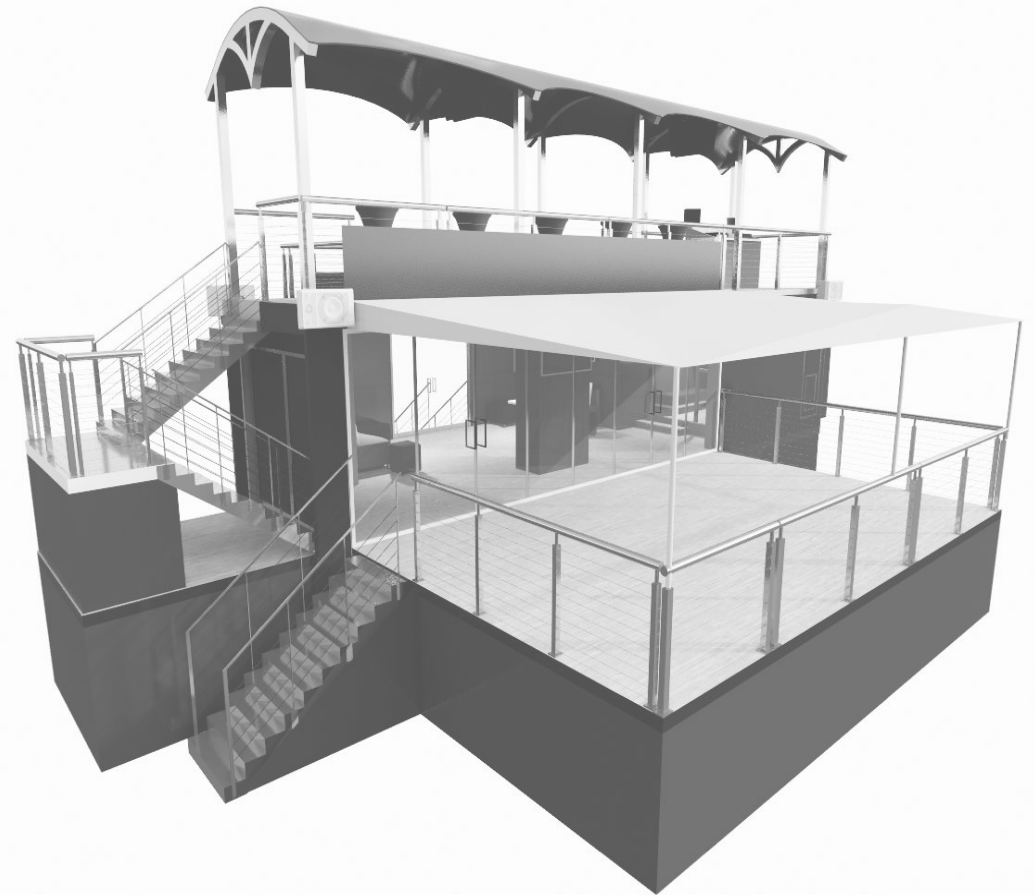
