

# 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**

*#AgRobotics #FieldDays #RoboticsVillages #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.**





# FIELD DAYS

## AGENDA OF THE YEAR



**GOFAR**  
FRANCE FIELD DAY

**FIELD DAY #1 - FRANCE | FEBRUARY 5**  
AGROBIOPOLE - TOULOUSE  
MULTI-CROPS

**EVENT CLOSED**



**GOFAR**  
SPAIN FIELD DAY

**FIELD DAY #2 - SPAIN | APRIL 15**  
JOHN DEERE PARLA INNOVATION CENTER - MADRID  
PERENNIAL CROPS

Host & supported by  
 **JOHN DEERE**

IN PROGRESS



**ROBOTICS VILLAGE - BELGIUM | JULY 24-27**  
FOIRE DE LIBRAMONT  
VINEYARDS & VEGETABLES

Host & supported by  
**LIBRAMONT**  
ICI COMMENCE UN MONDE DURABLE



**GOFAR**  
ITALY FIELD DAY

**FIELD DAY #4 - ITALY | JUNE**  
BOLOGNA  
MULTI-CROPS

Host & supported by  
 **FEDER UNACOMA**  
Italian Agricultural Machinery Manufacturers Federation



**FIRA ROBOTICS VILLAGE NORTHEAST PENNSYLVANIA (USA) | AUGUST, 11 - 13**  
PENN STATE AG PROGRESS DAY  
MULTI-CROPS

Host & supported by  
 **ROBOTICS FACTORY**  
 **Ag PROGRESS DAYS**



**ROBOTICS VILLAGE & R&D DAY - THE NETHERLANDS | SEPTEMBER 16-19**  
AGROTECHNIEK HOLLAND  
WALIBI BIDDINGHUIZEN, PAYS-BAS | THE NETHERLANDS  
MULTI-CULTURES | MULTI-CROPS

Host & supported by  
 **Agro Techniek Holland**



**FIRA USA 2026 - WASHINGTON STATE | OCTOBER**  
YAKIMA COUNTY  
MULTI-CULTURES | MULTI-CROPS

Co-organized with  
 **Yakima County Development Association**

IN PROGRESS



**ROBOTICS VILLAGE - ITALY | 10-14 NOVEMBER**  
EIMA, BOLOGNA  
MULTI-CULTURES | MULTI-CROPS

Host & supported by  
**eima**  
INTERNATIONAL  
TWENTYSIX



# 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

## 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.



# 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 Parla 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.





# PRICING FIELD DAY SPAIN

BOOK NOW

[CLICK HERE TO BOOK YOUR PARTNERSHIP](#)

## DEMO PACK 1\*

€3,500

Prepared plot of land for demos with official pitch demonstrations + open demos + indoor expo corner

## DEMO PACK 2\*\*

€2,000

## CORNER EXPO

€1,500

Indoor expo corner to present your solution with desk and electric plug

## PROMOTION INCLUDED IN THE 3 PACKS:

Company dedicated page online, Robot page in the robot directory, online & printed\*, Logo on the official on-site signage, Your Press Releases in the on-site & online Press Room & Dedicated qualified matchmaking services.

\* FOR MANUFACTURER ONLY

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

## DEMO ZONE SPONSOR

€3,500

Take the spotlight in the demo zone with your brand on display in the signage, showcase your company on online and on-site communication materials.

## COCKTAIL SPONSORING

€5,000

Host a memorable afterwork reception for the day guests, featuring drinks and appetizers. Evening networking hub, branded your identity: Primary branding of the bar area during the reception, the possibility to welcome guests or make a short presentation, and inclusion in all promotional materials related to the receptions.

## GOODIES OF THE DAY

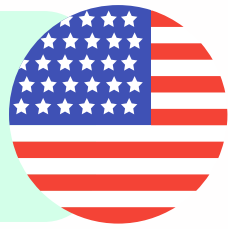
€3,500

Get your company on a bigger stage, sponsor one of the official goodies of a GOFAR Tour stop.

Tote bags, booklets, caps... boost your brand visibility with every attendee.

# FIRA ROBOTICS VILLAGE

AUGUST, 11 - 13, 2026 | AGPROGRESS DAY  
PENNSYLVANIA - UNITED STATES



45,000+

Qualified Visitors in 3 Days

400+

Exhibitors

Host & supported by



Penn State  
College of Agricultural Sciences

Co-organized with



ROBOTICS FACTORY

60% Ag professionals

1

## 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.

2

## 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.

3

## 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.

4

## DRIVE BUSINESS OPPORTUNITIES

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

5

## 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.





# PRICING FIRA ROBOTICS VILLAGE

AUGUST, 11 - 13, 2026 | AGPROGRESS DAY

PENNSYLVANIA - UNITED STATES

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 feeds 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.

