

FAQs

- 1) **What is it?** The Precision Aerial Ag Show (PAAS 2014) will be an outdoor trade show of products and services by the unmanned aerial vehicle (UAV) industry designed for use in agriculture. It will be held at Progress City USA, an 80-acre facility designed for the biennial visit of the Farm Progress Show.
- 2) **What are unmanned aerial vehicles (UAVs)?** Frequently called “drones,” these small craft, usually powered by batteries, are guided either by radio controls or a computer chip and typically carry cameras and other sensing devices to provide visual or other digital information. They can either be winged aircraft, or are lifted and propelled by multiple rotors.
- 3) **Why are they controversial?** Although the UAV industry is growing exponentially, the Federal Aviation Administration (FAA) does not have any provision for their commercial use. A photographer was cited and fined by the FAA, but the fine was overturned by an administrative law judge, pending appeal by the FAA. Although the FAA controls activity in the National Air Space, the administrative court for the National Transportation Safety Board ruled that the FAA had only established policies against commercial UAV operation, and not enforceable regulations. Congress mandated the FAA to develop such regulations by September 2015, to allow commercial drone applications.
- 4) **Why should someone attend PAAS 2014?** Attendees interested in UAV technology will have the opportunity to see UAV “ships” perform in flight, speak with the manufacturers, view their digital output, and listen to farmers who own and use the technology. Other speakers will discuss application of the technology, differences in cameras and sensing systems, laws and risks regarding use, and making purchase decisions.
- 5) **How can UAVs fly at PAAS 2014, if prohibited by the FAA?** The FAA provides an “exception” to its rules to benefit owners and operators of radio-controlled aircraft. PAAS 2014 has been sanctioned by the Academy for Model Aeronautics (AMA) as a “Class D Technology Demonstration” which would allow demonstrations of the UAVs with certain restrictions. Those AMA restrictions will be followed; one of which requires that the demonstrations be separated from any marketing communication or “sales pitches,” in an effort to observe the FAA prohibition on commercial use.
- 6) **Why are UAVs of interest to agriculture?** UAVs have the ability to provide important information to a farm operator and in a time frame that will enhance his efficiency. Field scouting for weeds, diseases, fertility, and other crop stressors is important to boost yield, but can take hours to walk a large field and important information could be missed. A UAV with the proper sensor, flying for a few minutes, may be able to spot unseen weeds, undetected insects, and evaluate any moisture or fertility shortage that could be corrected before stress sets in. UAVs can also be used to search terrain that is difficult to access to locate livestock or to inspect the tops of grain bins and grain handling equipment to detect any storm damage. It would also be possible for UAVs to fly over irrigation equipment to ensure all sprinkler heads were working.

- 7) **What are the hours of the show?** The Precision Aerial Ag Show will be open to the public from 8:00 a.m. to 5:00 p.m. on Wednesday July 9 and Thursday July 10. The trade show will be open those hours. Speakers will be making presentations from 10:00 a.m. to 2:30 p.m. each day. Flight demonstrations will be from 9:00 a.m. to 12:00 noon, and again from 1:00 p.m. to 4:00 p.m.
- 8) **What is the cost to attend?** Advanced, one-day, adult tickets are \$15, and \$25 for two days. Tickets will be available at the gate for \$30 for one day, and \$40 for two days. Attendees are encouraged to purchase advanced ticket. Discounted ticket prices are offered for youth. Tickets can be purchased on the show website, www.PAAS2014.com.
- 9) **What services will be available for attendees?** Food and soft drinks will be available for purchase. The facility features air-conditioned restrooms. Free parking will be on site. There will be limited seating available at the launch point of the flight demonstrations. Seating will be available for the speaker presentations. Golf cart rental will be available, if reserved prior to the show. The facility is an open air, outdoor exhibition area, and visitors should be prepared for the weather. Shelter is limited to the exhibition buildings that will be open and in use for the trade show.
- 10) **What provisions are there for media coverage?** Credentialed members of the media are welcome and can cover the show as they would for any other public event. Speakers and UAV exhibitors will be available for interviews. There are no restrictions on photography. A media center will be staffed to help answer questions and manage news conferences. Wi-Fi will be available if needed. Media will be responsible for their own telephone service if needed. Only credentialed media will be allowed to use the services of the media center. Media should register and request credentials on the show website at www.PAAS2014.com.
- 11) **What is the scope of PAAS 2014?** PAAS 2014 is an event that has already attracted a national audience. Early ticket sales have been distributed in Washington, D.C. and the state of Washington, as well as from Texas to the Dakotas. A meteorologist from India has also requested a Visa to attend. The technology has been featured in media throughout the U.S. and will see a rapid adoption on many farming operations. As you can imagine, PAAS 2014 will be a very visual event, with UAV craft flying in front of large audiences. Although the event may be some distance from your location, the event will be quite newsworthy to your viewers, listeners, and readers.