

SMARTFARMING PAVILION



**Agro
Techniek
Holland** 2026

 **FedecomFairs**

SMARTFARMING PAVILION

GOFAR tour 2026 @ATH2026

- The Smartfarming pavilion is hosting the GOFAR tour 2026 (Global Organization for Agricultural Robotics), a spin-off of World Fira, the global trade fair for agricultural robotics with editions in Toulouse (France), Woodland, California (USA), and Adelaide (Australia). GOFAR is providing the scientific program for the ATH Smartfarming pavilion on the first day of the show and the GOFAR field day on the second day.
- The Smartfarming pavilion at ATH2026 showcases suppliers of robots and autonomous technology who want to connect with as many Dutch arable farmers and contractors as possible. These include both domestic and international manufacturers and suppliers, complete machines as well as parts and components, and members and non-members of Fedecom.
- The technology covers a wide range of common arable farming operations: weed control (mechanical and chemical), tillage, sowing, harvesting, and mowing.



SMARTFARMING PAVILION

PAVILION

- **Manufacturers and suppliers**

Robots, autonomous machines,
parts, components & software

- **Organisations**

FME
LTO
Next gen
NVTL
NPPL

- **Demonstrations**
GOFAR Field day
Individual participants

SCIENTIFIC PROGRAMME

Day 1: Scientific day (7th edition)
(Fira/WuR/Robagri/INRAE)

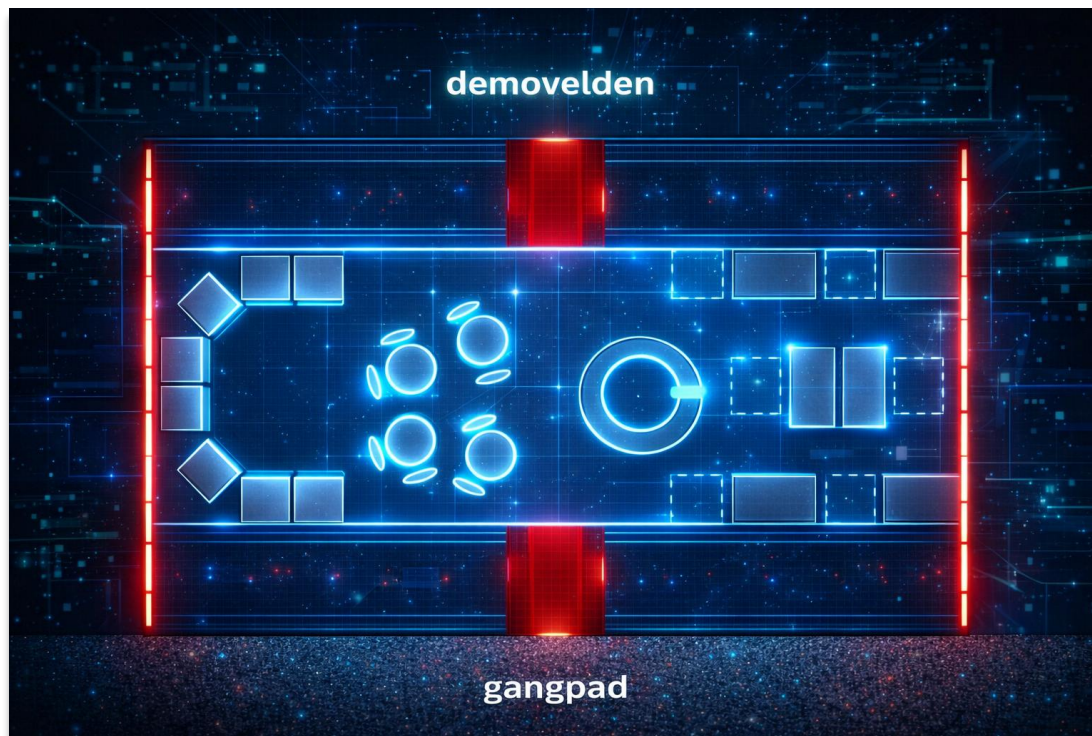
Day 2: 2x scientific sessions
- Growers
- Industry & Agtech

