

ASCEND Conference to Provide Practical Techniques for Using Drones in Business

Speakers, sponsors, and exhibits are focused on actionable information for entrepreneurs and business managers

Waukesha, WI – (December 22, 2016) – The ASCEND Conference & Expo aims to equip businesses with practical knowledge and techniques for integrating drone technology to improve specific processes. Sponsors and speakers are lining up to participate in ASCEND, which will be held at the Oregon Convention Center in Portland, OR, July 19-21, 2017. Details are available at www.ascend-event.com.

Up Sonder, an on-demand drone rental marketplace powered by UberRUSH, is a Premier Sponsor of ASCEND. Up Sonder provides a marketplace where drone pilots and owners can earn extra money renting out their drone or providing UAV services. Up Sonder offers multiple industries and the general public a low-cost option when planning their next drone project. Whether it's agriculture surveying, construction site mapping or a just fun day outside, Up Sonder is the best place to find an FAA-certified remote pilot or to rent a drone in your direct area or on the go.

"Many people in a variety of industries will benefit from the application of drone technology and intelligence, but not everyone will use a drone frequently enough to warrant purchasing their own," said Derek Waleko, CEO. "Up Sonder provides a cost-effective way for businesses to capitalize on the technology and benefit from their occasional point of need use cases."

Focus on UAV Growth Industries

ASCEND's targeted conference tracks will benefit business owners and principals in several areas:

- Construction
- Insurance
- Photo and video
- Precision agriculture
- Real estate
- Security/police/fire/search & rescue
- Utility and infrastructure inspection

Sessions at ASCEND will focus on practical application. "This is **not** a conference where we just talk about how cool drones are," said Tim Kidwell, Editor-in-Chief of *Drone360 magazine* and on the Executive Planning Team of the ASCEND Conference & Expo. "Speakers, panels, and exhibits will

have a single goal: provide attendees with principles and processes to enable them to immediately apply drone technology to benefit their businesses.”

Many speakers and panel moderators were previously announced. Recent additions to the line-up include: Jonathan Evans, CEO of Skyward; Faine Greenwood, Harvard Humanitarian Initiative; Jessie Mooberry, Stanford University Peace Innovation Lab; several experts from AeroVista Innovations, including co-founders Peter Spero and Brendan Stewart, and Sharon Rossmark, COO; and Patrick Sherman, Roswell Flight Test Crew. See www.ascend-event.com for updates to speakers and sessions as the event date nears.

ASCEND will offer a combination of interactive panel discussions, classes, workshops, workflow sessions, mentor meetings, and interviews. Additionally, the ASCEND Expo will encompass all aspects of UAS including service providers, commercial applications, platforms, software, research, technology, training, components, advocacy, education, government agencies, trade associations and retailers.

About ASCEND Conference & Expo

ASCEND is a new UAS technology and innovation event presented by *Drone360* magazine. Find full event details at www.ascend-event.com. Event updates will be posted to Twitter [@ASCEND_UAS](https://twitter.com/ASCEND_UAS), on Facebook [@ascendUAS](https://www.facebook.com/ascendUAS), and using the hashtag #AscendUAS.

Attendees, exhibitors, and media should visit the website, www.ascend-event.com. Knowledgeable industry professionals are invited to contact ASCEND at speakers@ascend-event.com. Details on each conference track will be presented on the web site as the event nears.

Drone360 is a bimonthly magazine supplemented by a broad range of digital content on its website Drone360mag.com. *Drone360* is published by Kalmbach Publishing Co. The editorial staff is comprised of drone experts and enthusiasts. Members of the [Advisory Board](#) for the magazine and the event come from varying backgrounds and include perspectives both inside and out of the unmanned vehicle industry. Kalmbach Publishing Co., based in suburban Milwaukee, produces 15 special-interest magazines and websites in fields ranging from science (*Discover* and *Astronomy*) to railroading (*Trains* and *Classic Trains*), along with events, apps and books designed to meet audience needs in multiple ways.

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* Drones are (of course) known by several acronyms. UAV = unmanned aerial vehicle. UAS = unmanned aerial system.