

U.S. Army Mission Support Battalion

“Connecting America’s People with America’s Army”



ARMY STRONG.®

Asset User’s Guide for Maximizing Accessions



ARMY STRONG.™

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ARMY STRONG.™

Introduction

Army Marketing & Research Group National Assets will help take your event to a new level of success if used correctly and to the best potential possible. We know you may not receive the exact asset you asked for based upon mission requirements. Nonetheless, the asset on the ground will support you and your unit to the highest degree possible. 95% of our exhibitors have experience as recruiting station commanders, and all of our exhibitors support events an average of 230 days out of the year. The exhibitors will help you place the asset in the best location; suggest the best use of the vehicle; and aid in the delivery of Leadership, Education, Options, and Opportunities. If you have any questions, please feel free to contact the Mobile Exhibit Company (POC information at conclusion of User's Guide) at any time.



ARMY STRONG.™

Electronic Leads Capability



All assets are equipped with the Interactive Electronic Leads Management Options (I-ELMO). I-ELMO is used to collect quality leads during USAREC or USACC recruiting events. I-ELMO streamlines lead collection process and drastically reduces processing time from point of lead collection to recruiter use.



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Upfront Suggestions

If your event is:

Suggested Asset(s):

High School

Any IS, AS, MEV and AAT

Fairs

Any AS, MEV, AAT or OCC

Air Show

AS3 (Best), Any AS, MEV or AAT

Auto Show/Motorcycle Rally

OCC (Best) or MEV

High School Sporting Event

Any AS, MEV or AAT

College Sporting Event

Any AS, MEV, or AAT

Medical School/Medical Event

AS5

Science Event

AS1, AS3, AS5, AS6 or Any IS (using science videos/presentations)

Ranger Challenge Event

AS2, AS4, AS3, AS1, AAT, MEV

Leadership Event

Any AS, AAT or an IS (using leadership videos/presentations)



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Army Adventure Semi (AS1)



AS1 is one of six adventure assets. It is a 60ft, 30 ton tractor /trailer asset that is a self-contained simulation system. It possesses simulators such as the M1A1 Abrams Tank Simulator, M9 Simulator, the Apache Flight Simulator, UAV Simulator and the EOD Interactive Robotic Arm Simulator. In addition, AS1 comes with two touch-screen computers with internet and Career Navigator capabilities, static displays and Army Leadership, Educational, Options and Opportunities videos.



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EOD Robotic Arm/Protective Suit



In AS1, students involve themselves with working diligently to maneuver EOD Robotic Arm in 90 seconds to acquire a PPI using only a camera to see the direction the arm is going. This gives them an appreciation of the real life mission EOD operators go through.

Students have a great opportunity to try on an actual EOD suit. This is also a great photo or social media opportunity for them.



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Social Media/Reach-back Capabilities

AS1 has two touch-screen computers with internet capabilities for access to GoArmy.com and other Army career opportunity websites. In addition, each computer has the Army Career Navigator (CNAV) software for recruiters to discuss Army careers, benefits and educational opportunities. Recruiters can customize these computers as presentation tools or allow students or visitors to explore Army opportunities on their own.





ARMY STRONG.™

All-Army Experience



Apache Flight Simulator



Tank Simulator



UAV Simulator



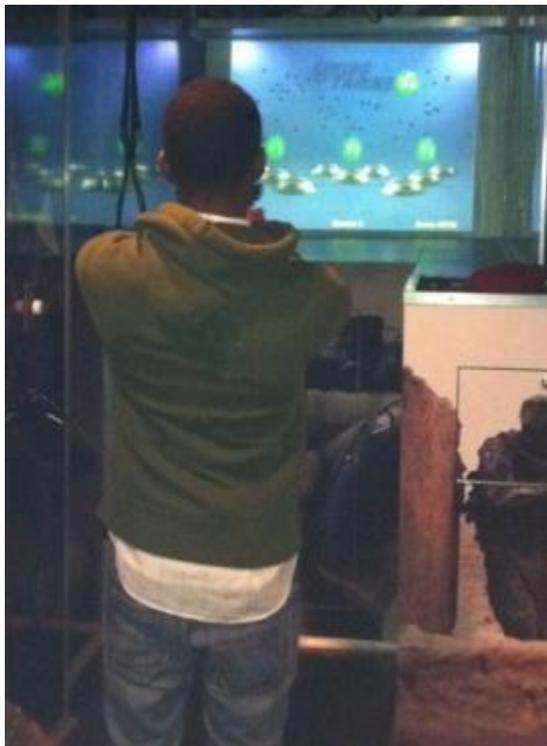
Steel Beast Game (Tank Simulator)

Throughout AS1, students can experience leadership, options, and opportunities by flying an apache helicopter with “APACHE”, feeling the thrill of a tank firing rounds with “STEEL BEASTS”, flying a UAV to a destination of their choice, or being taken into the world of virtual reality through our new Immersa Dome experience.



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Laser Shot Engagement System



In AS1, visitors can try their hand at a timed shooting event showcasing Army technologies from Army Marksmanship Trainers and Laser Technology.



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Best Uses

- Hard to penetrate High Schools
- Colleges & Universities
- Sporting Events
- Air Shows
- Fairs

MAXIMIZE: Coordinate with administration well in advance immediately upon notification that you will be receiving the asset and let them know exactly what is coming to their location and benefits to their school.

MAXIMIZE: Position asset in high traffic areas and ADVERTISE. Please feel free to use any graphics in this guide to your advantage.

We have a recommended Coordination Check List in [Annex B](#)

A Sample advertising graphic is located [here](#)

This vehicle contains SIMULATED weapons



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AS1 Characteristics/Requirements

- Required Exhibit Space: 75' X 24'
- Ensure ground is level, paved (concrete or asphalt), and can support heavy vehicle
- Height: 13' Weight: 30 Tons
- Electric: Self Contained Generator
- Vehicle has a high clearance/wide turning radius (conduct recon of your area well ahead of time to ensure route to event is clear of low hanging wires/trees, low clearances, narrow roads, tight turns). Assets have used police escorts to help maneuver to the show site.
- Ensure entry/exit routes are spacious for large vehicle.
- Allow approximately one hour to set-up and tear down at event site.
- Station needs to provide total of four recruiters for event (2-3 inside, 1-2 outside), tent, table, chairs, RPI/PPI, and USAREC form 998 (2 ply carbon leads forms).

U.S. ARMY ADVENTURE SEMI

U.S. ARMY
ADVENTURE SEMI

U.S. ARMY



U.S. ARMY



Welcome to the Army Adventure Semi. This exhibit is equipped to give you an overall snapshot of the Army. Inside take your best shot at our laser shot system, test your tank driving and flying abilities in our Apache Simulator and Unmanned Aerial Vehicle Simulators. Have you ever tried using a Robotic Arm? Come on inside and you can experience trying to maneuver a robotic arm using only a small camera feed on the front of the arm guiding your movements. But most of all, different opportunities the Army offers!

WELCOME



Test your skills on the EOD Robotic Arm



Experience first-hand what it's like to be a gunner in an M1 Abrams tank



Take flight in the AH-64 Apache Attack Helicopter Simulator



ACCOMMODATIONS PARKING AND SETUP:

- The U.S. Army Adventure Semi is an 18-wheel tractor-trailer that is self contained and climate controlled.

- It is 16 feet wide by 60 feet long by 13 feet 6 inches high. It requires a space at least 24 feet wide by 75 feet long (or seven parking spaces long by 2 deep).

- It requires a hard, level surface away from windows due to noise and exhaust from the generator.

- Overhead clearances must be at least 13 feet 6 inches and the weight restrictions at the sight should be at least 30 tons.

- Allow at least one hour for setup



SPECIAL CHARACTERISTICS:

Visitors can experience a myriad of interactive, Army exhibits to include: Tank Simulator, Unmanned Aerial Vehicle Simulator, Apache Simulator, Robotic Arm, Immersa Dome, Laser Shot, and Touch Screen Computers, loaded with the latest Career Navigator (CNAV) Software and have internet capability.



