



# FIRA ROBOTICS VILLAGE

AUGUST, 11 - 13, 2026 - PENNSYLVANIA

*In Partnership with*



CO-ORGANIZED BY



# FIRA ROBOTICS VILLAGE

The FIRA Robotics Village is a robotics and automation-focused hub at Penn State's Ag Progress Days, one of the largest outdoor agriculture events in the U.S. It showcases real-world innovations across diverse farm types and specialities, across dairy, fruit, forestry, greenhouse, and more.

## OUR AMBITION?

To accelerate adoption of agricultural robotics by connecting grower needs with breakthrough technologies and investment-ready solutions.

## WHAT MAKES IT UNIQUE?

In collaboration with Innovation Works' Robotics Factory, headquartered in the robotics capital of the world - Pittsburgh, PA, the FIRA Robotics Village brings together top players in agricultural robotics and autonomy in the heart of the Northeastern U.S.

Designed to open new business opportunities, the Village offers a unique platform for technology providers to showcase real-world solutions, engage directly with growers, agribusiness leaders, and investors, and position themselves at the center of the rapidly growing AgTech market.

Through live demonstrations, targeted networking, and dedicated visibility, the FIRA Robotics Village accelerates connections that turn innovation into adoption.

**THE FIRA ROBOTICS VILLAGE: THE NORTHEAST'S GATEWAY TO THE FUTURE OF AUTONOMOUS AGRICULTURE.**



# CO-ORGANIZERS



**GOFAR is the global accelerator for agricultural robotics. For 10 years, we have been building and consolidating this sector. Our mission: to identify the sector's needs, present mature solutions and connect farmers, manufacturers, researchers and investors.**

**Organizer of FIRA USA, we bring together the North American ecosystem around field demonstrations, feedback and partnership opportunities.**



**[MORE INFO ABOUT GOFAR](#)**



**ROBOTICS FACTORY**

**The Robotics Factory is Pittsburgh's premier robotics accelerator and incubator and a program of Innovation Works, one of the U.S.'s most active early stage investors. Together with the Pittsburgh Robotics Network, we assist start-ups in the robotics field to create, accelerate, and scale in Southwestern Pennsylvania.**



**[MORE INFO ABOUT THE ROBOTICS FACTORY](#)**

# WHY EXHIBIT AT THE FIRA ROBOTICS VILLAGE

**45,000+**

Qualified Visitors in 3 Days

**400+**

Exhibitors

**60%** Ag professionals

## LAUNCH YOUR SOLUTIONS IN REAL CONDITIONS

INTRODUCE AND VALIDATE YOUR AG ROBOTICS SOLUTIONS IN A REAL-WORLD FARMING ENVIRONMENT. DEMONSTRATE, TEST, AND GATHER FEEDBACK DIRECTLY FROM GROWERS AND USERS IN THE FIELD.

## ENGAGE A HIGHLY QUALIFIED AGRICULTURAL AUDIENCE

CONNECT DIRECTLY WITH GROWERS, AG PROFESSIONALS, AND DECISION-MAKERS ATTENDING AG PROGRESS DAYS WITH CLEAR INTENT TO DISCOVER, EVALUATE, AND ADOPT NEW TECHNOLOGIES.

## POSITION YOUR BRAND AS AN AGROBOTICS LEADER

STAND OUT IN A DEDICATED INNOVATION HUB WITH YOUR ESTABLISHED PRESENCE IN ONE OF THE MOST LARGEST AGRICULTURAL SHOWCASES IN THE U.S.

## DRIVE BUSINESS OPPORTUNITIES

GENERATE QUALIFIED LEADS AND BUILD PARTNERSHIPS BY MEETING GROWERS, DISTRIBUTORS, AND DECISION MAKERS ACTIVELY EXPLORING NEW TECHNOLOGY.

## LEVERAGE THE TRUST AND REACH OF AG PROGRESS DAYS

BE PART OF A 55-ACRE OUTDOOR EVENT HOSTED BY PENN STATE, WITH 50 YEARS OF CREDIBILITY AND UNMATCHED VISIBILITY IN THE EASTERN U.S. AG SECTOR.

# JOIN AS EXHIBITOR

Exhibitor registration is managed directly through **Penn State's Ag Progress Days platform**. The **Robotics Factory** and **GOFAR** will assist with event coordination, promotion, and content. All exhibitor contracts and payments are handled by Penn State.

Booth placement will be centralized in the **FIRA Robotics Village area** for optimal visibility and traffic flow. Exhibitor fees vary based on booth size and selected options.

Ag Progress Days offers **80+ acres of demo fields**, allowing both in-field and tent-based demonstrations.

**Demo logistics**, including power, prep, seeding, and scheduling, will be coordinated with Penn State and the Robotics Factory.

