DAY YOUNG START-UP*	PACK CORNER EXPO	SPONSOR OF THE DAY	SPONSOR OF THE DAY	
	PRICING FOR 1 SELECTED DAY						
	VAT excl.	15,000 €	3,500 €	2,000 €	1,500 €	5,000 €	

## EXHIBITION

FIELD DAYS: Prepared plot of land for demos with official pitch demonstrations + free demos + 10x10 area for your tent and flags	3 selected stops	x	x				
FIELD DAYS: Indoor expo corner to present your solution with desk and electric plug	3 selected stops			x			
INVEST DAY: Virtual Booth On the Matchamking platform	x					x	

\* YOUNG START-UPS: FOR MANUFACTURER ONLY, LESS THAN 10 EMPLOYEES OR LESS THAN 3 YEARS OF CREATION

\*\* FOR MANUFACTURER ONLY





**CLICK HERE**  
**TO BOOK YOUR PARTNERSHIP**

	FIELD DAY & KICK OFF					INVEST DAY	R&D DAY
	PREMIUM	PACK DEMO DAY	PACK DEMO DAY YOUNG START-UP*	PACK CORNER EXPO	SPONSOR OF THE DAY	SPONSOR OF THE DAY	
PROMOTION							
Company dedicated page online	X	X	X	X	X	X	X
Robot page in the robot directory, online**	X	X	X	X	X	X	X
Logo on the official on-site signage	X	X	X	X	X	X	X
Banner ad on the GOFAR Tour homepage website	X						
Focus on emailing campaign	X					X	X
Ad banner on emailing campaign	X						
Ad on the GOFAR Matchmaking App	X					X	X
Your infomercial on agricultural-robotics.com	X	extra option: 1300 €				X	X

\* YOUNG START-UPS: FOR MANUFACTURER ONLY, LESS THAN 10 EMPLOYEES OR LESS THAN 3 YEARS OF CREATION

\*\* FOR MANUFACTURER ONLY



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

FIELD DAY & KICK OFF						INVEST DAY	R&D DAY
PREMIUM	PACK DEMO DAY	PACK DEMO DAY YOUNG START-UP*	PACK CORNER EXPO	SPONSOR OF THE DAY	SPONSOR OF THE DAY		
MEDIA COVERAGE							
Your Press Release in the on-site & online Press Room	X	X	X	X	X	X	X
Your talk at the Press conf. Feb. 5th	X						
EXPERTISE							
Field days Pitch session: 20-min timeslot included in the official agenda with promotion				Extra option 900 €	X		
Take part of the program - Invite your customer on stage	3 selected stops						
VIP NETWORKING SERVICE							
GOFAR Matchmaking: a tailored service to identify your targets, connect you with the right partners, and maximize your ROI.	X				X	X	X

# ADDITIONAL OPTIONS



€5,000

## COCKTAIL SPONSORING

Host a memorable afterwork receptions for the day 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.

€900

ONLY 4 SPOTS/FIELD DAYS

## PITCH SESSION

Enjoy a dedicated 20-minute time slot to present your company to participants, included in the official GOFAR Tour agenda. Your company promoted before, during the event..

## DEMO ZONE SPONSOR

Take the spotlight in one of the demo zone with your brand on display in the signage, a pitch before the demos and showcase your company on online and on-site communication materials.

€2,500



€3,500

## GOODIES OF THE DAY

Get your company on a bigger stage, sponsor one of the official goodies of a GOFAR Tout stop. Tote bags, booklets, caps... boost your brand visibility with every attendee.





# ADDITIONAL OPTIONS



€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

AG ROBOTICS NEWS  
BY FIRA



Le 23/07/2025

### Field Intelligence: New Holland's New Crop Spraying Drones and Sense and Act Technology

From above-the-field insights to on-the-ground automation, New Holland's agricultural drones and automated crop spraying technology help farmers boost productiv...

