

ASCEND

16–18 November 2020

ATTENDEE RECAP

Presented by



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THANK YOU FROM THE ASCEND/AIAA TEAM

Three days in November 2020 witnessed more than 3,000 technical and business leaders from 33 countries around the world gathering virtually for ASCEND – Accelerating Space Commerce, Exploration and New Discovery. ASCEND is the first space event specifically designed to expand the space economy.

You made ASCEND possible. Your excitement fueled this inaugural event and your commitment and participation guaranteed a successful launch. You helped us bring together the whole space ecosystem to strengthen relationships that will make the future of space happen.

Let's keep that momentum going.

We hope to see you again at 2021 ASCEND!

Dan Dumbacher

Executive Director, AIAA

Rob Meyerson

Executive Producer, ASCEND

Nathan Boll

Program Executive, AIAA



THANK YOU



FOR JOINING THE
CANADIAN SPACE
INDUSTRY AT  AIAA
ASCEND™

CONTACT US TO:

- Boost innovation
 - Expand into Canada
 - Partner with Canadian industry
-  b2b@satcan.ca



SATCAN

<https://www.satellitecanada.org>



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TELECAN SPACE

VISTARA CONSULTING LTD.

Western Institute for Earth & Space Exploration



Audience



AUDIENCE COMPOSITION



3,000+

Attendees



1,200+

Organizations



200+

Colleges and Universities



20%

Student and educator attendees



52+

Media

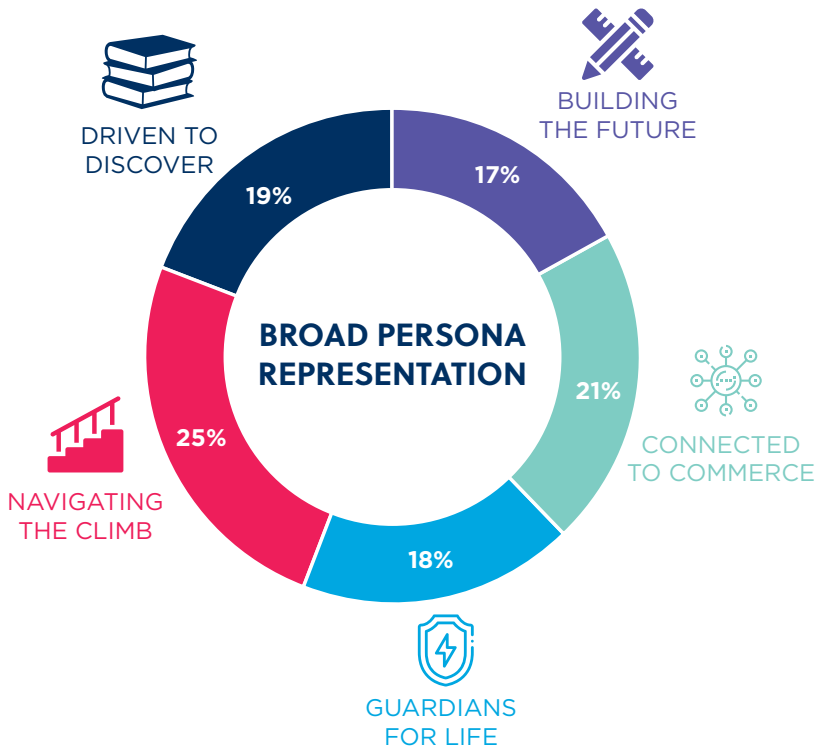


33

Countries



AUDIENCE DEMOGRAPHICS



BUILDING THE FUTURE: Interested in tools and technology and eager to gain hands-on experience to solve problems or enhance career.

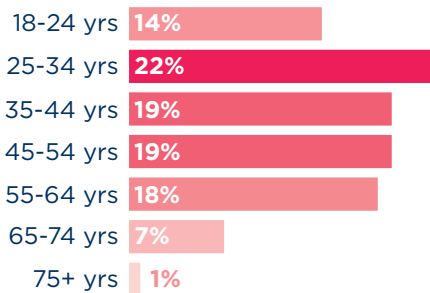
CONNECTED TO COMMERCE: Building strategic partnerships and connecting with fellow business people and policy leaders; selling a product or service with significant impact on the space economy.