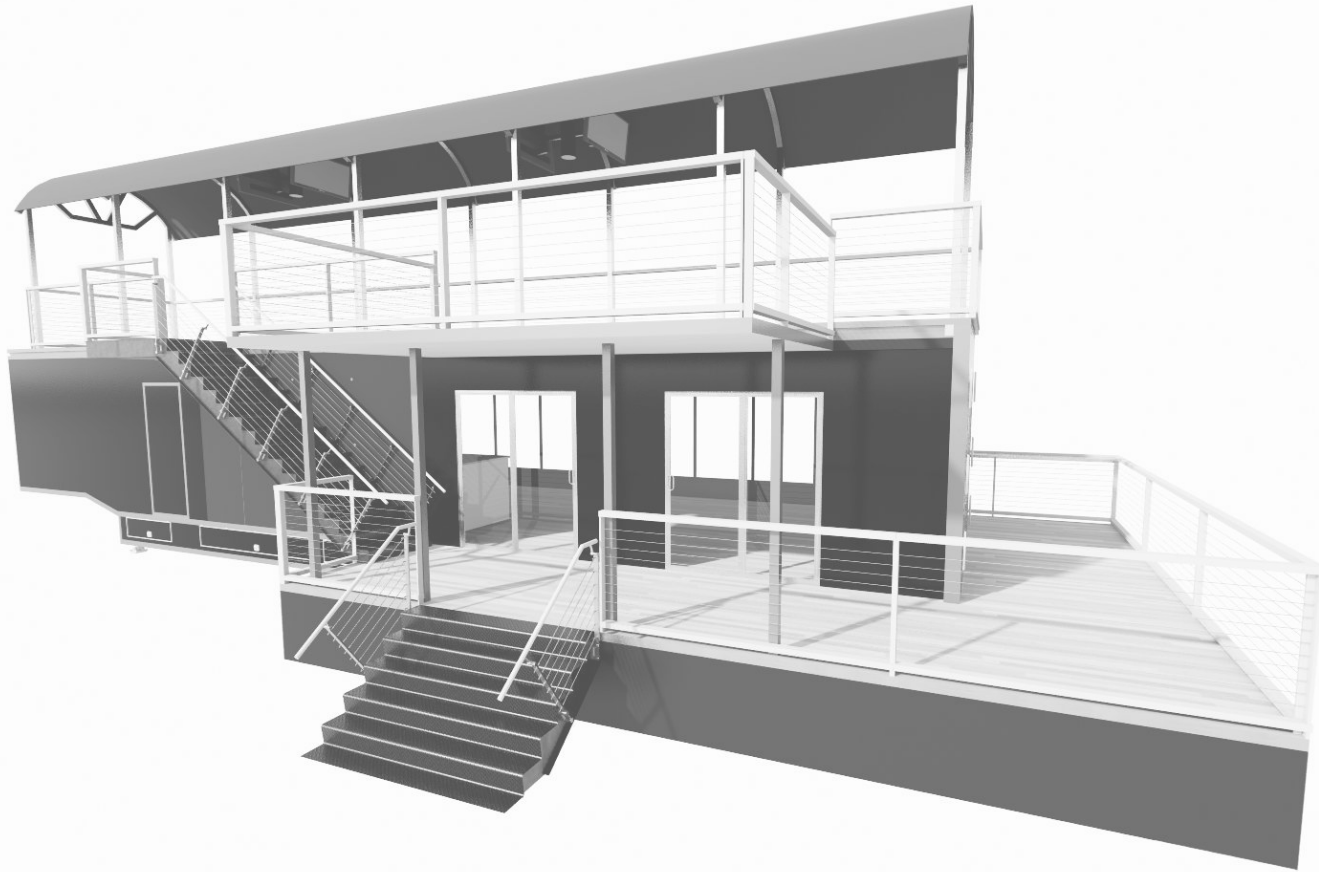