DATE:

TIME:

LOCATION:



U.S. Army Adventure Semi



goarmy.com Website



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Pictures from different AS1 events





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Special Operations Semi (AS2)

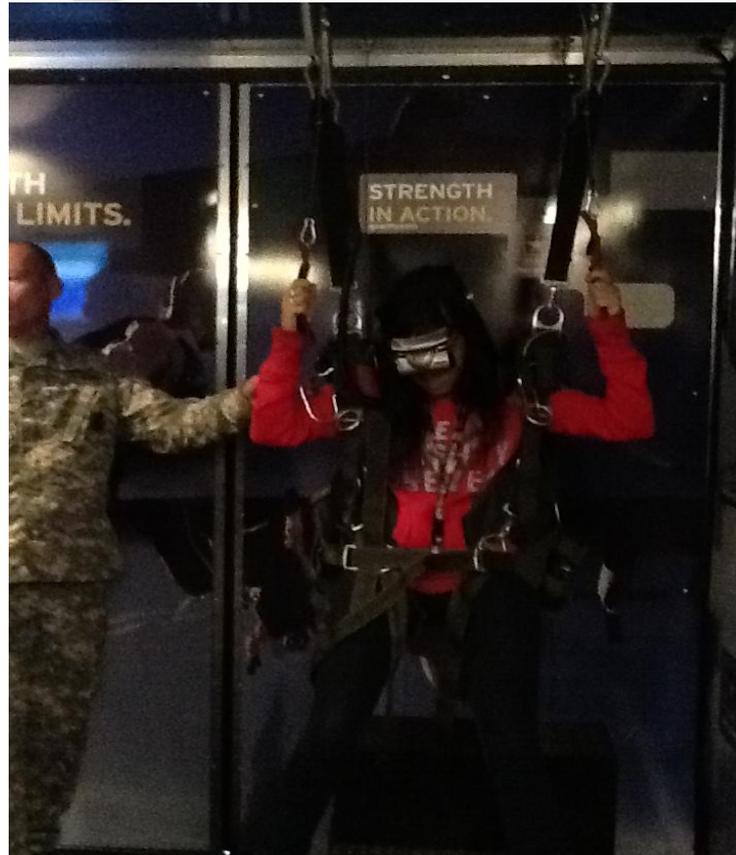


AS2 is a 60ft, 30 ton tractor and trailer asset that is a self-contained mobile special operation exhibit and simulation system. It possesses various simulators such as the Parachute Simulator, Ground Mobility Vehicle Simulator, AH6 “Little Bird” Flight Simulator, and Immersa-Dome with 4 Special Operation experiences. In addition, the asset comes with various photo opportunity areas for social media; multiple touch screens with Special Operation Command video’s, action video’s and career navigation; Soldier/weapon displays.



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Parachute Simulator



Students can test their abilities to maneuver a parachute in different conditions while in the safety of a simulator. Their friends can watch on a public view monitor and help guide them to the right landing zone.

Ground Mobility Vehicle



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In AS2, the ground mobility vehicle is two-person virtual reality convoy experience. Based on combat operations in Baghdad, Iraq, the driver maneuvers through hostile streets while gunner operates a 50 cal machine gun providing convoy security. Both individuals work as a team and are immersed in the scenario wearing virtual goggles.



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Little Bird (AH-6)



In AS2, the “Little Bird” simulator provides visitors with a glimpse at the light aircraft used in the field of Special Operations for personnel transport, escort and attack missions, and observation.



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Photo Opportunity Areas



Can be used as backdrops for photo opportunities. Prospects can take photos utilizing different backgrounds and post to their social media site.



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Immersa-Domes



In AS2, visitors are immersed in one of four different Special Operations missions through the asset's immersa domes. The four missions are: Fast Rope/Little Bird urban assault, Zodiac Water Drop, High Altitude Low Opening Parachute Drop (HALO), and Mass Tactical Airborne Drop.



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Multimedia Systems/Static Displays



SF Assaulter Exhibit



Scuba Exhibit/ MOH DSC Touch screen



Halo Suit Exhibit



4 Touch Screens

AS2 has various static/video displays throughout the asset. There are three touch screen computers with internet capabilities and the Army Career Navigator system. Each can be customized to offer maximum outreach capabilities for your mission.



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Best Uses

- Hard to penetrate High Schools (Maybe Raider Challenge Events)
- Colleges & Universities (Maybe Ranger Challenge Events)
- Sporting Events
- Air Shows

MAXIMIZE: Coordinate at least 90 days ahead with school administration and let them know exactly what is coming to their location and/or benefits to their school.

MAXIMIZE: Position asset in high traffic areas and ADVERTISE. Please feel free to use any graphics in this guide to your advantage.

MAXIMIZE: A possibility is to utilize AS2 with a high-energy, highly athletic, challenging event to attract target age.

We have a recommended Coordination Check List in [Annex B](#).

A Sample advertising graphic is located [here](#)

This vehicle contains SIMULATED weapons



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Characteristics/Requirements

- Recruiter need to provide total of four recruiters for event (2-3 inside, 1-2 outside), tent, table, chairs, RPI/PPI, and USAREC form 998 (2 ply carbon Leads forms).
- Required Space: 75' X 24'
- Ensure ground is level, paved, and can support heavy vehicle
- Height: 13' Weight: 30 Tons
- Electric: Self Contained Generator
- Vehicle has a high clearance/wide turning radius (ensure recon of your area well ahead of time to ensure route to event is clear of low hanging wires/trees, low clearances, narrow roads, tight turns). Assets have used police escorts to help maneuver to the show site.
- Ensure entry/exit routes are spacious for large vehicle.
- Allow approximately one hour to set-up and tear down at event site.
- Leads are collected electronically with ELMO.

U.S. ARMY SPECIAL OPS SEMI



U.S. ARMY SPECIAL OPERATIONS SEMI

U.S. ARMY

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Do you know what it is like to soar in a parachute? Come check out our parachute simulator for an experience you will never forget! While inside, try to land an Unmanned Aerial Vehicle, fire a machine gun, steer a ground mobility vehicle, fly a helicopter, and see the opportunities the U.S. Army has that are right for you!

WELCOME



Test your skills playing America's Army



Test your parachute landing skills



Experience the exciting world of Special Operations



ACCOMMODATIONS

PARKING AND SETUP:

- The Special Operations Semi is an 18-wheel tractor-trailer that is self contained and climate controlled.

- It is 16 feet wide by 60 feet long by 13 feet 6 inches high. It requires a space at least 24 feet wide by 75 feet long (or seven parking spaces long by 2 deep).

- It requires a hard, level surface away from windows due to noise and exhaust from the generator.

- Overhead clearances must be at least 13 feet 6 inches and the weight restrictions at the sight should be at least 30 tons.

- Allow at least one hour for setup

SPECIAL CHARACTERISTICS:

Visitors can experience a myriad of interactive, Army exhibits to include: Parachute Simulator, Helicopter Simulator, HMMWV Driving Simulator, and Touch Screen Computers, loaded with the latest Career Navigator (CNAV) Software and have internet capability.



DATE:

TIME:

LOCATION:



U.S. Army Special Operations Semi



goarmy.com Website



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Aviation Semi (AS3)



AS3 is a 60ft, 30 ton tractor and trailer asset that is a self-contained mobile aviation exhibit and simulation system. It possesses various simulators such as the AH 64 Helicopter Flight Simulator, OH 58 Helicopter Flight Simulator, and the Unmanned Aerial Vehicle Flight Simulator. In addition, AS3 comes with various multi-media systems: 2x Immersa Domes, 3x touch screen computers with internet capabilities, and Air Warrior & Weapons Displays.



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Helicopter Simulators



OH58D Flight Simulator



Apache Game Scenario



Apache Flight Simulator

Our Aviation Semi (AS3) has four different aircraft stations to play the XBOX 360 game “Apache Air Assault”. Two are in an Apache mockup simulator and two are in a actual Kiowa cockpit. The simulators have real-life aircraft flight controls and high tech computers to give the visitor the feeling of being in a real helicopter.



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UAV Flight Simulator



Visitors to the AS3 can experience the thrill of piloting an unmanned aircraft. We can customize the take off airfield to your local area.