## FIRA ROBOTICS VILLAGE SPECIAL RATE

### EXHIBITION FEES & REGISTRATION

**\$600 to \$4,600**

Become a exhibitor at the FIRA Robotics Village, the rates are from Commercial to Non-Commercial exhibitors rates.

## 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.

## MORE ADDITIONAL PROMOTION OPTIONS BELOW

**PARTNERSHIP OFFERS**



# FIRA ROBOTICS VILLAGE

16-19 SEPTEMBER - AGROTECHNIEK HOLLAND,  
THE NETHERLANDS



## ROBOTICS VILLAGE - THE NETHERLANDS



16-19  
SEPTEMBER



AGROTECHNIEK HOLLAND,  
WALIBI BIDDINGHUIZEN -  
THE NETHERLANDS

Host & supported by



Agro  
Techniek  
Holland

Organized by



Fedecom

In collaboration with



WAGENINGEN  
UNIVERSITY & RESEARCH

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!**





# PRICING FIRA ROBOTICS VILLAGE

16-19 SEPTEMBER - AGROTECHNIEK HOLLAND, THE NETHERLANDS

Exhibitor registration is managed directly through **AgroTechniek Holland platform**. **GOFAR** will assist with event coordination, promotion, and content. All exhibitor contracts and payments are handled by Fedecom.

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.

**Demo logistics**, including power, prep, seeding, and scheduling, will be coordinated with Fedecom.

**GOFAR SPECIAL RATE**

**€1,200 to €4,000**

Become an exhibitor at the FIRA Robotics Village, 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.

**OFFER COMING SOON**

# SCIENTIFIC AND R&D WORKSHOP



16 SEPTEMBER



AGROTECHNIEK HOLLAND,  
WALIBI BIDDINGHUIZEN -  
THE NETHERLANDS

Host & supported by



Agro  
Techniek  
Holland 2026

Powered by Fedecom

## 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.

**SPONSOR OF THE DAY**

**€5,000**

Company dedicated page online, Robot page in the robot directory, online & printed\*, Logo on the official on-site signage, Dedicated promotional signage on stage, , Focus on emailing campaign, Your infomercial on agricultural-robotics.com, Your Press Releases in the on-site & online Press Room & GOFAR Matchmaking: a tailored service to identify your targets, connect you with the right partners, and maximize your ROI.

\* FOR MANUFACTURER ONLY

Co-organized with

INRAE

Grand Défi  
Robotique  
Agricole  
powered by  
RobAgri



WAGENINGEN  
UNIVERSITY & RESEARCH

# COMMUNICATION SERVICES



€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 productivity.

#ROBOTS

Read more

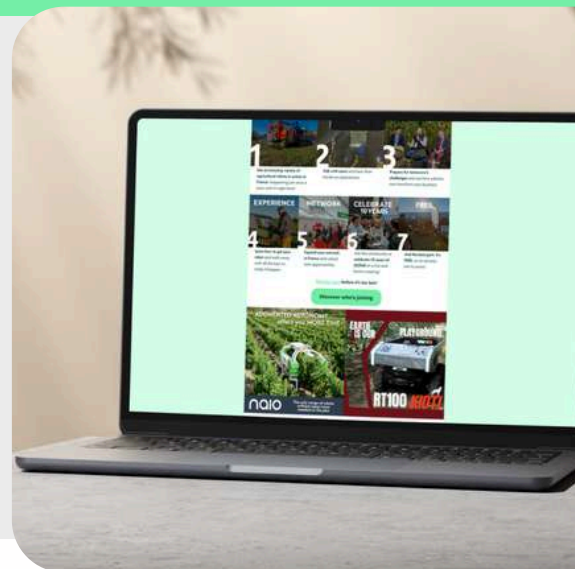
€600

## BANNER ON THE NEWSLETTERS

Display your newsletter banner on one of our newsletters campaigns for the stop of your choice.

Newsletters data:

- > 15k+ contacts in average
- > 35% opening rate in average
- > 5% clics rate in average



€800

## AD BANNER ON THE NEWSLETTERS

Hilight your company on our Newsletter focus. Your photo, dedicated text and CTA at the end of one newsletter of the stop of your choice.

Newsletters data:

- > 15k+ contacts in average
- > 35% opening rate in average
- > 5% clics rate in average



# 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.



# FAQ

## 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



**Gwendoline Legrand**  
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[www.gofar-tour.com](http://www.gofar-tour.com)