GUARDIANS FOR LIFE: Years of experience building space programs that impact society, committed to investing in meaningful change.

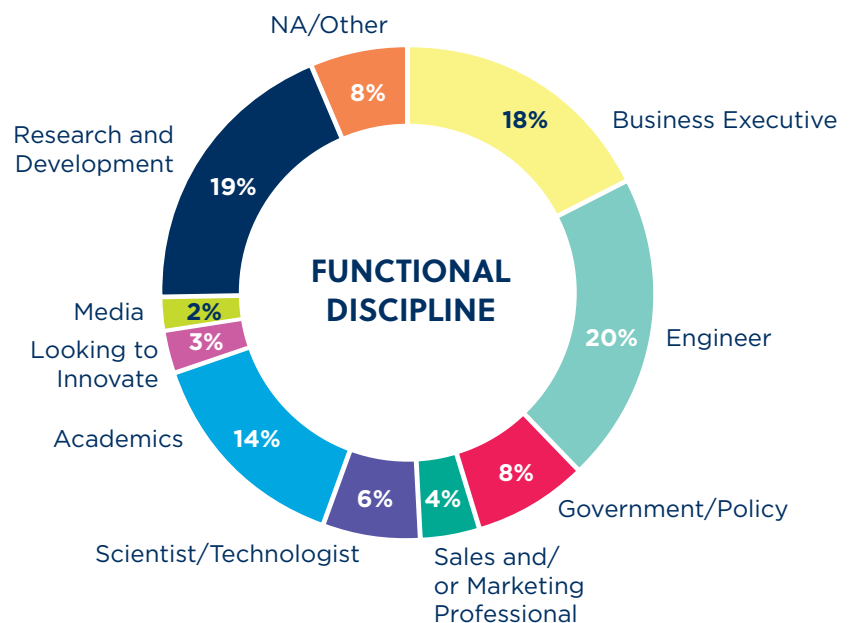
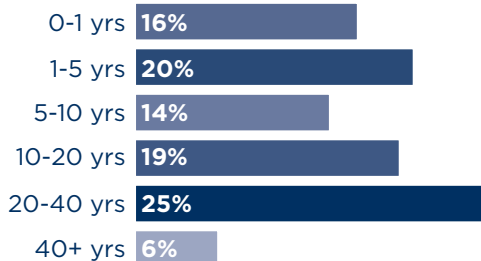
NAVIGATING THE CLIMB: Long, ambitious career ahead, looking for a breadth of ideas, connections, and experiences that will launch to the next level.

DRIVEN TO DISCOVER: Lifelong learner and teacher; exploring the intersection of science and technology and developing the next big ideas in space.

AGE RANGE



CAREER LENGTH



ATTENDEE FEEDBACK

2021
15-17 November

65%

of attendees are already planning to go to 2021 ASCEND



54%

of attendees said Business Development was important to them



62%

said ASCEND is different than any other space event

“ It was a fun and informative event. Loved the overall upbeat atmosphere. ”

“ **A STELLAR EVENT!** ”


“ Overall, this was an amazing collection of interdisciplinary experts and I'm looking forward to seeing the unique collaborations and partnerships that will build off of this initial gathering! ”



“ I was particularly impressed with the number of STEM/space education/workforce development sessions ... I think this is the best event that's bridged both the education and the space worlds. ”

“ **LIKE THE VISION! KEEP IT GOING!** ”

“ GREAT EXPERIENCE ... I LOOK FORWARD TO DOING IT AGAIN NEXT YEAR, HOPEFULLY LIVE! ”



Media Outreach

REGISTERED MEDIA



44

Articles



20M

Reach



\$40.4K

Publicity value



SOCIAL MEDIA



201K

Impressions



3,503

Engagements



447

Tweets to
@ascendspace




235

Tweets to
#ascendspace

MIT Media Lab @medialab

Over the past few years, space research at the Media Lab has visibly flourished, driven by both faculty and student initiatives, and largely led by women. Learn more about this work, much of which will be presented at @ascendspace this week. bit.ly/36KuNcq #AscendSpace



Media Lab Research Takes Flight
By Alexandra Kahn
medium.com

Secretary of the Air Force Barbara Barrett @SecAFOfficial

Space is vital to the American way of life. Thank you Dr. Danielle Wood (@space_enabled) and Ms. Marilyn Hewson (@LockheedMartin executive chairman) for discussing the essential roles of #space and the @SpaceForceDoD during the @ASCENDspace conference today.