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Immersa Domes



In AS3, visitors are immersed in one of three different aviation missions through the asset's immersa domes. The three missions are: Blackhawk (MEDEVAC), Apache (Attack Mission), and Chinook (Cargo Mission).



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Multimedia System/Static Displays



AS3 has three touch screen computers with internet connectivity and the Army Career Navigator software. You will have access to Goarmy.com and other Army career websites to customize to your prospect pool. You also have access to Army career and educational videos including Medal of Honor Recipients who served in the Aviation Field.



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Best Uses

- Air Shows
- High Schools
- Colleges & Universities
- Sporting Events
- Fairs

MAXIMIZE: Coordinate with administration well in advance immediately upon notification that you will be receiving the asset and let them know exactly what is coming to their location and benefits to their school.

MAXIMIZE: Position asset in high traffic areas and ADVERTISE. Please feel free to use any graphics in this guide to your advantage.

We have a recommended Coordination Check List in [Annex B](#).

A Sample advertising graphic is located [here](#)

This vehicle contains SIMULATED weapons



ARMY STRONG.™

Characteristics/Requirements

- Required Space: 75' X 24'
- Ensure ground is level, paved, and can support heavy vehicle
- Height: 13' Weight: 30 Tons
- Electric: Self Contained Generator
- Vehicle has a high clearance/wide turning radius (ensure recon of your area well ahead of time to ensure route to event is clear of low hanging wires/trees, low clearances, narrow roads, tight turns). Assets have used police escorts to help maneuver to the show site.
- Ensure entry/exit routes are spacious for large vehicle.
- Allow approximately one hour to set-up and tear down at event site.
- Recruiter needs to provide total of four recruiters for event (2-3 inside, 1-2 outside), tent, table, chairs, RPI/PPI, and USAREC form 998 (2 ply carbon leads forms).

U.S. ARMY AVIATION SEMI

U.S. ARMY
AVIATION SEMI



Did you know the Army has more aircraft than any other branch of the service? Inside, test your skill at flying an Apache through challenging missions. You can also try to land an Unmanned Aerial Vehicle, as well as immerse yourself in one of our realistic missions in one of our Immersa Domes. Fly Army!

WELCOME



See what it's like to fly an Unmanned Aerial Vehicle on a real world mission



Learn what aviation careers the Army has to offer



Experience flight in an AH-64 "Apache" Attack Helicopter

ACCOMMODATIONS PARKING AND SETUP:

- The U.S. Army Aviation Semi is an 18-wheel tractor-trailer that is self contained and climate controlled.
- It is 16 feet wide by 60 feet long by 13 feet 6 inches high. It requires a space at least 24 feet wide by 75 feet long for seven parking spaces long by 2' deep).
- It requires a hard, level surface away from windows due to noise and exhaust from the generator.
- Overhead clearances must be at least 13 feet 6 inches and the weight restrictions at the sight should be at least 30 tons.
- Allow at least one hour for setup.

SPECIAL CHARACTERISTICS:

Visitors can experience a myriad of interactive, Army exhibits to include: Kiowa Helicopter Simulators, Apache Helicopter Simulator, Unmanned Aerial Vehicle Simulator, Immersa Domes with different scenarios, and Touch Screen Computers, loaded with the latest Career Navigator (CNAV) Software and have internet capability.



DATE:
TIME:
LOCATION:



U.S. Army Aviation Semi



goarmy.com Website



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Pictures from AS3 Different Events





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Program Executive Office (PEO) Soldier Semi (AS4)



AS4 is a 60ft, 30 ton tractor and trailer asset that is a self-contained mobile warrior exhibit. It possesses various simulators such as CROWS Simulator, Lasershot Engagement System, XM 25 Weapon System and the Night Vision Sensor/Laser Exhibit. Exhibits and weapons displays include the New Soldier Equipment Hands-on Display and the Air, Land and Future Soldier exhibits and video displays.



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Night Vision Sensor and Laser Display



In AS4, visitors have a chance to see the latest technology in the Army's Night Vision Sensors and Lasers.



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CROWS System



In AS4, the CROWS simulator provides interaction for visitors, once again showcasing the latest and greatest Army technology.



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Equipment

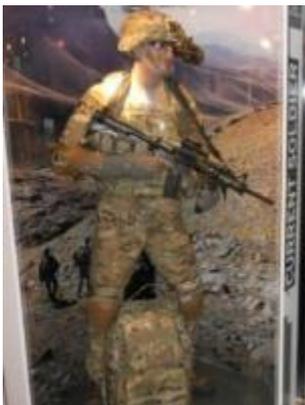


AS4 has the latest equipment being fielded to Soldiers. This is a great photo opportunity and a great chance for visitors to feel what Soldiers wear every day and what is protecting them while in combat.



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Static Displays



Within AS4, there are a myriad of static displays with videos explaining the different equipment for different Soldiers. There is one Army Career Navigator System available to aid the recruiters and help show the visitors different options available to them.



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Laser Shot



In AS4, visitors can try their hand at a timed shooting event showcasing Army technologies from Army Marksmanship Trainers and Laser Technology.



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XM-25



In AS4, the XM-25 is a great way for visitors to see how technology helps our Soldiers in the field. Extremely interactive and is a hit wherever the asset travels. This is another great photo opportunity.

An article on the XM25 weapon is located at:

<http://www.army.mil/article/66968/XM25feedbackdemonstrateslethality/>



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Best Uses

- High Schools
- Colleges & Universities
- Sporting Events
- Air Shows
- Fairs

MAXIMIZE: Utilize the technologies to the best of your advantage and have the visitors adorning the available body armor...especially parents and veterans. It gives them a better appreciation for Army Technology.

MAXIMIZE: Coordinate with administration well in advance immediately upon notification that you will be receiving the asset and let them know exactly what is coming to their location and benefits to their school.

MAXIMIZE: Position asset in high traffic areas and ADVERTISE.

We have a recommended Coordination Check List in [Annex B](#).

A Sample advertising graphic is located [here](#)

This vehicle contains SIMULATED weapons



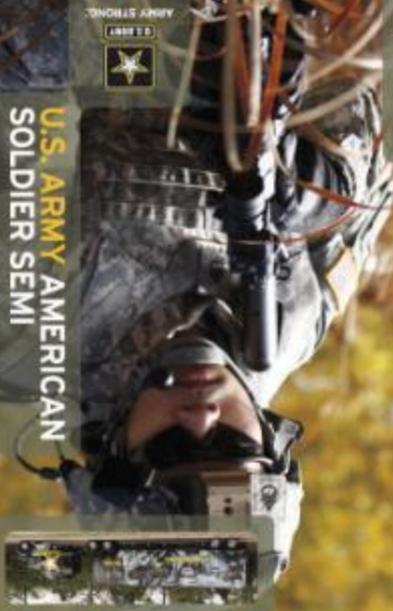
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Characteristics/Requirements

- Required Space: 75' X 24'
- Ensure ground is level, paved, and can support heavy vehicle
- Height 13' Weight: 30 Tons
- Electric: Self Contained Generator
- Vehicle has a high clearance/wide turning radius (ensure recon of your area well ahead of time to ensure route to event is clear of low hanging wires/trees, low clearances, narrow roads, tight turns). Assets have used police escorts to help maneuver to the show site.
- Ensure entry/exit routes are spacious for large vehicle.
- Allow approximately one hour to set-up and tear down at event site.
- Recruiter needs to provide total of four recruiters for event (2-3 inside, 1-2 outside), tent, table, chairs, RPI/PPI, and USAREC form 998 (2 ply carbon leads forms).

U.S. ARMY AMERICAN SOLDIER SEMI

U.S. ARMY AMERICAN SOLDIER SEMI



The strength of the Army is the Soldier. The war provides Soldiers and the desire to maintain their position as second to none in equipment capabilities and protection. There are several fully equipped Soldier displays showing current, in production, and futuristic clothing and equipment. Interactive stations and informational videos explaining the uses, technology, and benefits or effects of the items being displayed. We hope you enjoy learning about American Soldiers and their equipment.

WELCOME



* Explore the Army's new night vision display.



* Explore the Army's new night vision display.



* Explore military careers with the CROWS Ground Launcher.