#ROBOTS

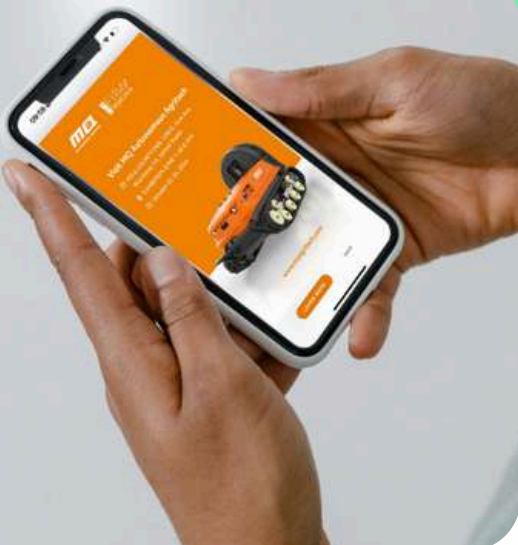
Read more

€800

## YOUR AD ON THE SESSION SCREEN

Display your 30-second ad before one of the day session.

Advertise your company on the main stage in front of the attendees.



€800

## AD BANNER ON THE APP

App for matchmaking with the attendees, agenda, map and event information.

Random ad on display on each use of the app:

> 2,424 ad views in average

> 144 ad clics in average

> 71% of the attendees used the app



# PARTNERSHIP TIMELINE

**October 2025 - January 2026**

## **Partnership**

Book your partnership level and start preparing your participation.

**From November 2026 to February 2027**

## **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 2025 -February 2026**

## **Calls for...**

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

**2026**

## **Logistics**

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

**2026**

## **Demos prep**

Coordination with the demo team to prepare your demo zone 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 1 month before event, your payment will be refunded, less 30% administration and communication fees
- less than 30 days before event, you are liable for 100% of the package selected.



## GENERAL & EVENT INFO

### WHAT IS THE GOFAR TOUR KICK-OFF EVENT?

The Tour begins in February in Toulouse with a special day celebrating 10 years of agricultural robotics innovation. Expect live demos, exclusive robot launches, networking opportunities, and a festive anniversary celebration.

The official press conference will also launch the Tour. This kick-off is designed for French and European attendees: growers, manufacturers, and technology providers.

### WHO IS THE GOFAR TOUR FOR?

The Tour brings together the full agricultural robotics ecosystem:

- Farmers and growers looking for reliable solutions
- Distributors and dealers scouting new tools
- Technical advisors supporting adoption
- Plus manufacturers, research institutions, agri-press, and public authorities sharing and amplifying innovation.

### THE WORLD FIRA IS CANCELED?

No panic! The World FIRA will happen... in 2027!

The GOFAR Tour is a journey throughout 2026, with multiple stops that lead up to the 10-year milestone event: World FIRA 2027.

## FOR PARTNERS & SPONSORS

### WHY SHOULD I JOIN THE GOFAR TOUR INSTEAD OF WAITING FOR WORLD FIRA 2027?

Because the journey matters as much as the destination. The GOFAR Tour accelerates your market entry by connecting you with growers and partners today, generating qualified leads and visibility across key regions. With focused stops and a global reach, you maximize ROI all year long, and amplify it even further at World FIRA 2027. Why wait, when you can start scaling your business now?

### CAN I SPONSOR ONE OR MULTIPLE STOPS?

Yes, absolutely! You can sponsor the full GOFAR Tour with our annual package (excluding FIRA USA, World FIRA 2027, and FIRA Oceania). Or, if you prefer, you can choose a single stop to support or create an “à la carte” package.

### WILL THE CONTENT BE DIFFERENT AT EACH STOP?

Yes, and that’s exactly the strength of the Tour. Each stop is an exclusive and highly qualified format, designed for showcasing and sponsoring solutions in front of key targets: farmers, distributors, and decision-makers from strategic markets.

It’s a unique opportunity to accelerate lead generation and scale up, by addressing the current needs of the agricultural robotics sector NOW, not in 2027.





# MEET THE TEAM



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