## AG PROGRESS DAYS PRESENTATION



# EXHIBITION FEES & REGISTRATION

- **Exhibitor Registration**
  - Complete your registration by filling the exhibitor contract
  - For any questions or support, contact the Ag Progress Days office at 814-865-2081 or [agprogressdays@psu.edu](mailto:agprogressdays@psu.edu)
- **Live Demonstration Option**
  - Exhibitors may add a dedicated plot for live demonstrations on cultivated crops
  - Deadline to secure a demo zone: April 30th
- **Pricing**
  - Commercial exhibitor rates: from \$950 to \$4,600
  - Non-commercial exhibitor rates: from \$600
- **Additional Options**
  - Electricity and promotional visibility packages available as add-ons

**EXHIBITOR CONTRACT APPLICATION**

# EXCLUSIVE BENEFITS OF THE FIRA ROBOTICS VILLAGE

## INCREASED VISIBILITY

Gain greater visibility in a branded, high-traffic hub at one of the nation's largest farm shows.

## QUALIFIED LEADS:

Engage with growers, identified through partnerships with grower's associations, actively seeking automation and innovative solutions.

## STRONGER POSITIONING:

Align your company alongside top AgTech innovators and robotics leaders in a curated pavilion experience.

## BUSINESS ACCELERATION:

Convert demos into deals through curated networking with growers and decision makers.

## AMPLIFIED VISIBILITY:

Extend your brand's reach through FIRA's global channels and Robotics Factory's ecosystem.

## TRUSTED EXPERTISE:

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

# SPONSORSHIP OPPORTUNITIES

**BOOK YOUR PARTNERSHIP**



## GLOBAL SPONSORING OF THE FIRA ROBOTICS VILLAGE

**\$15,000**

Become the exclusive headline sponsor of the first FIRA Robotics Village in the U.S. Northeast.

- Brand visibility across all global FIRA communications
- Logo placement on signage, promotional materials, and stage screens
- Sponsored pitch session and infomercial
- Dedicated business matchmaking support with agtech leaders

**\$15,000**

## RECEPTION SPONSORING

- Host a branded evening reception with beverages, appetizers, and networking
- Welcome guests with brief remarks or a presentation
- Primary branding at the reception area and in all related materials
- Opportunity to position your company as a connector and community builder



## SWAG SPONSORSHIP - EXCLUSIVE

**\$15,000**

- Get your brand into every hand: sponsor official Village swag
- Options include tote bags, hats, booklets, etc.
- High-visibility opportunity to build top-of-mind awareness

# ADDITIONAL OPTIONS

## BOOK YOUR PARTNERSHIP



**\$5,000**

### BREAKFAST SPONSORING

Boost your visibility with a branded coffee bar area offering free coffee to all FIRA Robotics Village attendees.

Includes:

- Your logo displayed prominently at the coffee station
- Recognition on event signage and promotional materials
- High visibility as attendees start their day

**\$1,900**

### PITCH SESSION

Present your company with a dedicated 20-minute timeslot, featured in the official agenda.

Includes:

- Session promoted before and during the event
- Great for product launches, company intros, or case studies

### SESSION SPONSOR

Put your company at the forefront of one of the FIRA Robotics Village's themed sessions.

Includes:

- Logo on event platform and signage
- Featured on recorded session videos
- Speaking opportunity at the start or during session
- Recognition in related communications

**\$3,500**



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...

[Read more](#)

**\$1,300**

### INFOMERCIAL

Tell your story and reach the right audience with the option to work with a professional writer

- Published on agricultural-robotics.com with 70k+ annual page views
- Featured in FIRA's monthly newsletter with 20,000+ subscribers, avg 26% open rate, 3% click rate
- Ideal for companies looking to boost visibility and credibility within the global Ag Robotics ecosystem before or after the event.

# PARTNERSHIP TIMELINE



**BOOK YOUR PARTNERSHIP**

January to  
July 2026

## Partnership

Book your partnership level and start preparing your participation.

End of April 2026

## Demo zone

Validate your participation with a demo zone

June - July 2026

## Logistics

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

May 2026

## Demos prep

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

# SPONSORSHIP TERMS & PAYMENT INFORMATION



## BOOK YOUR PARTNERSHIP

### **Booking and Payment**

All displayed prices are in US Dollars with VAT excluded.

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

After receiving the completed application form, official quote, and terms & conditions, an invoice for the full sponsorship amount will be issued. Sponsorship options will only be confirmed upon receipt of full payment.

### **Cancellation Policy**

- If you cancel more than 30 days before the event, you will receive a refund minus a 30% administrative and communication fee.
- If you cancel within 30 days of the event, the full sponsorship fee is non-refundable.

# CONTACT US



**BOOK YOUR PARTNERSHIP**



**Maialen Cazenave**

Co-director  
Partnership Manager  
[maialen@world-fira.com](mailto:maialen@world-fira.com)



**ROBOTICS FACTORY**



**Beth Ezar**

Program Manager

[bezar@roboticsfactory.org](mailto:bezar@roboticsfactory.org)



**Alex Foessel**

Managing Partner

[alex.foessel@balanced.llc](mailto:alex.foessel@balanced.llc)