ACCOMMODATIONS PARKING AND SETUP:

- The U.S. Army American Soldier Semi is an 18-wheel tractor-trailer that is self-contained and climate controlled.
- It is 16 feet wide by 60 feet long by 13 feet 6 inches high. It requires a space at least 24 feet wide by 75 feet long for seven parking spaces long by two deep.
- It requires a hard, level surface away from windows due to noise and exhaust from the generator.
- Overhead clearances must be at least 13 feet 6 inches and the weight restrictions at the site should be at least 30 tons.
- Allow at least one hour for setup.



SPECIAL CHARACTERISTICS:

Visitors can experience a myriad of interactive, Army exhibits to include: Night Vision Display, CROWS system simulator, hands-on equipment, laser shot system, XM-25 simulator, and one Touch Screen Computer, loaded with the latest Career Navigator (CNAV) Software and having internet capabilities.



DATE:
TIME:
LOCATION:



American Soldier Semi



goarmy.com Website



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Pictures from different AS4 events





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Medical Operations Semi (AS5)



Currently down for renovation. No estimated completion date.



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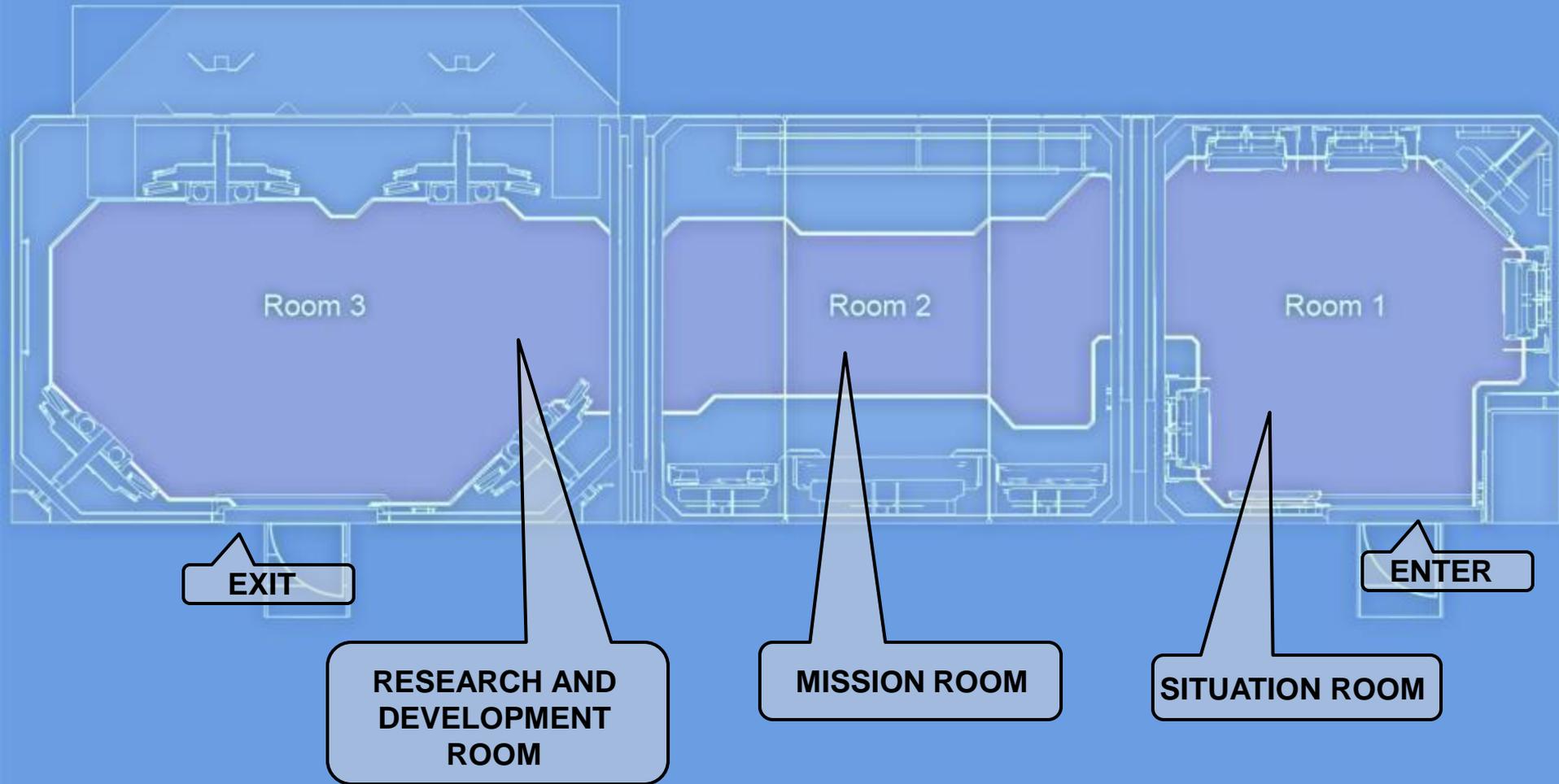
STEM Asset Experience (AS6)



The STEM Asset is a Non-kinetic, interactive Science, Technology, Engineering and Math exhibit, designed to showcase hi-tech capabilities and opportunities within the Army while generating quality leads for local recruiters and ROTC departments.

The STEM experience includes a series of 3 different rooms: The Situation Room, The Mission Room, and the Research and Development Room. The asset is designed for maximum occupancy of 8 visitors per room, but can accommodate up to 12 visitors in exceptional cases whereby there are many visitors. The entire experience takes approximately 15 minutes. The throughput is 64 or 96 visitors within an hour.

Prospect Engagement Plan Overview





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Situation Room



Upon entering the experience in groups of eight - twelve, prospects will be surrounded by flat panel displays showing fictional news clips from around Europe that will place the prospect in the year 2032 (intent is to break association with current conflict). All screens converge to show the final clip, in which prospects are informed of the latest crisis - an attack on a chemical plant in Eastern Europe.

Total Engagement time: 5 min



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Mission Room



Prospects will receive a mission briefing from an Army team, during which they are informed that the US Army has been called in to assist the European Union in this crisis, and that their skill sets are needed to mitigate the situation. Prospects will receive a mission overview brief from the OIC, a field report from an NCO and detailed instructions on how to complete the interactive technology exercise. The intent of this aspect of the experience is to immerse prospects in the roles of the various Army missions while showcasing the teamwork that is critical to Soldier success. This aspect also showcases the Army multicultural mission through the selection of Soldiers and actors.

Total engagement time: 5 min.



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Research and Development Room



Prospects will leverage one of four touch screen stations to assemble a unique, virtual, technology solution from a menu (Unmanned Aerial Vehicle, Unmanned Ground Vehicle, Next Generation Tactical Vehicle and Future Soldier Outfit). At the conclusion of their experience, a final filmed "news clip" will play, highlighting how the prospect's unique technology solution aided in mitigating the crisis situation.

Total engagement time: 3-5 min.



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Best Uses

- STEM Conventions and Events
- Colleges & Universities with STEM Programs
- Hard to penetrate High Schools

MAXIMIZE: Coordinate with administration well in advance immediately upon notification that you will be receiving the asset and let them know exactly what is coming to their location and benefits to their school.

MAXIMIZE: Position asset in high traffic areas and ADVERTISE. Please feel free to use any graphics in this guide to your advantage.