ASCEND @ascendspace · Nov 16

We are go for an amazing first day of #ascendspace! This one-of-a-kind, collaborative event will generate ideas to drive the topics @AIAA will explore in 2021! Special thanks to @LockheedMartin! Join us: bit.ly/32xPabl



ASCEND
16-18 November 2020 | Online

Learn more at
ASCEND.EVENTS

Boeing Space @BoeingSpace

Interact with @Space_Station, @NASA_SLS, Starliner, and more inside our AIAA #ASCENDspace virtual experience.

See the booth: boeingvirtual.events/ASCEND2020/



GIF

Lockheed Martin @LockheedMartin

We are deeply proud to advance human discovery and human understanding through space technologies. Register to watch a fireside chat with @SecAFOfficial and Marilyn Hewson. 🗨️

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Rocket Lab @RocketLab

Join us this week at @ascendspace to hear from Richard French | Director of Business Development & Strategy, Space Systems on the latest updates to enabling lunar and interplanetary missions with Photon and Electron. ascend.events/#ASCENDspace



VIRTUAL PRESENTATION WITH RICHARD FRENCH

🗨️ Tune in to hear an update on how Rocket Lab is supporting the return of humans to the Moon with Electron & Photon for the upcoming CAPSTONE mission.

WEDNESDAY 18 NOVEMBER
1:00 PM ET | 10:00 AM PT

ROCKET LAB

United States Space Force @SpaceForceDoD

@SecAFOfficial Barbara M. Barrett discusses the critical role of the U.S. Space Force. #TeamSpace #SemperSupra



UNITED STATES SPACE FORCE

Barrett discusses critical role of new service

Secretary of the Air Force Barbara M. Barrett addressed the American Institute of Aeronautics and Astronautics during the first virtual Accelerating Space ...

spaceforce.mil



Industry Participation

THE GUIDING COALITION

The ASCEND experience is crafted with the support of world-renowned leaders in the space industry. AIAA and ASCEND's Guiding Coalition spent the past two years investing time and resources into designing the most multidisciplinary curriculum the space community has ever seen.

ROB MEYERSON, ASCEND Executive Producer (Lead)

BOBBY BRAUN, NASA Jet Propulsion Laboratory

TORY BRUNO, United Launch Alliance

JIM CHILTON, Boeing Defense, Space & Security

ROBERT CURBEAM, Northrop Grumman

MARY LYNNE DITTMAR, Coalition for Deep Space Exploration

DAN DUMBACHER, AIAA

DEBRA FACKTOR, Airbus U.S. Space and Defense

ALEC GALLIMORE, University of Michigan

BILL GERSTENMAIER, SpaceX

TIM HUGHES, SpaceX

STEVE ISAKOWITZ, The Aerospace Corporation

FRED KENNEDY, Momentus

ROBERT LIGHTFOOT, Lockheed Martin Space Systems Company

JIM MASER, Aerojet Rocketdyne

CLAY MOWRY, Blue Origin

DAVA NEWMAN, Massachusetts Institute of Technology

SANDY MAGNUS, Office of the Under Secretary of Defense
for Research and Engineering

MELISSA SAMPSON, Ball Aerospace

ROBBIE SCHINGLER, Planet

KAY SEARS, Lockheed Martin

ELLEN STOFAN, Smithsonian National Air & Space Museum

GEORGE WHITESIDES, Virgin Galactic

THOMAS ZURBUCHEN, NASA Science Mission Directorate



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EXHIBITORS



2,000+

attendees visited the
ASCEND Engagement Zone



1,550+

total unique booth visits
averaged each day!



**THANK YOU!
SEE YOU NEXT YEAR!**

ASCEND

15–17 November 2021

RSVP for 2021 ASCEND Now
www.ascend.events