# LEASABLE ASSETS





**HIRSCHFELD**  
**MARKETING SOLUTIONS**

HMS owns a fleet of mobile assets for use across various activation and hospitality event usages. We work with you to determine the best solution for your program. Don't see it included here? We have a network of partners we can utilize to ensure your needs are met.



# INCLUSIONS & PLUS UP OPTIONS

	53' 2 Story Trailer	50' Patio Trailer	Tailgate Trailer	24' Drop Trailer	20' Drop Trailer	POD	32' Bus	Step Van	Sprinter Van
Driver / Rental / Delivery	✓	✓	✓	✓	✓	✓	✓	✓	✓
Local Labor for SetUp & Strike	✓	✓	✓	✓	✓				
On Board Generator	✓	✓	✓	✓	✓			✓	
Basic Furniture	✓	✓	✓	✓	✓	✓			
On Site Account / Ops Manager	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Branding (Decal/SEG)	✓ SEG	✓ SEG	✓ Decal	✓ Decal	✓ Decal	✓ Decal	✓ Decal	✓ Decal	✓ Decal

✓ = Standard inclusion to asset

✓ = Available for plus up



# 53' 2 Story TRAILER

**Footprint Size:** 70' L x 50' W

**Guest Capacity:**  
25 in Upper Level  
60 in Lower Level

**Support Team:**  
Driver + Local Labor  
for set up/strike only

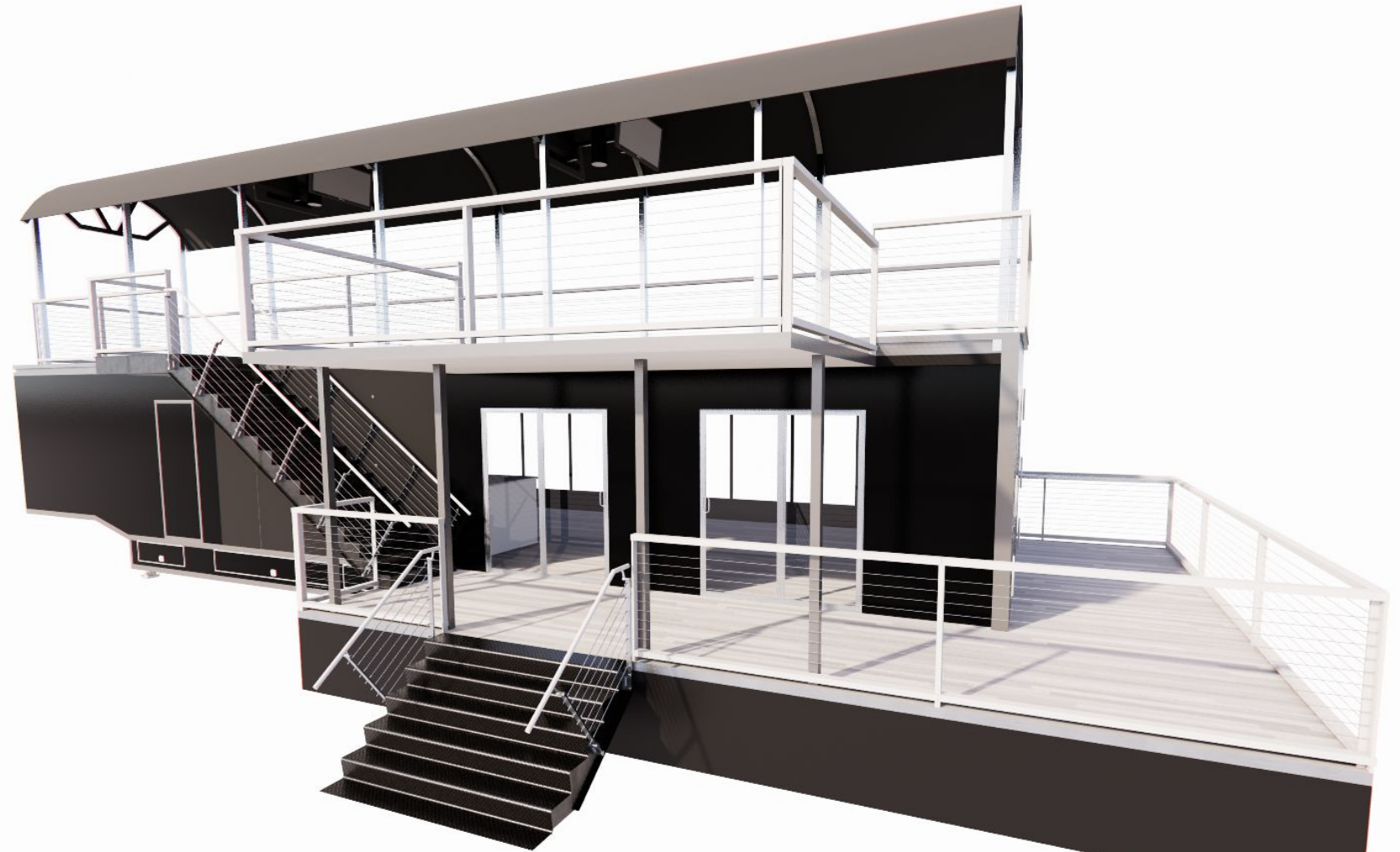
**Setup Time:** 1 Day

## Uses:

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

## Special Features:

- 10 TV's | Satellite & Direct TV Access
- Fully Enclosed First Level with AC
- Wrap-Around Balcony, PA System
- Bar, 36 Bar Stools, 10 High-Top Tables,
- Private Office / Lounge Area