We have a recommended Coordination Check List in [Annex B](#)



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AS 6 Characteristics/Requirements

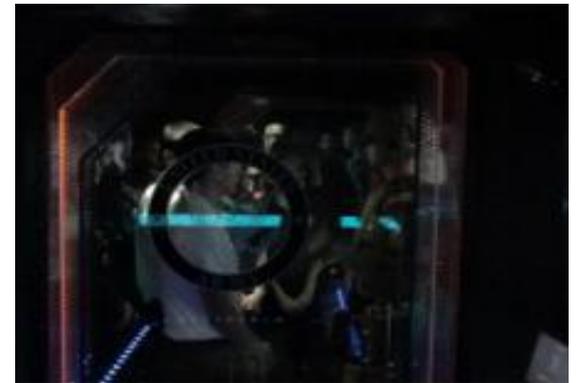
- Required Exhibit Space: 45' X 20' Height: 12.5' Weight: 16 Ton
- Ensure ground is level, paved (concrete or asphalt), and can support heavy vehicle
- Electric: Self Contained Generator
- Electric: Optional shore power connections if asset is to be used indoors
- Vehicle has a high clearance/wide turning radius (conduct recon of your area well ahead of time to ensure route to event is clear of low hanging wires/trees, low clearances, narrow roads, tight turns).
- Ensure entry/exit routes are spacious enough for large vehicle.
- Allow approximately 30 minutes to set-up and conduct walkthrough of asset with Recruiters on-site as well as COI's as desired.
- Allow approximately 10 minutes for tear-down and departure at conclusion of the event.
- Leads are collected electronically with ELMO (no paper leads produced).
- Station needs to provide minimum of four recruiters for event (2 inside, 2 outside)
- Station can provide tent, table, RPI's/PPI's, and any other items for setup as desired for maximizing impact of presentation at event.



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Pictures from different AS6 events





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Interactive Semis (IS)



Interactive Semis can be used in two different modes: Classroom mode or gaming mode. In the classroom mode, bench seats come down to accommodate a class of 40 students. This allows the recruiter to provide their Army Story, provide a life story, and capture the students' attention. Educational videos, and the Army Basic Training video are very popular, while the interactive semi is in classroom mode. Customize the IS to your recruiting needs!

In gaming mode, the bench seats are stored out of the way and laser shot simulation can be used along with the XBOX 360 and kinect system.



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Classroom Mode

- All five rows of seats are down for maximum capability.
- 40 students can be included on the presentation.
- Exhibitors open with presentation and educational video (Please see [Annex A](#) for list of educational videos). Our two most popular videos are the *Teens Files Flipped* and the Basic Training Videos. Feel free to use the *Teen Files Flipped Video* to open up dialogue with school authorities on allowing asset to visit their schools.
- Career Navigator (CNAV) is also available for use.





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Gaming Mode

- Visitors interact with a myriad of games to include X-Box with Kinect system, Wii, and Lasershot.
- Some of the games available are America's Army, Dance Central, Kinect Sports, and a library of other games.
- Career Navigator (CNAV) available for use.





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IS3 Specific Lasershot Mode



In addition to classroom mode, IS3 is equipped with the lasershot system showcasing Army and Laser technologies. It includes a driver station, M249, M4, and M9 that provide visitors a virtual experience of driving a tactical vehicle and engaging virtual enemies.



ARMY STRONG.™

Interactive Semi Best Uses

-**Hard to penetrate High Schools**

- Colleges & Universities
- Fairs
- Sporting Events
- Air Shows

MAXIMIZE: Combine both the classroom and interactive modes and tailor to educator desires. In this configuration, two to three benches are lowered in the front and the exhibitor and recruiters begin with a presentation and to answer questions. Once the presentation is complete, they will show an educational video from our extensive library...usually “Teen Files Flipped” as this video addresses bullying in schools (Annex A lists all videos available for your use).

Each IS also has a pull-up bar system that can be used while students are waiting to enter the vehicle.

MAXIMIZE: Coordinate with administration well in advance immediately upon notification that you will be receiving the asset and let them know exactly what is coming to their location and benefits to their school.

MAXIMIZE: Position asset in high traffic areas and ADVERTISE. Feel free to use any graphics in this guide to your advantage.

We have a recommended Coordination Check List in [Annex B.](#)

A Sample advertising graphic is located [here](#)



ARMY STRONG.™

IS Characteristics/Requirements

- Required Space: 75' X 24'
- Ensure ground is level, paved, and can support heavy vehicle
- Height: 13' Weight: 30 Tons
- Electric: Self Contained Generator
- Vehicle has a high clearance/wide turning radius (ensure recon of your area well ahead of time to ensure route to event is clear of low hanging wires/trees, low clearances, narrow roads, tight turns). Assets have used police escorts to help maneuver to the show site.
- Ensure entry/exit routes are spacious for large vehicle.
- Allow approximately one hour to set-up and tear down at event site.
- Recruiter needs to provide total of three recruiters for this event (2 inside, 1 outside), tent, table, chairs, RPI/PPI, and USAREC form 998 (2 ply carbon leads forms).

U.S. ARMY INTERACTIVE SEMI

U.S. ARMY
INTERACTIVE SEMI



ACCOMMODATIONS PARKING AND SETUP:

- The Army Interactive Semi is an 18-wheel tractor-trailer that is self-contained and climate controlled.
- It is 16 feet wide by 60 feet long by 13 feet 6 inches high. It requires a space at least 24 feet wide by 75 feet long (or seven parking spaces long by two deep).
- It requires a hard, level surface away from windows due to noise and exhaust from the generator.
- Overhead clearances must be at least 13 feet 6 inches and the weight restrictions at the site should be at least 30 tons.



SPECIAL CHARACTERISTICS:

- In the classroom mode, bench seats come down to accommodate a class of 40 students. This allows the recruiter to provide their Army Story, provide a life story, and capture the students' attention. Educational videos, and the Army Basic Training video are very popular while the interactive semi is in classroom mode. Customize the IS to your recruiting needs.
- In gaming mode, the bench seats are stored out of the way and laser shot simulation can be used along with the XBOX 360 and Kinect system.
- All four Interactive Semi's have internet capability and career navigators for the recruiter's use.



The Army Interactive Semi can be set-up and tailored to your specific event and venue. This semi can be set-up in classroom mode, game mode, or a combination of both. The best use of this vehicle is in a hard to penetrate high school.

WELCOME



• Interactive Semi in both classroom and gaming mode



• Water using Career Navigator to learn more about Army Options



• Interactive Semi in classroom mode



DATE:

TIME:

LOCATION:



interactive Semi



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Pictures from Different IS Events





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Army Adventure Trailer (AAT)

The Army Adventure Trailer is modeled to fit your needs and provide an ability for you to set-up in your desired configuration, based upon your target audience and venue.





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Pictures from different AAT events

The AAT has a laser shot simulator, XBOX 360 with Kinect System, Push-up Platform, Pull-up Bars, and Leadership activities.





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AAT Best Uses

- High Schools (focus on weapon safety and leadership type tasks)
- Outdoor Sporting Events (subject to weather)
- Ranger Challenge Events
- Fairs (subject to weather)
- Colleges & Universities

MAXIMIZE: Use all aspects of the vehicle for maximum participation. This includes the Laser Shot System, XBOX 360, Pull-up Bar, Push-Up Platform, and leadership tasks.

MAXIMIZE: This asset promotes the safe and responsible use of firearms.

MAXIMIZE: Utilize with another national asset and have the leadership type challenges in the middle, creating an all around competition.

MAXIMIZE: Coordinate with administration well in advance immediately upon notification that you will be receiving the asset and let them know exactly what is coming to their location and benefits to their school.

MAXIMIZE: Position asset in high traffic areas and ADVERTISE.

We have a recommended Coordination Check List in [Annex B](#).

A Sample advertising graphic is located [here](#)

This vehicle contains SIMULATED weapons



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Characteristics/Requirements

- Required Space: 50' X 25'
- Ensure ground is level, and can support heavy vehicle
- Electric: If indoors, access to power outlet is preferred. (220 Single Phase, 30 Amp or 2 x110, 20 Amp Circuits) If outdoors, trailer is self contained with a generator.
- Vehicle has a high clearance/wide turning radius (ensure recon of your area well ahead of time to ensure route to event is clear of narrow roads, tight turns). The trailer height is 8'6".
- Ensure entry/exit routes are spacious for large vehicle.
- Allow approximately one hour to set-up and tear down at event site.
- Recruiter needs to provide total of two recruiters for event, tent, table, chairs, RPI/PPI, and USAREC form 998 (2 ply carbon leads forms).

INCLIMATE WEATHER: Asset cannot be used in high winds, rainy, snowy conditions. An Alternate location of Automotive Class Bay, gymnasium for leadership tasks have been used in the past.

