



SEAL ACCELERATOR TOUR

The Navy's SEAL Accelerator Tour, new for 2007, travels to cities and events across the U.S. to provide the Navy's most interactive tour experience to date.

The tour provides a virtual experience that builds a unique communication between the Navy and prospective recruits. It targets events when and where the prospects are active and provides a rare opportunity to explore what the Navy NSW-NSO community is really like. It communicates real-life Navy SEAL stories through print, video, and online interaction and multiplies the power of Navy communications by utilizing existing content within the tour experience.

All properties are subject to change.

Display Elements

EXTERNAL ELEMENTS:

- ▶ (1) Two-person "Interactive Challenge" display (rope-climbing wall, sit-up/push-up mat, and pull-up bar)
- ▶ Signed waivers will be required to participate in the Interactive Challenge. Participants 16 years of age or older must sign a waiver AND show proof of identification. Participants under age 16 must sign a waiver AND have a legal guardian sign the waiver.
- ▶ (2) "Daily Activity" communications boards
- ▶ (1) Tour marquee roof sign
- ▶ Electronic awning over display trailer platform provides protection from sunlight or rain
- ▶ All-weather audio system with wireless microphone and XM Satellite Radio (installed on display trailer)
- ▶ (1) 10' x 10' tent for electronic photo opportunity featuring choice of one of four NSW-NSO roles (SEAL, SWCC, Diver, EOD) with (2) display signs. Data will be captured online for lead generation purposes

INTERNAL ELEMENTS:

- ▶ NSW-NSO "Hall of Fame" equipment display featuring authentic SEAL and EOD gear
- ▶ (4) Large LCD monitors showing Navy NSW-NSO video features
- ▶ (1) Engagement Station/Welcome Desk with lead generation (BRC solicitation) element
- ▶ Navy "Career Information Center" featuring images of the many Navy roles available along with (3) Life Accelerator™ kiosks

Footprint Size

- ▶ 100' long x 50' deep with support trailer
- ▶ 90' long x 40' deep without support trailer
- ▶ For outdoor use only

NRS (Navy Recruiting Staff) Staffing

- ▶ NRS Support Staff: Will require a team of six (6) NRS to run all elements and recruit. NOTICE: Tour requires a minimum of (4) NRS support staff or the Interactive Challenge will be closed.

Road & Support Staff

- ▶ (2) Drivers/on-site managers handle mechanical operations and maintenance
- ▶ (1) Photo Opportunity specialist
- ▶ (1) Interactive Challenge support person to collect waivers and direct traffic flow
- ▶ Roles of road and support staff are not interchangeable with NRS staffing

Truck/Trailer

- ▶ 53' Featherlite expandable display trailer with "SEAL Accelerator" graphics, Kenworth T2000 tractor
- ▶ 48' support trailer with "SEAL Accelerator" graphics, medium-duty tractor
- ▶ 10k generator — integrated with show tractor

Set Up Time

- ▶ Four to six (4–6) hours — 1 day before event
- ▶ Teardown — Four (4) hours

NAVY SEAL ACCELERATOR FOOTPRINT — OUTDOOR

