



2021 LEASABLE ASSETS

HIRSCHFELD MARKETING SOLUTIONS



HIRSCHFELD MARKETING SOLUTIONS

CORE CAPABILITIES

- Event Production
- Hospitality Engagements
- Experiential Solutions
- Custom Design & Fabrication
- Sponsorship Consulting

ANCILLARY SERVICES:

- Creative Design
- VIP Experiences
- Travel / Accommodations
- Product Showcasing
- Staff Hiring / Training

We work with you to determine the best asset for your program. Don't see it included here? We have a network of partners we can utilize to ensure your needs are met.



ENGAGE YOUR AUDIENCE

One third of CMOs plan to devote 21-50% of their budget to experiential marketing efforts.*

These efforts range from true consumer hands-on experiences to business to business engagements. Events create growth and loyalty, providing value beyond a sales pitch. Engagement encourages interaction between brands, companies, customers, and assets provide a venue with which to present these opportunities.

Assets allow brands and companies to showcase their personality, providing a way to engage, educate, and transform customer thoughts.

*Freeman Global Brand Experience Study

LEASABLE ASSETS

H1 - 53' TRAILER

Footprint Size:

70' L x 40' W (Minimum)

Guest Capacity:

Upper Level - up to 40 seated
55 standing

Lower Level - up to 30 seated,
45 standing

Support Team:

2 People Minimum

Special Features:

6 TV's w/ Satellite & Direct TV Access,
Full Audio/PA System, Private
Office/Lounge, AC, Portable Bar, Prep
Kitchen, Basic Furniture Package On
Board Generator

Setup Time: 1 Day

Uses:

- Hospitality
- Sales Gatherings
- Elevated Viewing at Events
- Pop Up Retail Shop



H1 - 53' TRAILER

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver & On-Site Operations Manager
- Local Labor for Set Up & Strike
- Insurance
- 2 - Sectional Couches
- 2 - 6' Tables
- 10 High Top Tables
- 40 Bar Stools
- Black Linens

ADDITIONAL OFFERINGS:

- Event Planning / Execution
- Additional Seating & Furniture
- Production and Application of Branded Graphics & Decals
- Customized Branded Items: Signage, Banners, Menu Boards, Flags, Umbrellas
- Hospitality / Catering / Decorations
- Staffing / Brand Ambassadors



HIRSCHFELD
MARKETING SOLUTIONS

LEASABLE ASSETS

H2 - 53' TRAILER

Footprint Size:

70' L x 40' W (minimum)

Guest Capacity:

25 on Upper Level

60 in Lower Level

Support Team:

2 People Minimum

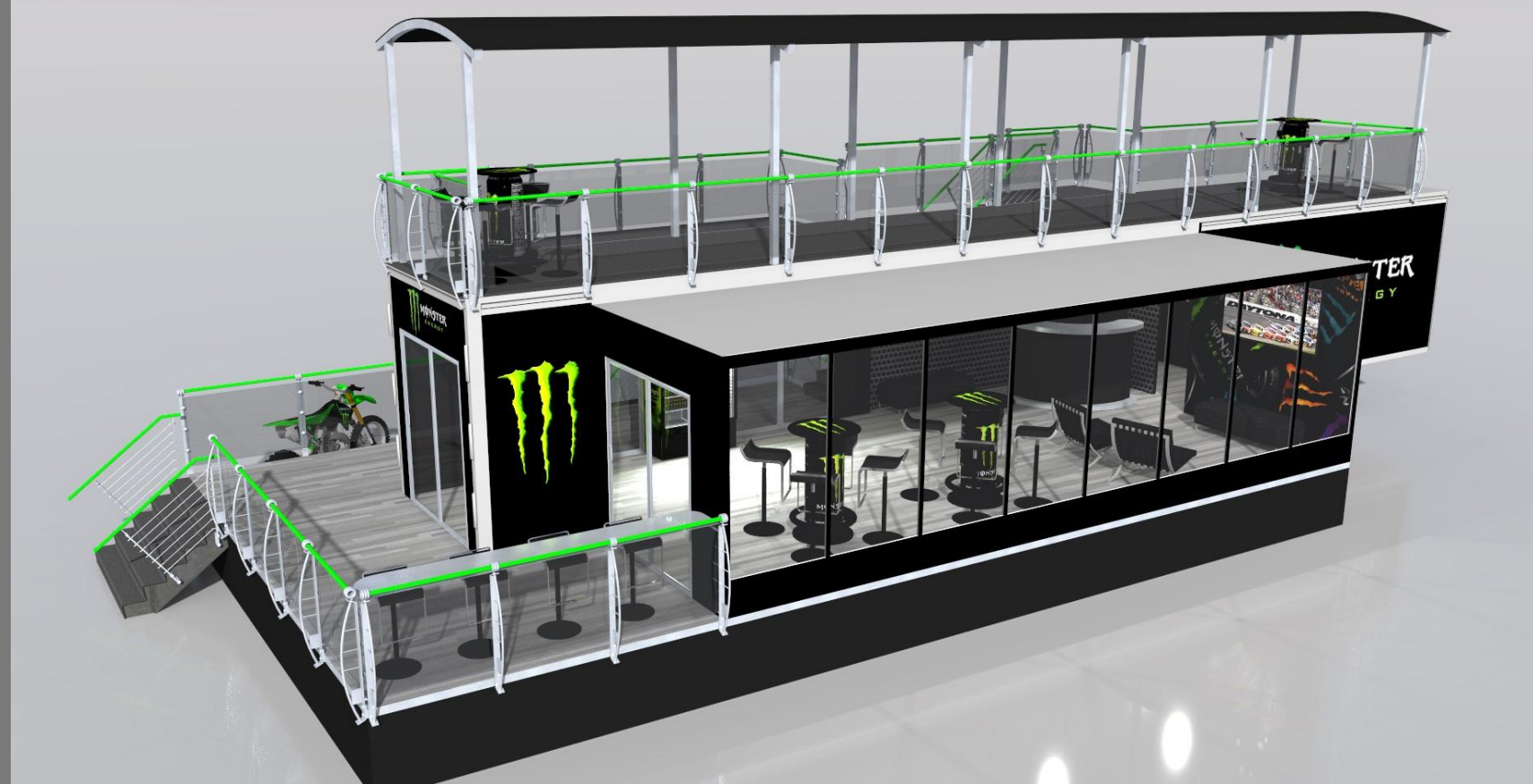
Special Features:

10 TV's w/ Satellite & Direct TV Access,
and PA System, Fully Enclosed First
Level, Wrap-Around Balcony, Bar, Bar
Stools, Private Office / Lounge Area

Setup Time: 1 Day

Uses:

- Hospitality
- Sales Gatherings
- Elevated Viewing at Sporting Events
- Concept Shop
- Product Showcasing



H2 - 53' TRAILER

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver
- On Site Operations Manager & Local Labor for Set up & Strike
- Insurance
- 36 Bar Stools
- 10 High Top Tables
- Black Linens

ADDITIONAL OFFERINGS:

- Event Planning / Execution
- Additional Seating & Furniture
- Production and Application of Branded Graphics & Decals
- Customized Branded Items: Signage, Banners, Menu Boards, Flags, Umbrellas
- Hospitality / Catering / Decorations
- Staffing / Brand Ambassadors



HIRSCHFELD
MARKETING SOLUTIONS

LEASABLE ASSETS

DROP TRAILER - 24'

Footprint Size:

30' L x 25' W (minimum)

Support Team:

2 People

Special Features:

Built-in Serving Bar, Internal Back of House / Storage, Sits Flat on Ground, Quick and Easy Setup, Fully Brandable

Setup Time: 1/2 Day

Uses:

- Sampling
- Concept Shop
- Pop Up Retail Shop
- Interactive Consumer Engagement Center
- Lounge/ Mobile Bar



DROP TRAILER - 24'

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver
- On Site Operations Manager
- Insurance
- Generator

ADDITIONAL OFFERINGS:

- Creative Design for Branded Graphics Wrap or Decals
- Production & Application of Wrap or Decals
- Event Planning / Execution
- Customized Branded Items: Signage, Banners, Menu Boards, Flags, Umbrellas
- Staffing / Brand Ambassadors



HIRSCHFELD
MARKETING SOLUTIONS

LEASABLE ASSETS

POD

Footprint Size:

15' L x 25' W (minimum)

Support Team:

1 Person

Special Features:

Quick and Easy setup, No Special Equipment Needed, Built in Countertops, 2 Monitors, Fully Brandable

Setup Time: 1/2 Day

Uses:

- Pop Up Shop
- Beverage Sampling
- Sampling (General)
- Photo Opp/Customer Engagement
- Point Of Sale Unit
- Tailgating/ Party Pod



POD

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver
- Insurance
- Monitor on Each Side Wall
- Production & Application of Branded Graphics
Wrap or Decals

ADDITIONAL OFFERINGS:

- Creative Design for Wrap or Decals
- Event Planning / Execution
- Customized Branded Items: Signage, Banners,
Menu Boards, Flags, Umbrellas
- Staffing / Brand Ambassadors
- Beverage Barrels & Tap System



HIRSCHFELD
MARKETING SOLUTIONS

LEASABLE ASSETS

CUBE

Footprint Size:

15' L x 25' W (minimum)

Support Team:

1 Person

Special Features:

Quick and Easy setup, No Special Equipment Needed, Built in Countertops, 2 Monitors, Fully Brandable

Setup Time: 1/2 Day

Uses:

- Pop Up Shop
- Beverage Sampling
- Sampling (General)
- Point Of Sale Unit
- Tailgating/ Party Pod



LEASABLE ASSETS

DROP TRAILER - 20'

Footprint Size:

25' L x 20' W (minimum)

Support Team:

2 People

Special Features:

Built-in Serving Bar, Sits Flat on Ground, Quick and Easy Setup, Fully Brandable

Setup Time: 1/2 Day

Uses:

- Sampling
- Concept Shop
- Pop Up Retail Shop
- Interactive Consumer Engagement Center
- Lounge/ Mobile Bar