U.S. ARMY ADVENTURE TRAILER

U.S. ARMY
ADVENTURE TRAILER

ARMY STRONG



ARMY STRONG



ARMY STRONG



The Army Adventure Trailer is equipped with specially modified firearms for firing interactive firearms for training interactive lasers. This trainer can be used to teach the safe and responsible use of individual weapons, and to teach shooting skills. Each AAT has an X-BOX 360 with Kinect System, as well as a pull-up bar system, push-up platform, and leadership activities. Combine these tasks in a combination that is perfect for your venue and enjoy!

WELCOME



* Play with the X-Box Kinect



* Experience the Army Physical Fitness Challenge



* Test your skills on weapons and marksmanship with our interactive marksmanship.



ACCOMMODATIONS PARKING AND SETUP:

- The Army Adventure Trailer (AAT) is a fifth wheel trailer, pulled by a commercial pickup truck.
- It can be set up inside or out, depending on space.
- Overall dimensions are 9' wide by 44' long by 8'6" high.
- It requires a space at least 25' wide by 50' long by 9' high to set up.
- The AAT is self-contained, carrying its own power source.
- Allow at least one hour for setup.
- It is recommended that this exhibit not be used at schools that have a history of gun violence.



SPECIAL CHARACTERISTICS:

- One side of the trailer is dedicated to weapon safety and marksmanship.
- The other side of the trailer is equipped with an X-BOX 360 and Kinect System.
- Expand the use of the AAT by creating an "Army Adventure" with the pull-up bar, push-up platform, and leadership tasks.



DATE:

TIME:

LOCATION:



Army Adventure Trailer



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Multiple Exhibit Vehicle (MEV)

The Multiple Exhibit Vehicle is designed to fit your needs in small areas and still provide you with a way to customize the asset to your target audience and venue.





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Spinning Wheel



MEV is equipped with a PPI Spinning Wheel that is designed to attract a crowd of prospects and afford recruiters opportunities to engage the prospects as they compete for Army prizes.



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Best Uses

-**Hard to penetrate High Schools**

- Fairs (subject to weather)
- Air Shows (subject to weather)
- Sporting Events

MAXIMIZE: At schools, look at utilizing the school breakfast time as well as the lunch periods.

MAXIMIZE: Utilize Leadership type tasks while kids are waiting to play the games.

MAXIMIZE: Coordinate with administration well in advance immediately upon notification that you will be receiving the asset and let them know exactly what is coming to their location and benefits to their school.

MAXIMIZE: Position asset in high traffic areas and ADVERTISE.

We have a recommended Coordination Check List in [Annex B](#).

A Sample advertising graphic is located [here](#)



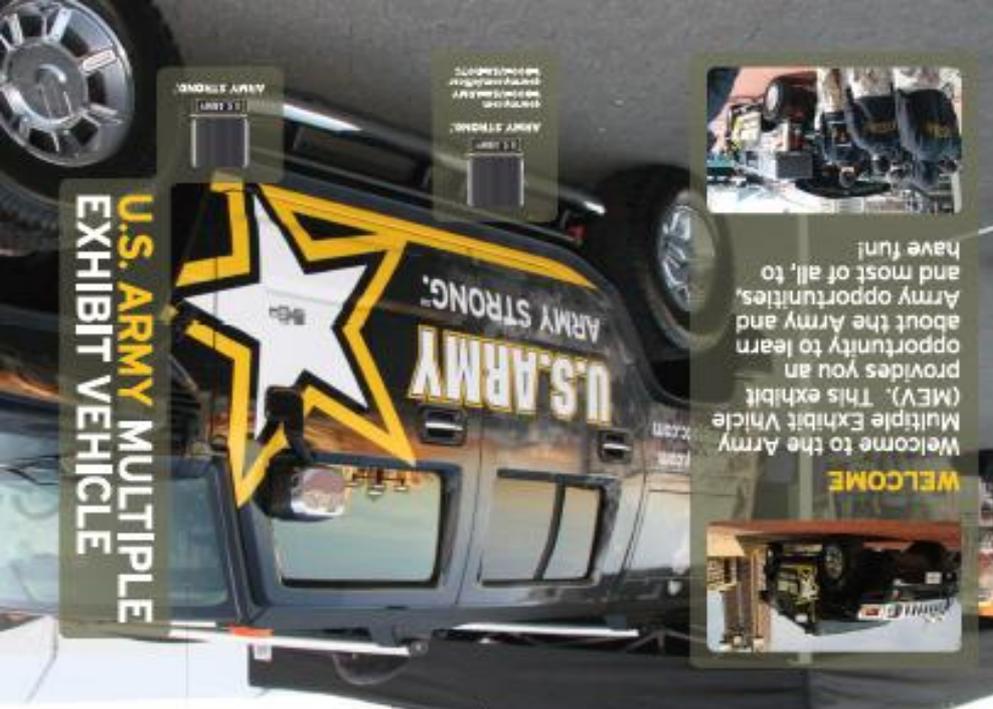
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Characteristics/Requirements

- Ensure ground is level, and can support heavy vehicle
- Electric: If indoors, access to power outlet is preferred (110, 20 amp). If outdoors, trailer is self contained with a generator.
- Monitors, speakers, and gaming devices in the back of the H2 cannot be removed.
- Ensure entry/exit routes are spacious enough.
- Allow approximately 30 minutes to set-up and tear down at event site.
- Recruiter needs to provide total of two recruiters for event, tent, table, chairs, RPI/PPI, and USAREC form 998 (2 ply carbon leads forms).

INCLIMATE WEATHER: Asset cannot be used in high winds, rainy, snowy conditions. An Alternate location of Automotive Class Bay (pull asset into and still play the games/watch educational videos) has been used in the past.

U.S. ARMY MULTIPLE EXHIBIT VEHICLE



Welcome to the Army Multiple Exhibit Vehicle (MEV). This exhibit provides you an opportunity to learn about the Army and Army opportunities, and most of all, to have fun!



Play Xbox 360 or Playstation 3



Put your vehicle into an ARMY STRONG!



Interact with our friends at the ARMY STRONG!



ACCOMMODATIONS

PARKING AND SETUP:

- A power source of at least 15 amps and 110 volts is required if unable to set up generator.
- Set up area should be at least 14 feet wide by 20 feet deep.



SPECIAL CHARACTERISTICS:

- The MEV can be set-up in a multitude of arrangements. Customize to your event and venue.
- In the tailgate of the vehicle, there is one 30" LCD Screen and two Flip-Out Screens. You can be playing X-Box 360 or Playstation 3 on the 30" Screen while the Army Commercial or an educational video is playing on the outside two screens. You can also have the same picture showing on all three screens. To go one step further, there is a live feed camera that can show the individual playing the game on the outside two screens.
- Each MEV has approved music the exhibitor can play to help draw a crowd to the vehicle.
- If there is inclement weather, the vehicle can be backed into an auto craft shop or gymnasium to still be used.



DATE:

TIME:

LOCATION:



Multiple Exhibit Vehicle



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Pictures from different MEV events





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Orange County Chopper (OCC)





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OCC S-Curve/Army Race Bike

OCC S-Curve



Indoor events **ONLY!** Used to support indoor events as a backdrop for the OCC Chopper.

Army Race Bike



For display **ONLY**. Can be used as a photo opportunity. Prospects can sit on the bike, take photos, and then e-mail the photos to themselves and upload to facebook or other social media outlets.



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OCC Best Uses

- Motorcycle Rally/Car Show
- Parades
- Hard to penetrate High Schools

MAXIMIZE: The best use of this vehicle is at gear head related events (motorcycle events, car shows, drag races, technical schools) and with other supporting assets.

MAXIMIZE: Coordinate with administration well in advance immediately upon notification that you will be receiving the asset and let them know exactly what is coming to their location and benefits to their school.

MAXIMIZE: Locate in high traffic areas and ADVERTISE.

We have a recommended Coordination Check List in [Annex B](#).

A Sample advertising graphic is located [here](#)

This asset contains SIMULATED weapons



ARMY STRONG.™

OCC Characteristics/Requirements

- Ensure ground is level
- Allow approximately 30 minutes to set-up and tear down at event site.
- Recruiter needs to provide total of two recruiters for event, tent, table, chairs, RPI/PPI, and USAREC form 998 (2 ply carbon leads forms).

INCLIMATE WEATHER: Asset cannot be used in high winds, rainy, snowy conditions. An Alternate location of Automotive Class Bay, gymnasium has been used in the past.

