

STEM TOUR 1 – NIMITZ

The Navy “Nimitz” Experience is a state of the art immersive experience, with a virtual reality mission, electronic data capture, and digital technology at every touch point. The goal is to transform and elevate the way people think about the Navy, while generating a high-caliber recruit pool.

Footprint Size

- 100' x 60'
 - To include (1) 53-foot trailer
 - A second 53-foot support trailer is required to be in the space for set-up and tear-down
 - If able to park in display area during activation, footprint extends to 100' x 70'
- Set-up: 8 hours
- Tear-down: 6 hours

Experience

- **Registration:** All event attendees are required to register to participate in footprint. Registrants are given an RFID dog tag to track user engagement
 - Attendees must be 14 or older to participate. Anyone 13 and under will not be allowed to engage with any part of the experience. 14-17 must have parent/guardian sign a waiver
- Inside the trailer
 - **Briefing:** (8) kiosks, prepares the attendee for their VR mission
 - **Virtual Reality Mission:** (8) pods, SWCC mission using oculus rift and subpacs
 - **Debrief:** (8) kiosks, attendees receive mission score and are introduced to Naval careers
- Outside Engagement
 - **Photo Booth:** social engagement using a Navy F-35 jet GIF
 - **Deployment Tent:** recruiters engage with attendees
 - NRD welcomed to bring RADs
 - **PT Yard:** pull-up bar and outdoor TV displaying leader board
 - **Sound System:** emcee and music capabilities
 - **Premiums:** Attendees will be given premiums based on participation in the footprint

Staffing

- (1) Navy Partnership Staff Member
- (13) Tour Managers/Brand Ambassadors
- (3-5) U.S. Navy Recruiters (please share watch bill with Navy Partnership)
 - Recruiters to interact with attendees. They are not needed to set-up or operate the equipment. This allows for a focus on recruiting and answering questions about the Navy.
 - NRDs are welcome to bring their own assets (i.e. EOD, Warrior Challenge, Diver, etc.). If assets are available for use, please share with Navy Partnership for logistical planning

Key Facts & Expectations

These units will continue to be modified to fit strategic needs as we move forward. As with any event set-up, there are limits to what it can and cannot do to function properly.

- Outdoor use only
- Event parameters: smaller footprints and events, consider STEM II Tour - Burke
- Scheduling: will be handled on a case by case basis
 - Unable to activate multiple events *in different locations* on the same day
 - Unable to change site locations in consecutive days
 - If set-up requires multiple locations, recommend smaller STEM II Tour – Burke
- Through-put:
 - 60 people per hour through the VR mission (17-minute experience)
 - Footprint, including photo tent and PT yard, can accommodate high traffic event

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