



**Agro
Techniek
Holland** 2026

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 **GOFAR**

Smartfarming pavilion



Statistics AgroTechniek Holland

8%

Of the visitors bought something while visiting

7.82

Is the average rating by visitors for ATH & GTH

47 year

Average age of visitors

50.000+

Visitors per edition

43%

Of the visitors came because both tradeshows are held at the same time & place

Reasons to visit

1. Stay up-to-date in the field
2. Invited by exhibitors
3. networking/contact with colleagues
4. Purchase plans
5. Day out/for fun

91%

of the visitors intend to revisit the 2026 edition

34%

Of the visitors did a price request

Top 3

Membership visitors

1. LTO (farmers)
2. VHG (gardeners)
3. Cumela (contractors)

16 years since de first edition in 2010

1.000+ brands at 280 exhibitors

Top 10

Sector in which visitors work

1. Arable farming
2. Dairy farming
3. Contractor
4. Government (country, province, city)
5. Gardener
6. Public space
7. Water ways & road construction
8. Leisure and sportaccomodations
9. Various waterdepartments
10. Students

Online info

www.fedecomfairs.nl

www.fedecomfairs.nl/agrotechniekholland/

 [Promo AgroTechniek & GroenTechniek Holland](#)

 [Aftermovie AgroTechniek & GroenTechniek Holland](#)



Facts & Figures

- Since **2010 the national** tradeshow for **agricultural machinery and techniques**
- **Largest tradeshow of the Netherlands** in exhibition area and number of visitors as well (source: NVOB)
- All market leaders in agro & green present: strong mix of Dutch brands and international concerns
- For and through the sector: organized by trade association Fedecom
- Low rates & market-based indexation (compared to other agro and green trade fairs)
- Strong PR and media impact: visibility in trade press and national media (print, TV, radio, online, social media)
- Broad sector anchoring: advocacy groups and trade associations of visitor groups actively connected to the fair
- Policy & network: presence of ministries, government, and policymakers at Dutch and EU levels (including policymakers at LVVN and I&W)
- Labor market & recruitment: sector promotion for future employees
- All trade press (print & online) connected to the fairs as media partners
- Leading theme pavilions and innovation awards: enormous spin-off in terms of PR & exposure
- Experience technology live: ample space for demonstrations and technology in action



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Theme pavilions & activities

With the demo areas beside the exhibition stands, the theme pavilions and the central test track, technology literally comes to life.

The theme pavilions and activities for ATH & GTH 2026 are determined

- smart farming
- autonomous feeding technology
- mobile charging infrastructure



Smartfarming



Crop protection



Autonomous feeding



Demo exhibitors



Clean & zero emission



Mobile Charging



Demo arena



Testparcours



Smartfarming pavilion

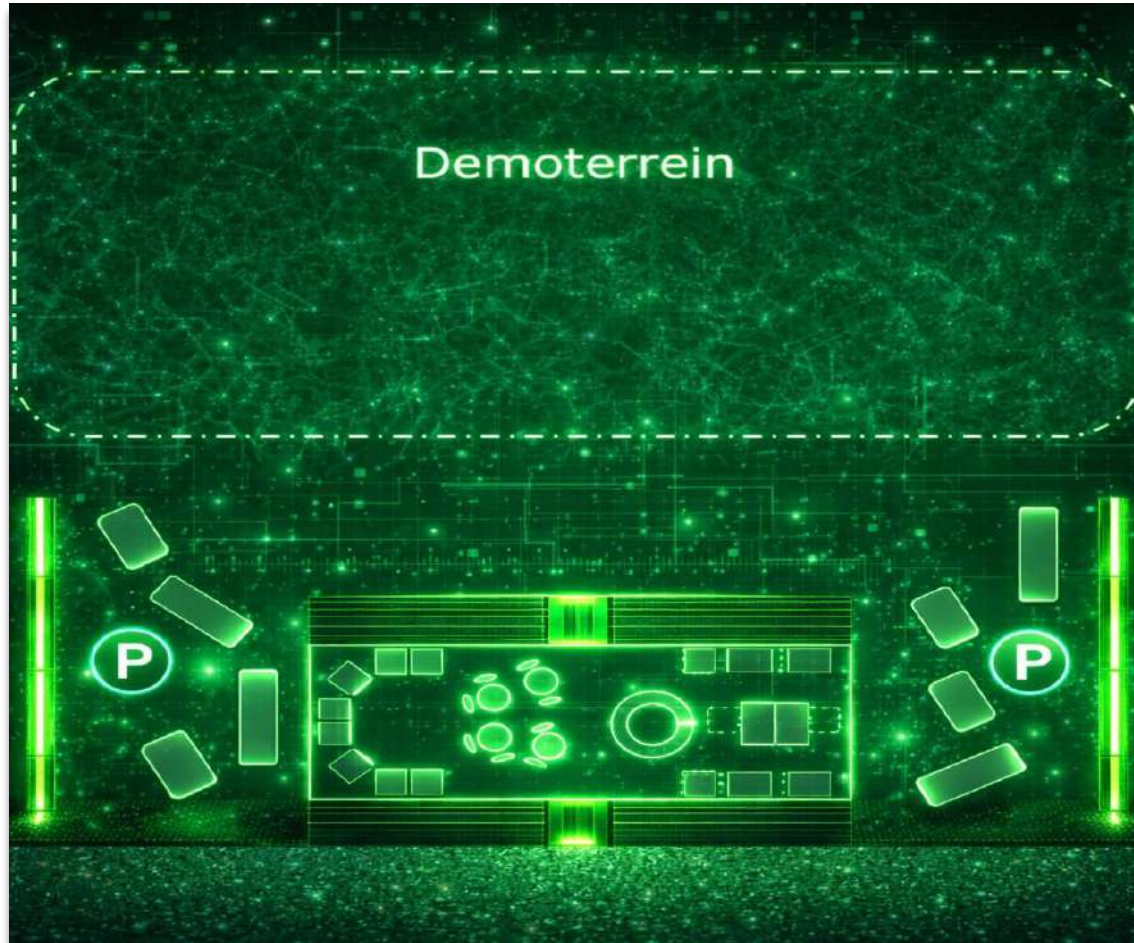
The Smartfarming pavilion at ATH2026 is part of the GOFAR tour 2026 (Global Organization for Agricultural Robotics), a spin-off of World Fira, the global trade fair for agricultural robotics with editions in Europe and USA with the ambition is **to accelerate adoption of agricultural robotics by connecting grower needs with breakthrough technologies and investment-ready solutions.**