U.S. ARMY CHOPPER



U.S. ARMY CHOPPER



M4 Carbine -
 Caliber: 5.56mm
 Weight: 7.5 lbs
 Max Effective Range:
 600m (air target)
 500m (point target)
 M61 & M67
 Fragmentation grenades
 Average Distance Traveled:
 40 meters
 Kill Radius - 5 meters
 Casualty Radius - 15 meters
 M1B1 Claymore Mine
 Maximum Effective Range -
 250 meters
 Angle from mine to kill zone:
 60 degrees

**FIXED TO THE OCC
 CAPABILITIES OF
 THE WEAPONS**



The Army Chopper touring exhibit was custom designed and built to represent the American Soldier; rugged, lethal and intimidating when needed, always well-equipped, finely tuned, creative, and adaptive. The Chopper was built in 2005 by Orange County Choppers out of Newburgh, New York. Its unique features generate positive conversations about the Army, Army values, Warrior Ethos, and the importance of safety.

WELCOME



ACCOMMODATIONS PARKING AND SETUP:

- The Army Chopper is transported in a 14-foot-long trailer, pulled by a commercial vehicle.
- It requires a space at least 10 feet wide by 20 feet long to set up.
- The Army Chopper can be set up inside and outside depending on space.
- Allow at least one hour for setup.

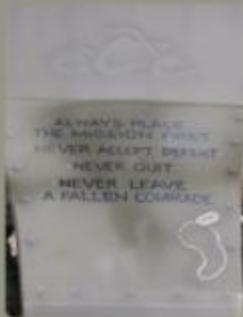


SPECIAL CHARACTERISTICS:

- Engine: H&L Big Bore High Performance Billet Aluminum
- Transmission: Baker 6 speed, foot control
- Wheelbase: 82.5 in
- Weight: 560 lbs
- Horsepower: 134
- Top Speed: 145 mph
- Array of weapons and accoutrements that represent the tools of a Soldier Warrior.



Staff SGT Keith Matthew "Matt" Maupin's initials are depicted on a set of dog tags inscribed on the gas tank. This inscription represents the commitment of the American Soldier to the tenet of the Warrior Ethos that states, "I will never leave a fallen comrade."



DATE:
TIME:
LOCATION:



U.S. Army Orange County Chopper



goarmy.com Website



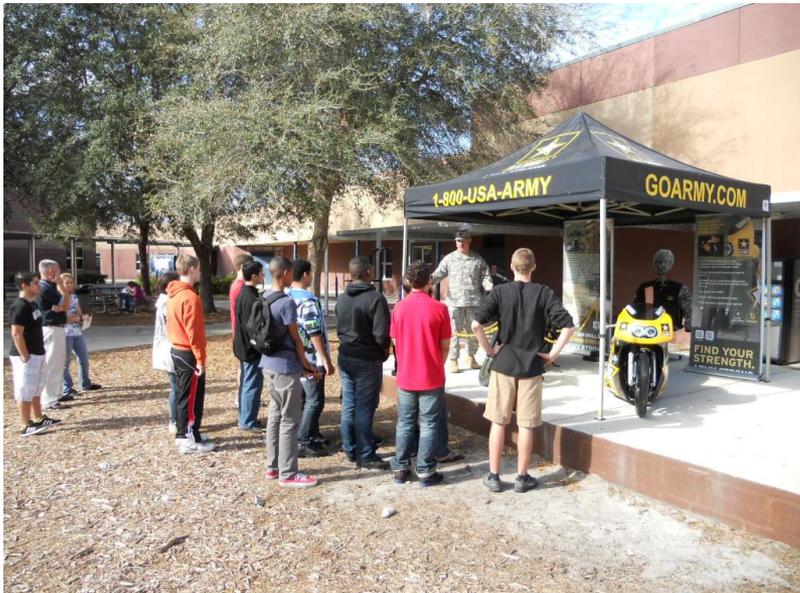
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Pictures from different OCC events





U.S. ARMY

ARMY STRONG

Forward Surgical Team (FST) Mobile

Deployable Rapid Assembly Shelter (DRASH)



The FST Mobile DRASH asset is a modular, operationally flexible and scalable, mobile medical exhibit with potential to enhance AMEDD accessions through visual representation of Army healthcare in concert with the use of healthcare professionals to further share their Army AMEDD experience. Asset has various peripheral multi-media systems and displays, to include monitor/DVD player to explain AMEDD career opportunities/programs. The FST Mobile DRASH will present a unique experience that will hold the attention of event attendees and give you the opportunity to share US Army Medical Department information for medical scholarships, medical residencies, and a career as a health care professional in the Army Medical Department.

Asset is requested/slotted through the ATB process. Submit request for asset into EMM.



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FST Mobile DRASH Configurations

The FST Mobile DRASH is scalable into one of three configurations based on exhibit space given:

- Option A: 20'X30' Minimum (Large)
- Option B: 20'X20' Minimum (Medium)
- Option C: 10'X20' Minimum (Small)



FST Mobile DRASH Display-Option A



20'X30'
(Minimum)



Ceiling Height
(15' Minimum)
For the shelter





Option A-Characteristics/Requirements

ARMY STRONG.™ Required Space: 20' X 30' (Minimum)

- Ceiling Height: 15' Clearance needed. Requires Fire Marshal approval in non-convention hall venues due to exhibit height clearance requirement (15'). If ceiling height is below 15' or if fire marshal disapproves, FST can be set up without tent shell.
- Indoor use only.
- Major Components: DRASH Tent, surgical bed with mannequin, anesthesia machine, scrub sink, Belmont fluid warmer and refrigerator, two hanging trauma bags, one hanging Broselow bag, additional medical equipment, RPI/PPI Table.
- Security must be provided if left in an unsecured location.
- Electric: Standard 110v outlets near set up location.
- Allow approximately four hours to set-up and four hours to tear down at event site. Two Recruiters required for set-up and tear down.
- Requires two Recruiters and SME support; number is dependent on type/size of event, coordinate with MEC. Recruiters will be required to assist in capturing leads and COIs.
- Unit requesting asset provides RPI's and PPI's.



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FST Mobile DRASH Display-Option B

20'X20'
(Minimum)





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Option B-Characteristics/Requirements

