

TALKING POINTS & FREQUENTLY ASKED QUESTIONS

For internal staff use

GENERAL EVENT INFORMATION

Ascend 2026
February 11 – 13, 2026
Mission Bay Hotel and Resort
San Diego, CA

[Registration Site](#)

What is Ascend 2026?

For the first time in three years, our community is coming together to sharpen skills, explore the latest solution updates, and hear business announcements directly from Bold Group leadership. We're bringing back what you loved from past conferences while introducing fresh approaches that deliver real value.

What Makes Ascend 2025 Different?

At Ascend 2025, we're laser-focused on what matters most: comprehensive product training that helps you maximize value from your Bold Group solutions, and business insights that show exactly how we're investing in our shared future.

About Ascend:

Learn What You Need, When You Need It

- **Practical training sessions** informed by your feedback—from foundational to advanced levels
- **Industry-specific best practices** tailored to your business challenges
- **Hands-on experiences** designed for immediate application
- **The Solution Station**—your dedicated resource center for getting questions answered
- **1:1 expert consultations** for personalized guidance

Connect and Build Partnerships

- Exclusive networking opportunities with security industry leaders
- Open dialogue with Bold Group leadership—honest, transparent conversations about our direction
- Boutique environment designed to foster authentic business relationships
- Collaborative approach to rebuilding trust and strengthening partnerships

See Our Forward Momentum

- Strategic business updates on Bold Group's progress and vision
- Product strategy for alarm monitoring and business management solutions
- Clear visibility into how we're investing in modernization and customer-centric growth

Why This Matters

When we bring our expertise together with yours, we don't just serve clients—we help you discover opportunities you never knew existed. We meet you where your challenges are most pressing and your potential is greatest.

What is the agenda?

The agenda is available on the [Ascend website](#) and will be updated regularly as sessions are finalized. Check back often for updates! Once all sessions are posted, you'll be able to register for those you'd like to attend.

Our goal is to provide a variety of practical sessions, including:

- **Product training:** From foundational to advanced levels.
- **Industry best practices:** Tailored to your specific business challenges.
- **Partner-sponsored sessions:** Fresh perspectives and ideas to grow your business.
- **The Solution Station:** Your dedicated resource center for getting questions answered.
- **1:1 expert consultations:** Personalized guidance to help you make the most of Ascend.

We'll also host our traditional **Welcome Reception** and **Evening Event**, giving you the opportunity to have fun and network!

When can I register?

Registration is open and available through our [website](#).

What is the cost?

- **Early Bird:** Register **by Friday, October 31, 2025**, to receive a discounted rate of \$680.00 per attendee. Add additional group attendees to your registration for \$630.00 per attendee.
- **Standard Registration:** \$780.00 per attendee, effective **from Friday, October 31, 2025, through Friday, January 9, 2026**. Group attendees are \$730.00 per attendee.
- **Late Registration:** Any registrations received **after Friday, January 9, 2026**, will incur a fee of \$880.00 per attendee and \$830.00 for additional group attendees.
- **Family:** Guests who wish to enjoy the resort and take part in meals and evening events are \$430.00 per attendee.

Can I bring my Family?

Yes. There is a Family rate of \$430 to take part in meals and evening events. Please note that these meals and evening events are 18+. The hotel does offer rooms available with two beds to allow for multiple guests in the room.

EVENT QUESTIONS

Will there be a detailed agenda with all of the class sessions available?

Yes, we are working on bringing you practical product training sessions informed by customer feedback, designed to balance foundational, intermediate, and advanced learning and as we finalize those sessions we will add that detail to the agenda. We will be featuring sessions that focus on both our business management and alarm monitoring products as well as industry and business-specific topics providing best practices and solutions to guide our customers.

Are any of the events mandatory?

No, the meetings aren't mandatory, but we'd hate for you to miss out on the valuable information, training, and insights we'll be sharing. Please note that sessions will not be recorded for later viewing. All sessions using PowerPoint presentations will have them available in the Bold Group Knowledge Base following the Conference.

Can I bring guests to this meeting?

Yes, guests are allowed for an additional fee of \$430.00 and may attend evening events and group meals. Please note: All meetings and events are limited to adult attendees.

What are the 1:1 Consultations?

1:1 Consultations give you the chance to connect directly with Bold experts and staff. During these limited sessions, you can share ideas, ask questions, and engage with the people you want to meet. Availability is first-come, first-served, and you can reserve a spot when registering for your sessions.

REGISTRATION QUESTIONS

How do I register?

Just visit the web site and you can register and book your hotel directly.

[Registration Site](#)

How do I make changes to my registration?

You will receive a confirmation via email upon receipt of registration that includes a link to modify your registration. If you have any questions regarding registration, please contact the Bold Group Registration Team at boldgroup@unbridled.com or 720-722-7329.

When will I receive a registration confirmation?

You'll receive an immediate on-screen confirmation followed by a registration confirmation email from boldgroup@unbridled.com once you submit registration. If you do not receive a confirmation email, please check your spam folder to make sure it was not mislabeled as junk. If you are using an employer email domain, you may need to whitelist "cvent.com." Please see your IT provider. If you did not receive a confirmation email, it is very likely that you did not complete all of the required fields on the registration form. Please revisit the website and complete the registration entirely, clicking Submit at the end to complete registration.

Who should I contact if I have difficulty registering online or need assistance?

Please contact the Bold Group Registration Team at boldgroup@unbridled.com or 720-722-7329.

What if I need to cancel my registration?

Please contact the Bold Group Registration Team at boldgroup@unbridled.com or 720-722-7329.

Who should I contact regarding registration, travel, and all other questions related to this meeting?

Please contact the Bold Group Registration Team at boldgroup@unbridled.com or 720-722-7329.

TRAVEL QUESTIONS

Do I need to book my travel through Unbridled Travel?

No, please book your own air.

Will Bold Group reimburse for airline bag fees?

No, you will be responsible for these fees.

What airport should I fly into?

Please fly into San Diego International Airport (SAN).

Can I book my travel to arrive early or stay after the program?

During registration, you will be given the opportunity to request a hotel extension. Simply select your full hotel dates (including extended dates). Extensions are based on hotel availability. Once you submit your hotel date extensions, we will verify availability with the hotel to confirm and then notify you via email when that extension is approved. **All requests for extensions must be approved through the registration site before confirming your travel plans.** As a reminder, extended hotel stays are at your own expense. The group rate remains \$259.00 per night (not including taxes or fees).

Is transportation provided to and from the airport and hotel during the meeting dates?

No, please plan to utilize a ride-sharing option or taxi between San Diego International Airport (SAN) and San Diego Mission Bay Resort. The hotel is about 15-20 minutes from the airport.

Can I contact the hotel directly with room reservations or cancellation issues?

No, please contact the Bold Group Registration Team at boldgroup@unbridled.com or 720-722-7329 for any hotel reservation changes.