

# VENDOR OVERVIEW



**The Desert Difference: FarmTech Connect Conference** is a two-day event held in Yuma, Arizona showcasing the latest in agricultural innovation and technology. The two-day format provides unique opportunities for vendor engagement throughout the event, ensuring maximum visibility and interaction with a diverse audience of growers, researchers, industry professionals, and agency partners.

## **Conference Description:**

### **Day 1 (November 13): Field Demo Day**

**Time:** 7:00 AM – 3:00 PM

**Location:** University of Arizona Yuma Agricultural Research Center - 6425 W. 8<sup>th</sup> Street

*The Field Demo Day showcases real-world applications of agricultural technologies in action and is structured in two parts:*

#### **Part One (Morning):**

- **Gates open at 7:00 AM**
- **Static Demo Trade Show:** 7:00 AM – 3:00 PM  
*Note: Vendors may choose to be located underneath the vendor tent or on nearby field.*
- **Field demonstrations (large and small-scale):** 8:00 AM – 12:00 PM
- **Lunch:** served 12:00 PM – 1:00 PM

#### **Part Two (Afternoon):**

- **Static Demo Trade Show continues until 3:00 PM.**
- **Small-scale Field Demos:** 1:00 PM – 3:00 PM  
*Note: Large field demos are exclusive to the morning session.*

### **Day 2 (November 14): AgTech Conference**

**Time:** 7:00 am- 1:00 pm

**Location:** Legacy Building, Yuma County Fairgrounds – 2520 E. 32<sup>nd</sup> Street

The second day offers a traditional conference setting with opportunities for networking, presentations, and exhibits. Vendors can showcase their products and services in a professional



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tradeshow environment. Static displays may be set up inside the conference room or outside the building to accommodate large pieces of equipment and interactive exhibits.

## **Vendor Options: Day 1 (November 13) Demo Day**

### **Field Demonstrations (large & small)**

#### **Field Demonstration Structure:**

- **Pre-Event Trials Available:** If you are interested in demonstrating in a pre-event trial, vendors can set up their field trials to allow for post-performance assessment.
- **Event Day Demonstrations:** On the day of the event, each company will be assigned a time slot to demonstrate equipment and provide information and answer questions. Demonstrations will be staggered to ensure only one company will be active at a time, allowing for focused observation and interaction.
- **Industry Engagement:** During each demonstration, vendors will have the opportunity to interact with industry professionals, answer questions, and provide insights into the capabilities and applications of their technology.

### **1. Large-Scale Field Demonstration**

The large-scale demo is designed for commercial-ready companies to showcase their agricultural technologies under real-world field conditions. Participants will demonstrate machine performance over extended durations and across larger plots (1-3 acres), emphasizing operational efficiency, durability, and scalability.

#### **Demo Objectives:**

- **Assess Real-World Performance:** Evaluate machine functionality under conventional growing conditions and operational stress. Provide measurable insights into throughput, efficiency, and consistency over time.
- **Performance criteria:** *Operational Consistency:* Ability to maintain steady performance throughout the demo. *Field Adaptability:* Effectiveness in handling variable field conditions. *Efficiency and Speed:* Rate of coverage and task completion. *Work Quality:* Precision and effectiveness in thinning and/or weeding.
- **Examples of Showcase Core Capabilities:**
  - Precision Thinning, Targeted Weeding, Drone Technologies, Automated Harvesters

#### **Field Specifications:**

- **Planting Date:** October
- **Bed Configuration:** 42-inch beds with two seed lines per bed (11-inch spacing between lines)



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- **Seed Spacing:** 2.5" and 3" (based on individual company specifications)
- **Demo Area:** 1-3 acres, 600 ft runs under conventional growing conditions (approx. 4-6 beds per pass).

## 2. Small-Plot Field Demonstration (13 available)

The small plot field demos offer vendors a structured platform to demonstrate their agricultural technologies under conventional growing conditions.

**Demo Objectives:** These demos are designed to showcase equipment performance under real-world field stressors—such as soil variability, crop density, and environmental factors—while highlighting core functions and precision tasks in a live operational setting.

**Field Specifications:** 10 beds x 150 ft. Pre-treatment demonstrations are available.

## 3. Static Display:

Static displays are stationary exhibits that give vendors a dedicated space to interact with attendees to provide overviews and demonstrations of their products or services. Available in multiple formats.

1. **General Static Displays:** Tradeshow booths or other displays under the main Vendors Tent, or equipment parked adjacent to the tent. Provides vendors with a designated space to showcase their equipment or technology in a non-operational format. This allows for close-up viewing of equipment, hands-on interaction, and detailed discussions with attendees about components, features, and design.  
**(40 spaces under the tent, 20 spaces outside of the tent)**
2. **In-Field Static Display:** Showcase technology under true agronomic conditions in a planted and cultivated field. Ideal choice for vendors wanting to display irrigation technologies, sensors, fertilizer/nutrient technology, soil and crop health management tools, and more. The In-Field Static Display gives vendors a platform to show how their products are used in the field and is well-suited for technologies that are difficult to showcase in a tradeshow-style booth.  
**(6 spaces available)**
3. **Large format display area:** dedicated space (up to 0.5 acre) for multiple static displays, for example to show collections of stationary tractors, implements, equipment or other exhibits. **(Limited spaces available)**

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## Vendor Options Day 2 (November 14) Conference Day

Vendors will showcase their products and services in a professional tradeshow environment tailored to industry leaders, researchers, and growers.

### Tradeshow Static Displays

1. Inside Booth: Display locations are available **inside the conference room.**  
**(30 spaces available)**
2. Outside the building, for **large equipment or interactive exhibits.**  
**(10 spaces available)**

### Vendor Pricing

<i>Demo Pricing Packaging Discounts</i>	<i>3 item discount-8%, 4 item discount-10%, 5 or more items- 12%</i>
Live Large Demo (1-3 acres x 600 ft runs)	\$4,500 per acre
Live Demo – Small Plot (est.10 beds x150ft)	\$1,500 per plot
In-Field Static Display (requiring agronomy)	\$1,200 per plot
Large format display area	\$4,000 per space (max. 0.5 ac)
General Static Display (Available Day 1 & 2, inside or outside options, no agronomy needed)	\$600/booth for 1 day or \$1000 for both days