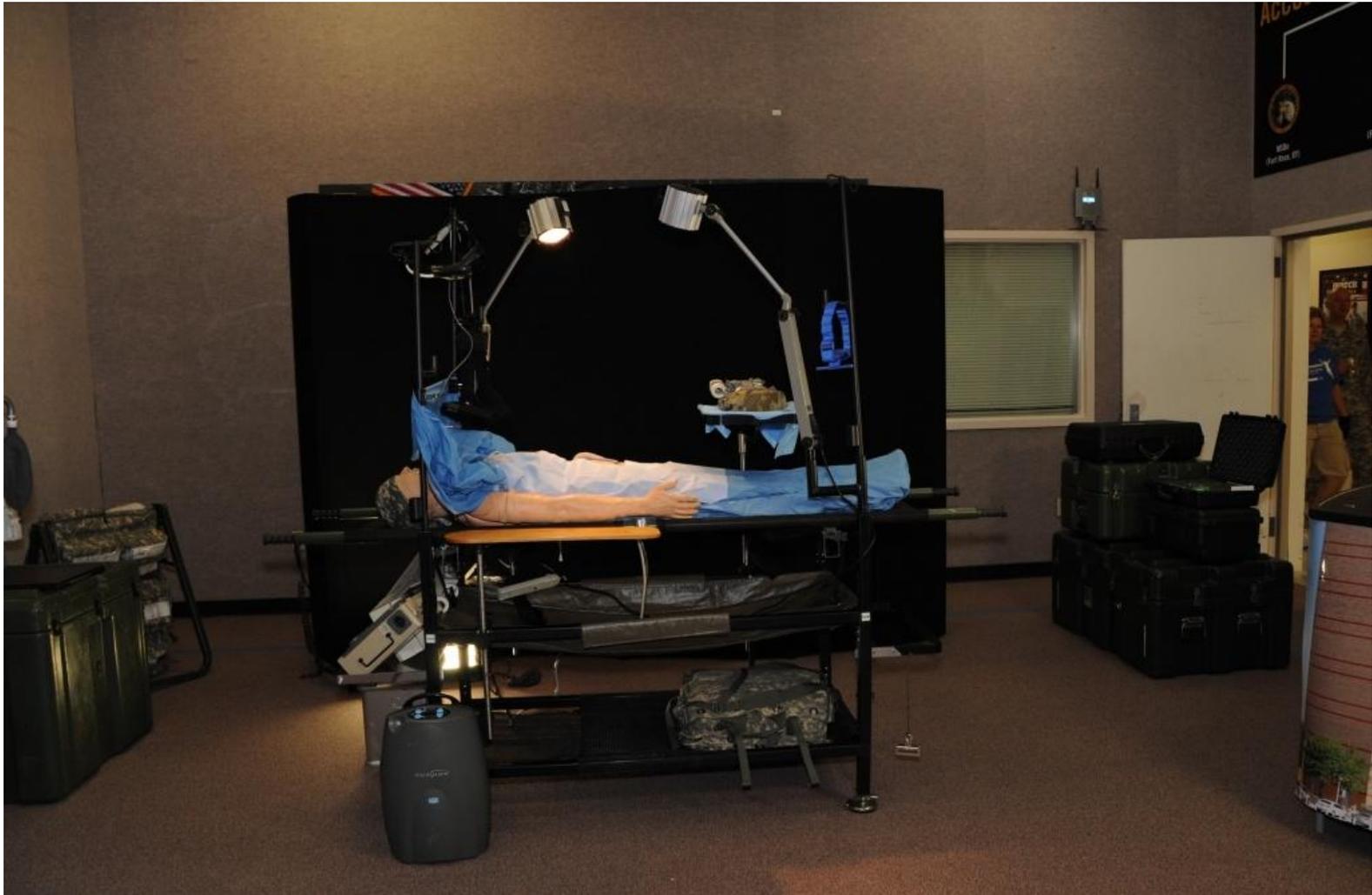
- Required Space: 20' X 20' (Minimum).
- Indoor use only.
- Ceiling Height: 10' Clearance (DRASH Tent not included).
- Equipment includes S-curve backdrop with graphics, surgical bed with mannequin, anesthesia machine, trauma supply bags, surgical sink, Belmont fluid warmer and refrigerator, additional equipment (DRASH Tent not included), RPI/PPI Table.
- Security must be provided if left in an unsecure location.
- Electric: Standard 110v outlets near set up location.
- Allow approximately three hours to set-up and three hours to tear down at event site.
- Requires two Recruiters and SME support; number is dependent on type/size of event, coordinate with MEC. Recruiters will be required to assist in capturing leads and COI.
- Unit requesting asset provides RPI's and PPI's.



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FST Mobile DRASH Display-Option C

10'X20'
(Minimum)





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Option C-Characteristics/Requirements

- Required Space: 10' X 20' (Minimum).
- Indoor use only.
- Ceiling Height: 10' Clearance (DRASH Tent not included) .
- Equipment includes S-curve backdrop with graphics, surgical bed with mannequin, anesthesia machine, trauma supply bags, Belmont fluid warmer and refrigerator (DRASH Tent not included) , RPI/PPI Table.
- Security must be provided if left in an unsecure location.
- Electric: Standard 110v outlets near set up location.
- Allow approximately two hours to set-up and two hours to tear down at event site.
- Requires two Recruiters and SME support; number is dependent on type of event, coordinate with MEC. Recruiters will be required to assist in capturing leads and COIs in.
- Unit requesting asset provides RPI's and PPI's.



Pictures From FST Mobile DRASH Events

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Video From FST Mobile DRASH Events

Below link will take you to a video from FST Mobile DRASH Event in Nashville, TN which will give you a better understanding of asset features and capabilities in relation to AMEDD recruiting.

<http://www.dvidshub.net/video/159853/forward-surgical-team>



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FST Mobile DRASH Best Uses

Events

- Medical Schools
- Nursing Schools

MAXIMIZE: The absolute best event for this asset is a medical University/College event or an event geared toward future/current medical students and current medical professionals. Educate the visitors on the programs/career opportunities available in Army Medicine.

MAXIMIZE: Ensure coordination is conducted to task local AMEDD SMEs and Recruiters to support the event to engage prospects and influencers for AMEDD.

MAXIMIZE: Coordinate with event host to capture information about the intended audience immediately upon notification that you will be receiving asset. Provide exhibit characteristics and benefits for scheduled event and exhibit space requirements.

MAXIMIZE: Locate in high traffic areas and ADVERTISE.



Additional DRASH Information Requirements

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- Will the Exhibitors be able to conduct a recon the day prior of event site?
- Is the setup area consistent with space requirement specified for applicable option?
- Is there a loading dock available at the location?
- How far is the drop off location from the set-up location?
- Is there a height restriction for set-up area?
- Has the FST Mobile DRASH (tent) been cleared by the Fire Marshall (for Option A)?
- Is there a width restriction for the set-up area? Doorways or path from unload point to set-up area?
- Is the exhibit space carpeted/hardwood floor?
- Is the set-up location on the ground floor? If not, is there a freight elevator?
- When is the date(s)/time of show?
- When is the date/time for load in and set-up?
- Can the load in and set-up be done the day prior then open the next morning?
- If the set-up is the day prior, will the room be secured from the end of set-up until event starts? If not, will need to have security provided.
- Is there a power supply (110v) available near set-up location?
- Will there be two recruiters (not including Exhibitors) available for set-up (Option A)?
- Are there SME's scheduled?
- Will there be, at least, two recruiters there to support event?
- What are the approximate number of visitors expected?
- Are there any VIP's (GO's, Mayor, Congressperson's, Senators, etc) scheduled to attend?
- Is there any media coverage expected?



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Contact/Social Media Information

For any questions please contact the
Mobile Exhibit Company at

502-626-1978

502-626-0262

<http://www.usarec.army.mil/msbn/Pages/MEC.htm>

<http://www.usarec.army.mil/msbn/>

<https://www.facebook.com/#!/MissionSupportBattalion>



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Educational Video Library

Teenage issues:

Grades 9-12 Financial Literacy for Students (Grades 9-12)(by DISCOVERY EDUCATION)

Handling Stress (Grades 9-12)(by DISCOVERY EDUCATION)

Drugs Series (BY DISCOVERY EDUCATION)

The Teen Files Flipped (Bullies, Loners, and Violence)(Grades 6-12, Adult) **** most popular video

Minority outreach:

A History of Black Achievement in America

A History of Women's Achievement in America

A History of Hispanic Achievement in America

A History of American Indian Achievement

A History of Chinese American Achievement

History:

Slavery and the Making of America

21st Century turning points in U.S. History (2000-2009)

Others:

Connected (by DISCOVERY EDUCATION)!

Greatest Discoveries with Bill Nye (Grades 6-12)(by DISCOVERY EDUCATION)

The MSB has a more extensive library, but too many to list in this User's Guide. Therefore, please coordinate with the MEC at least 30 days prior to your event so we can get the appropriate video to the crew.



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Example Checklist for Advancing

This is an example and not all inclusive. Please tailor toward your specific event.

Pre – Event

Name of School/Location: _____

POC (Verify Address): _____

Date of original confirmation with school/location: _____

Contacts/Attempts w/School/Location

Attempts: Date/Time _____ Date/Time _____ Date/Time _____

1st Contact: _____

2nd Contact: _____

3rd Contact: _____

Goal for this event: _____

Do you have set classes to rotate through the asset? _____

Has coordination been made with teacher/administration for leads cards to be filled out prior to students coming to asset?

Have you talked with the administration about type of educational video they would like to be shown?

Have you talked with the administration about the benefits of having a National Asset in your AO?

When did you first know about the event: _____

Who set up the visit? _____

Date Site Recon Conducted: _____

Will site support asset coming? _____

Date Route Recon Conducted: _____

Is there a secondary route to school/location? _____

Back-up plan if the school is cancelled? _____

Back-up plan for inclement weather? _____

Do you have the appropriate amount of recruiters for the event? _____

Did you advertise appropriately for the event? _____