## Additional Offerings:

Production and Application of  
Silicone Edge Graphic Panels

Hospitality / Catering / Decorations

Event Planning / Execution

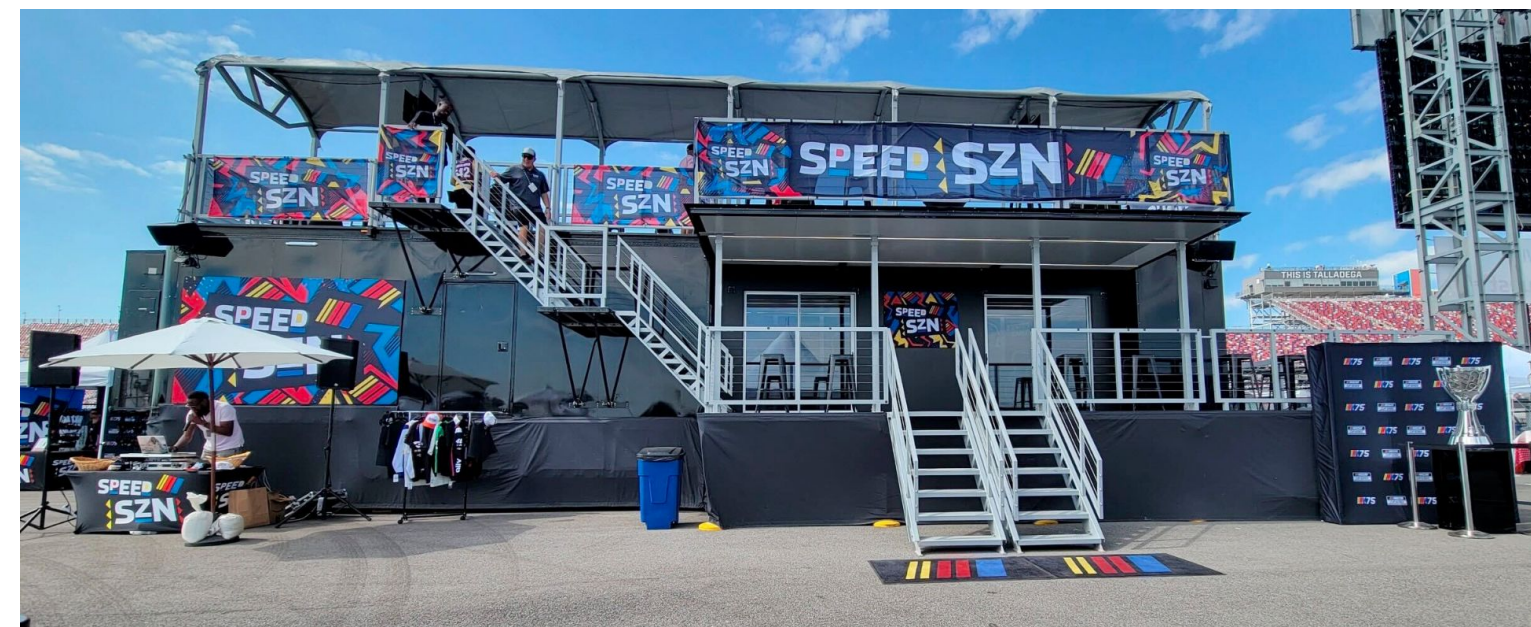
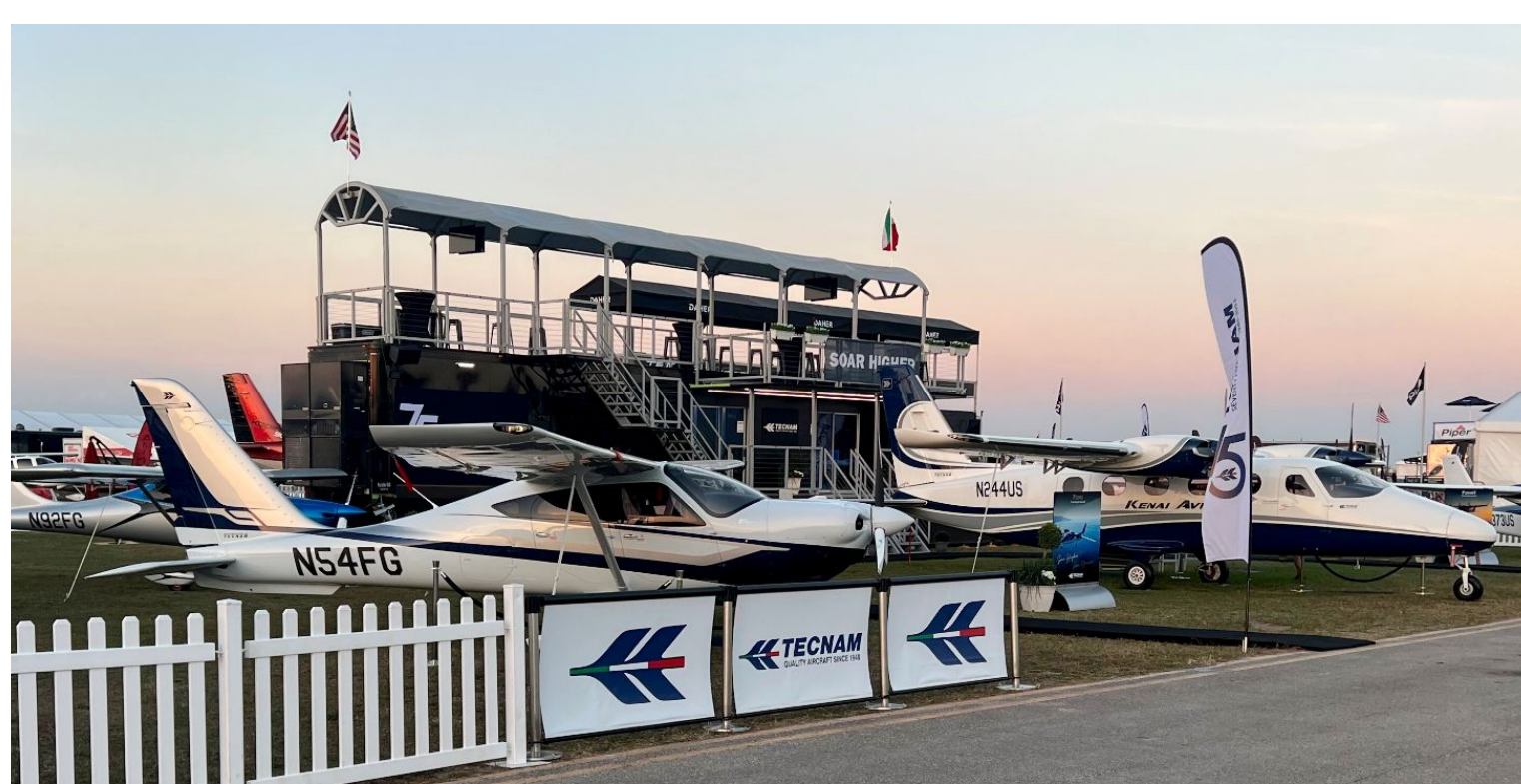
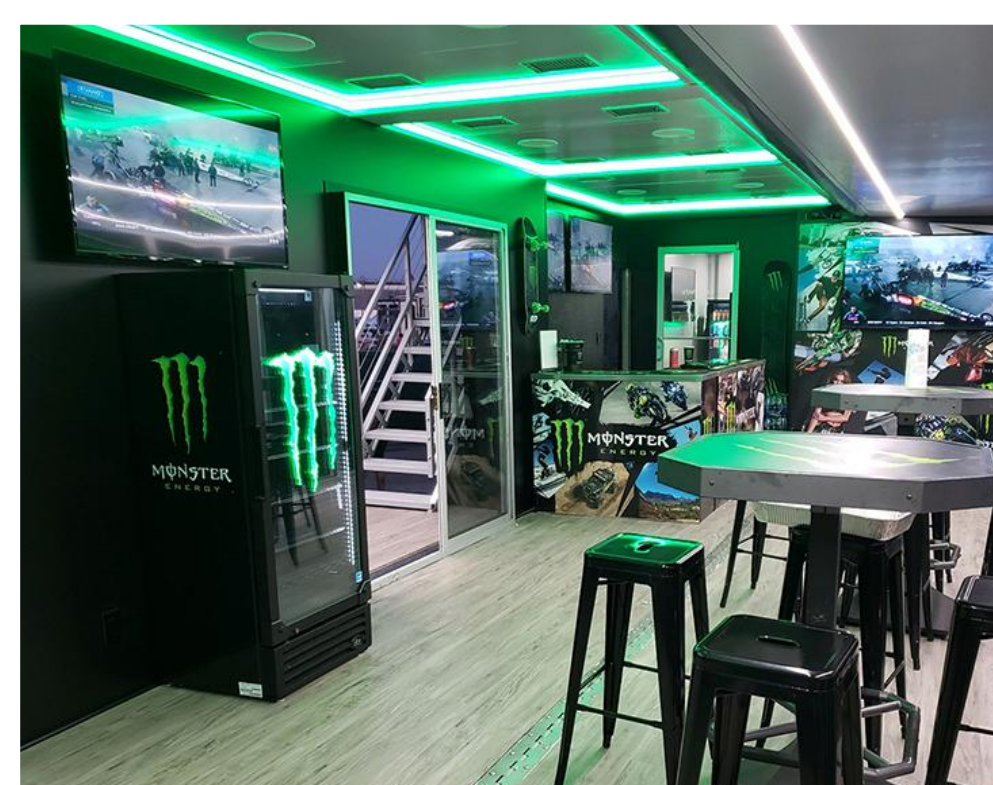
Onsite Operations Personnel