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. The technology covers a wide range of common arable farming operations: weed control (mechanical and chemical), tillage, sowing, harvesting, and mowing. It showcases real-world innovations across diverse farm types and specialities, across dairy, fruit, forestry, greenhouse, and more.

In addition, GOFAR is providing a 4-days dedicated agenda with the Scientific & R&D workshop and multiple sessions within the pavilion.



Pavilion and demonstrations



The Smart Farming Pavilion showcases real-world innovations across diverse farm types and specialities, across dairy, fruit, forestry, greenhouse, and more. It brings together top players in agricultural robotics and autonomy.

Designed to open new business opportunities, the pavilion 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.

Besides the pavilion there is a spacious demonstration area with various simulated crops to demonstrate the various operations. Various crops will be simulated so the demonstrations look very realistic.

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.



Smartfarming offers

Pavilion packages

Exhibitor

Non exhibitor

Information board (1m²) + flag at the pavilion including exhibitor badges and mentioning of the brandname & content in trade show communications.

1.200,-

1.875,-

Desktopunit, Information board (1m²) + 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 (1m²) + 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,-



Exposure

Exposure

From the moment of registration until the exhibition, as an exhibitor, you will be included in all exhibition channels of ATH2026.

ATH.nl and GTH.nl with mini exhibitor websites (profile pages), visitor newsletters, Facebook, Instagram,, LinkedIn, YouTube, and TikTok

You can specify how many brands (unlimited), which techniques/machines, and which offers are communicated.

This way, you generate reach among your desired target groups right from the moment of registration, well before the exhibition starts.



Profile pages and dynamic floorplan

As an exhibitor, you will receive your own profile page on the regular websites of both trade fairs. These have a strong link between online and social media. With this, the ATH and GTH websites offer a portal for the current offerings in the agricultural and green sector. Items such as company descriptions, brand descriptions, new machines/technology, and innovations can be added to these profile pages. Visitors are directed to your own website via the profile page.



Visitors can navigate and search using filter options by:

- Company name
- Brands
- Sector
- Machine types
- Trade show offers
- New products



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EXCLUSIVE BENEFITS OF THE SMARTFARMING PAVILION

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 ATH's ecosystem.

TRUSTED EXPERTISE

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



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Knowledge & Networking



**Agro
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Knowledge & innovation

- Since the first edition in 2010, Fedecom has invested in a solid platform for knowledge & innovation at ATH.
- What seems like a pipe dream today, we make concrete and understandable through thematic pavilions, knowledge sessions, and innovation awards.
- The content is curated with the support of knowledge partners (including GOFAR WUR, universities of applied sciences, and vocational education), as well as in coordination with relevant ministries and industry associations.
- Innovations presented here subsequently grow into the new standard.



the networking moment of the sector

- Trade associations use the fair for gatherings, meetings, and seminars for members and stakeholders.
- In addition, there are knowledge sessions and activities for politicians, civil servants, policymakers, and advisors (national and regional).
- In this way, the fair serves as a platform for knowledge transfer, networking, lobbying, and industry promotion.



An aerial photograph of a large outdoor trade show, likely for construction equipment, featuring numerous white tents, booths, and heavy machinery. The image is overlaid with a semi-transparent green filter. The text "Your company at ATH2026?" is positioned in the lower-left area of the image.

Your company at ATH2026?

Why participate?

- Reach thousands of decision-makers in the sector, generate concrete leads, and make a demonstrable impact on your sales targets – months before the trade show. From the moment of registration, trade show participation is a marketing campaign in itself – offering a long period of visibility targeted at your specific audience, as well as dealer activation.
- With early registration, you gain access to the trade shows' marketing channels, leading pavilions, and visibility ahead of your competitors. Don't wait too long: the best locations and themed spots are taken quickly.
- Meet not only customers but also policymakers, buyers, and the entire top management of Agro & Groen Nederland. One location, four days, endless contact opportunities, impressions, and handshakes.
- Profile your company as a supplier of innovative, reliable, sustainable, and/or autonomous technology. Let visitors experience firsthand what your company, products, and innovations mean for the future of the sector and their own.
- More than 50,000 trade visitors and months of visibility online and in the media. Participating in ATH & GTH 2026 is not a choice – it is a strategic move for every brand that wants to play a role in the sector(s) in the future.



More information?

Please contact us!



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