Day 3: to be determined

Day 4: to be determined

Pavilion packages	Exhibitor	Non exhibitor
Information board (1m ²) + flag at the pavilion including exhibitor badges and mentioning of the brandname & content in trade show communications.	1.200,-	1.875,-
Desktopunit , Information board (1m ²) + flag at the pavilion. Includes electricity, Wi-Fi, lunch boxes, two exhibitor badges, and mentioning of the brandname & content in trade show communications.	2.150,-	2.825,-
Stand 5x3 turn key , Information board (1m ²) + flag at the pavilion. Includes electricity, Wi-Fi, lunch boxes, two exhibitor badges, and mentioning of the brandname & content in trade fair communications. Possibility to place a machine in or near the pavilion.	3.400,-	4.000,-
Machine demonstration (n=1) In the demonstration arena near the pavilion. During the demonstration, the machine and its operation will be explained to the public. Outside of the demonstration program, the machine will be prominently displayed near the pavilion. Price is on top of the desktopunit or stand	1.250,-	1.900,-

PAVILION



30x10 Pavilion

8x 3x3 desktop units

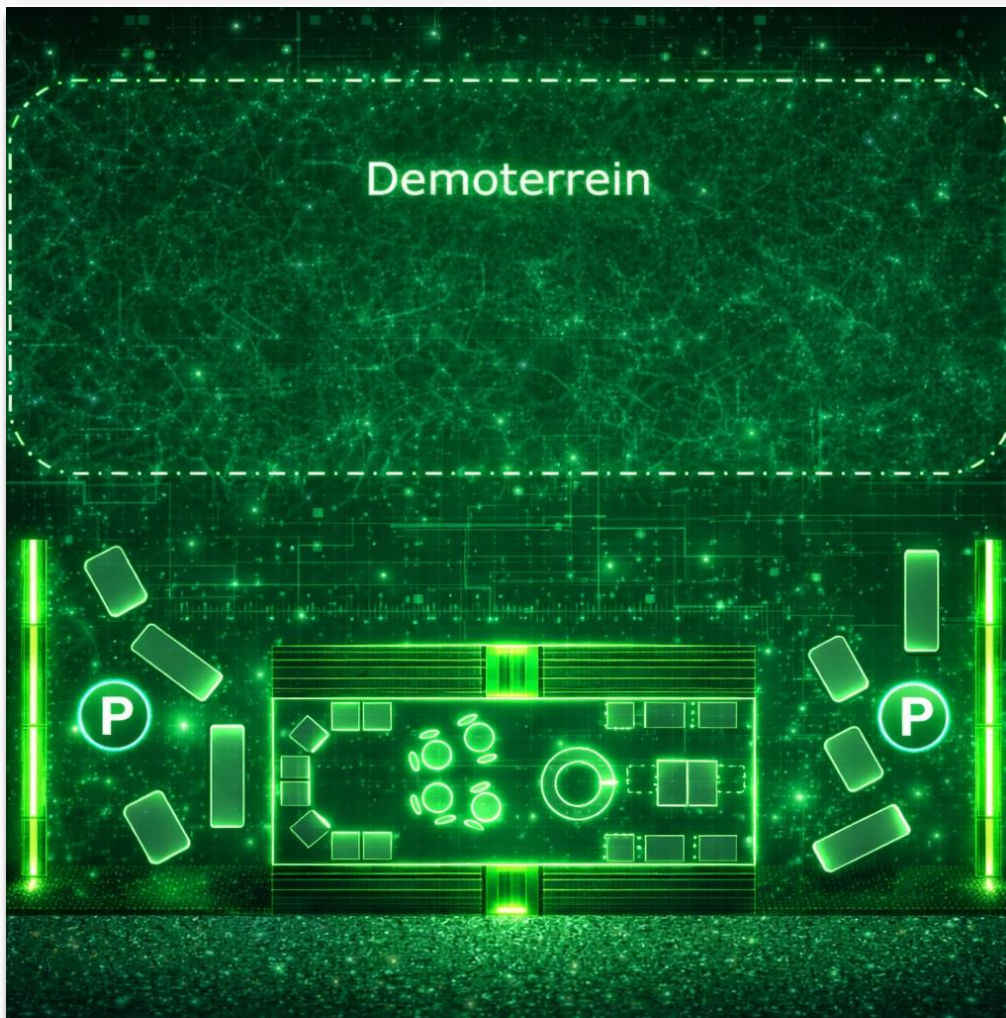
6x 5x3 stands with machines

Size scalable depending on interest participants

Hospitality unit with seating and catering included



PAVILION & DEMO AREA



Spacious demonstration area with various simulated crops to demonstrate the various operations.

Machines not being demonstrated are parked around the pavilion, visible to passing visitors. QR codes provide access to videos and online documentation.

Flags representing the pavilion, GOFAR, participating brands, and content providers are displayed around the pavilion.