Staffing / Brand Ambassadors

Additional Seating & Furniture

Customized Branded Items:

Signage, Banners, Menu Boards, Flags, Umbrellas



# 50' PATIO TRAILER

**Footprint Size:** 50' L x 40' W  
(minimum)

**Guest Capacity:**  
25 on Upper Level  
20 on Inside Lower Level  
23 on Patio

**Support Team:**  
Driver + Local Labor  
for set up/strike only

**Setup Time:** 1 Day

## Uses:

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

## Special Features:

- 5 TVs, 36 Bar stools, 10 High Top Tables
- Quick and easy setup
- No Special Equipment Needed
- Top Signs
- Fully Brandable
- Base Color WHITE, GRAY skirting & canopy
- Built in ADA lift



## Additional Offerings:

Production and Application of  
Silicone Edge Graphic Panels

Hospitality / Catering / Decorations

Event Planning / Execution

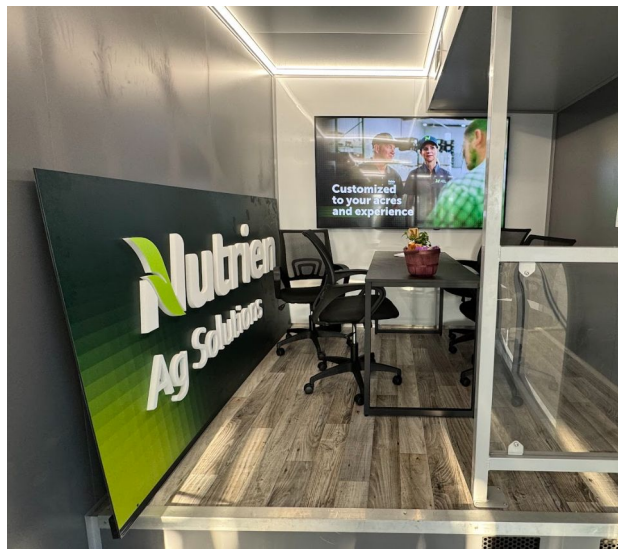
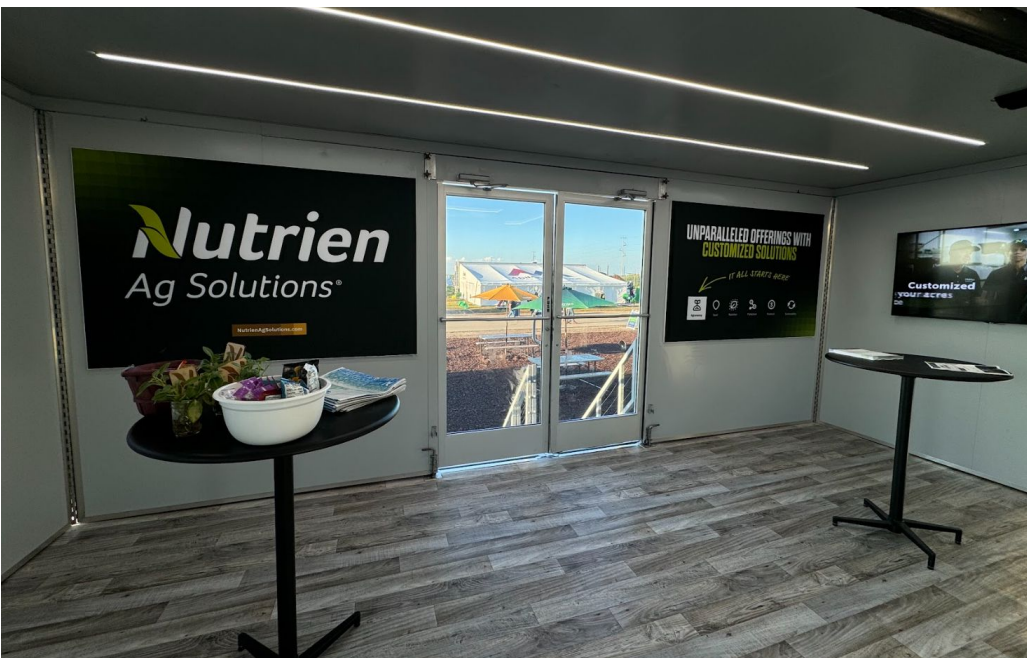
Staffing / Brand Ambassadors