DROP TRAILER - 20'

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver
- On Site Operations Manager
- Insurance
- On-Board Generator

ADDITIONAL OFFERINGS:

- Creative Design for Branded Graphics Wrap or Decals
- Production & Application of Wrap or Decals
- Event Planning / Execution
- Customized Branded Items: Signage, Banners, Menu Boards, Flags, Umbrellas
- Staffing / Brand Ambassadors



HIRSCHFELD
MARKETING SOLUTIONS

LEASABLE ASSETS

SPRINTER VAN

Footprint Size:

20' L x 10' W (minimum)

Support Team:

1 Person

Special Features:

Enclosed Container with Serving Windows on 3 sides, Quick and Easy Setup, Ample Internal Storage, Fully Brandable

Setup Time: 1 Hour

Uses:

- Mobile Information Tour
- Sampling Van
- Point of Sale Unit
- Consumer Data Capture Station
- Tailgating



SPRINTER VAN

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver
- Insurance
- Production & Application of **B**randed Graphics
- Generator

ADDITIONAL OFFERINGS:

- Creative Design for Branded Graphics
- Event Planning / Execution
- Refrigerated Coolers
- Customized Branded Items: Signage, Banners, Menu boards, Flags, Umbrellas
- Staffing / Brand Ambassadors
- Satellite Accessibility



HIRSCHFELD
MARKETING SOLUTIONS

LEASABLE ASSETS

STEP VAN

Footprint Size:

20' L x 10' W (minimum)

Support Team:

1 Person

Special Features:

New Van Built with Vintage Style, Built-in Serving Window, Internal Hand Washing Station, On Board Generator, Removable Refrigeration Coolers, Quick and Easy Setup, Fully Brandable. Base Color of Van is Blue.

Setup Time: 1 Hour

Uses:

- Retail Tour
- Sampling/Distribution
- Consumer Information
- Mobile Billboard
- Pop Up Shop



STEP VAN

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver
- Insurance
- Production & Application of Branded Graphics
- Generator

ADDITIONAL OFFERINGS:

- Creative Design for Branded Graphics
- Event Planning / Execution
- Customized Branded Items: Signage, Banners, Menu Boards, Flags, Umbrellas
- Staffing / Brand Ambassadors



HIRSCHFELD
MARKETING SOLUTIONS

LEASABLE ASSETS

MOBILE WORKSTATION

Footprint Size:

30' L x 20' W (minimum)

Support Team:

1 Person

Special Features:

Climate Controlled, Interior Lighting,
7 Individual Power Drops throughout
bus, 4 Built-in Storage Areas, ADA
Accessible, Quick and Easy Setup, Fully
Brandable, Current Setup features
Mobile Workstations with Partitions

Setup Time: 1 Hour

Uses:

- Mobile Workstations (Partitions)
- Small Class Training
- Mobile Gaming Unit
- Merchandise Unit
- Consumer Information



MOBILE WORKSTATION

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver
- Insurance
- Production & Application of Branded Graphics Wrap
- 7 Workstations
- 20 Chairs
- On Board Generator

ADDITIONAL OFFERINGS:

- Creative Design for Wrap
- Event Planning / Execution
- Customized Branded Items: Signage, Banners, Menu boards, Flags, Umbrellas
- Monitors/ Station Accessories
- Staffing / Brand Ambassadors
- Modifications to Remove Countertops & Partitions



HIRSCHFELD
MARKETING SOLUTIONS

LEASABLE ASSETS

20' CONTAINER

Footprint Size:

30' L x 40' W (minimum)

Support Team:

2 People

Special Features:

Serving Bar, Internal Back of House,
Storage, Sits Flat on Ground,
Quick and Easy Setup, Fully Brandable

Setup Time: 1 Day

Uses:

- Hospitality
- Mass Sampling
- Product Sales
- Tailgates



20' CONTAINER

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver
- Insurance
- Production & Application of Branded Graphics
- Rooftop Deck
- 4 Sampling Bars

ADDITIONAL OFFERINGS:

- Creative Design for Wrap
- Event Planning / Execution
- Customized Branded Items: Signage, Banners, Menu boards, Flags, Umbrellas
- Monitors/ Station Accessories
- Staffing / Brand Ambassadors



HIRSCHFELD
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LEASABLE ASSETS

40' CONTAINER

Footprint Size:

45' L x 30' W (minimum)

Support Team:

2 People

Special Features:

Front Patio, HVAC, Upper Deck,
Custom Woodwork Accents

Setup Time: 1 Day Uses:

- Hospitality
- Mass Sampling
- Product Sales
- Mobile Office
- Pop-Up Shop



40' CONTAINER

INCLUDED:

- Rental of Display Asset
- Delivery & Display Set-Up
- Driver
- Insurance
- Production & Application of Branded Graphics
- Rooftop Deck

ADDITIONAL OFFERINGS:

- Creative Design for Wrap
- Event Planning / Execution
- Customized Branded Items: Signage, Banners, Menu boards, Flags, Umbrellas
- Monitors/ Station Accessories
- Staffing / Brand Ambassadors



HIRSCHFELD
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