Internal build out: tvs, beverage taps, coolers, shelving, furniture, etc

Customized Branded Items: Signage, Banners, Menu Boards, Flags, Umbrellas

Available August 2024





# SMALL TAILGATE TRAILER

**Footprint Size: 7'4" x 17'5"**  
\*Not including the overhang canopies\*

**Support Team: Driver**  
for set up/strike only

**Setup Time: <2 hours**

## Uses:

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

## Special Features:

- Quick and easy setup
- No Special Equipment Needed
- Fully Brandable
- Awnings
- Base Color White



## Additional Offerings:

Custom Creative Design

Production & Application of Design

Event Planning / Execution

Staffing / Brand Ambassadors

Internal build out: tvs, beverage taps, coolers, shelving, etc

Customized Branded Items: Signage, Banners, Menu Boards, Flags, Umbrellas





# 24' DROP TRAILER

**Footprint Size:** 30' L x 25' W

**Support Team:**  
Driver + Local Labor  
for set up/strike only

**Setup Time:** 1/2 Day

## Uses:

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

## Special Features:

- Built-in Serving Bar
- Internal Back of House / Storage
- Sits Flat on Ground
- Quick and Easy Setup
- Swing wall for photo opp
- Television
- Fully Brandable



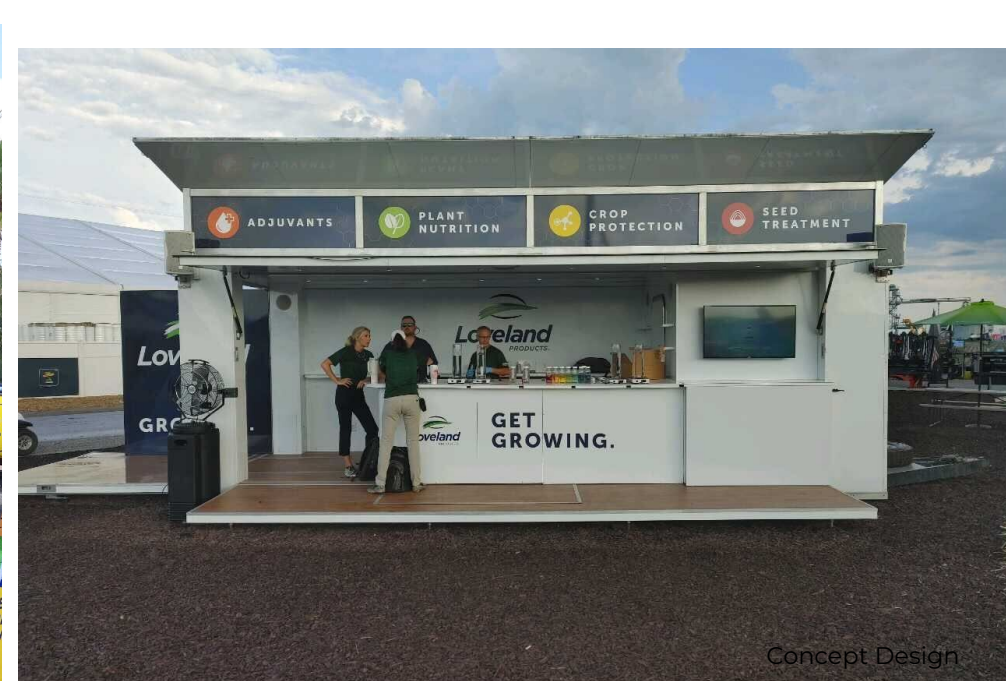
## Additional Offerings

Custom Creative Design  
Production & Application of Wrap or Decals

Staffing / Brand Ambassadors  
Event Planning / Execution

Customized Branded Items:  
Signage, Banners, Menu Boards, Flags, Umbrellas





Concept Design



# 20' DROP TRAILER

**Footprint Size:** 25' L x 20' W

**Support Team:** 2 People

**Setup Time:** 1/2 Day

## Uses:

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

## Special Features:

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



## Additional Offerings:

Custom Creative Design

Production & Application of Wrap or Decals

Staffing / Brand Ambassadors

Event Planning / Execution

Customized Branded Items:

Signage, Banners, Menu Boards, Flags, Umbrellas



# POD

**Footprint Size:** 16' L x 24' W

**Support Team:** 1 Person

**Setup Time:** 1/2 Day

## Uses:

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

## Special Features:

- Quick and easy setup
- No Special Equipment Needed
- Built in Front Countertop
- Top Signs
- Fully Brandable
- Base Color BLACK



## Standard Customizations:

Full vinyl wrap or spot decals with upper signage

## Additional Customizations:

Internal buildout: tvs, beverage taps, shelving, photo wall, storage, refrigeration





Concept Design



# 32' BUS WORKSTATION

**Footprint Size:** 16' L x 24' W

**Support Team:** Driver

**Setup Time:** 1/2 Day

## Uses:

Pop Up Shop

Point Of Sale Unit

B2B & B2C Information Sharing

## Special Features:

Quick and easy setup

No Special Equipment Needed

Fully Brandable

Base Color White

ADA Compliant



## Additional Offerings:

**Custom Creative Design**

**Production & Application of Design**

**Event Planning / Execution**

**Staffing / Brand Ambassadors**

**Internal build out:** remove workstations and build out to desired specifications

**Customized Branded Items:** Signage, Banners, Menu Boards, Flags, Umbrellas





Concept Design



Concept Design



# STEP VAN

**Footprint Size:** 20' L x 10' W

**Support Team:** Driver

**Setup Time:** 1 Hour

## Uses:

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

## Special Features:

Built-in Serving Window  
Internal Hand Washing Station  
Removable Refrigeration Coolers  
Quick and Easy Setup  
Fully Brandable



## Additional Offerings

Custom Creative Design

Production & Application of Design

Event Planning / Execution

Staffing / Brand Ambassadors

Customized Branded Items: Signage, Banners, Menu Boards, Flags, Umbrellas



# SPRINTER VAN

**Footprint Size:** 16' L x 24' W

**Support Team:** Driver

**Setup Time:** 1/2 Day

## Uses:

- Pop Up Shop
- Beverage Sampling
- Sampling (General)
- Photo Opp/Customer Engagement
- Point Of Sale Unit
- B2B & B2C Information Sharing

## Special Features:

- Quick and easy setup
- No Special Equipment Needed
- Sampling Window
- Base Color White



## Additional Offerings

Custom Creative Design

Production & Application of Design

Event Planning / Execution

Staffing / Brand Ambassadors

Internal build out: coolers, shelving, etc

Customized Branded Items: Signage, Banners, Menu Boards, Flags, Umbrellas



Concept Design



Concept Design



# Thank You!

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