

THE OFFICIAL U.S. ARMY GAME

AMERICA'S  ARMY®



AMERICA'S ARMY

~DAY 1~

INTRODUCTION

AMERICA'S ARMY GAME PROJECT INTRODUCTION
AND ORIENTATION

AA:FST capabilities and software: Multimedia, DVD burning, etc

AA:FST RECRUITING APPLICATIONS, VENUES, AND POTENTIAL

AA:FST SUPPORT SITE, GUI, AND ROI DATA COLLECTION AND USE

~DAY 2~

AMERICA'S ARMY PUBLIC GAME
AND AASM SOFTWARE

AA EVENT SUPPORT SITE
LAN EVENT CREATION AND MANAGEMENT



INTRODUCTION

- **INSTRUCTOR**
- **OEMA AND THE ARMY GAME PROJECT**
- **PURPOSE OF THE 6 HOURS OF INSTRUCTION**

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BACKGROUND

- INITIALLY RELEASED JULY 4 2002
- ***AMERICA'S ARMY*** (ALSO KNOWN AS ***AA*** OR ***ARMY GAME PROJECT***) IS A TACTICAL MULTIPLAYER FIRST-PERSON SHOOTER GAME OWNED BY THE UNITED STATES GOVERNMENT.
- CURRENT RELEASES INCLUDE ***AA: SPECIAL FORCES (OVERMATCH)*** FOR THE PC AND ***AA: RISE OF A SOLDIER*** FOR THE X-BOX
- AA TECHNOLOGY IS USED IN A VARIETY OF TRAINING AND SIMULATION TECHNOLOGIES THROUGHOUT THE ARMY AND OTHER GOVERNMENT AGENCIES



IMPLICATIONS

- **22 UPDATES SINCE INITIAL RELEASE, DEVELOPMENT OF NEW VERSIONS CONTINUE.**
- **CURRENT VERSION REQUIRED FOR ONLINE GAME PLAY**
- **CURRENT DOWNLOAD APPROACHES 2 GIGABYTES**
- **OVER 7,000,000 PLAYERS WORLDWIDE**



ARMY GAME PROJECT INITIATIVES

- **AA PUBLIC GAME**
 - **CONSTANT DEVELOPMENT OF NEW SINGLE AND MULTIPLAYER SCENARIOS**
 - **AA SERVER MANAGEMENT SOFTWARE**
- **VIRTUAL RECRUITING STATION**
- **AMERICASARMY.COM WEBSITE**
- **RECRUITER SUPPORT SITES**
 - **FST SUPPORT SITE**
 - **EVENT SUPPORT SITE**
- **GOVERNMENT APPLICATIONS ALSO USED FOR RECRUITING**
 - **AA: FUTURE SOLDIER TRAINERS (FST) (COMPANY, BN, BDE, CMD)**
 - **CONVOY SKILLS ENGAGEMENT TRAINER CSET**
 - **JAVELIN MISSILE TRAINER**
 - **TOW MISSILE TRAINER**
 - **COMMON REMOTE OPERATED WEAPON SYSTEM (CROWS) TRAINER**

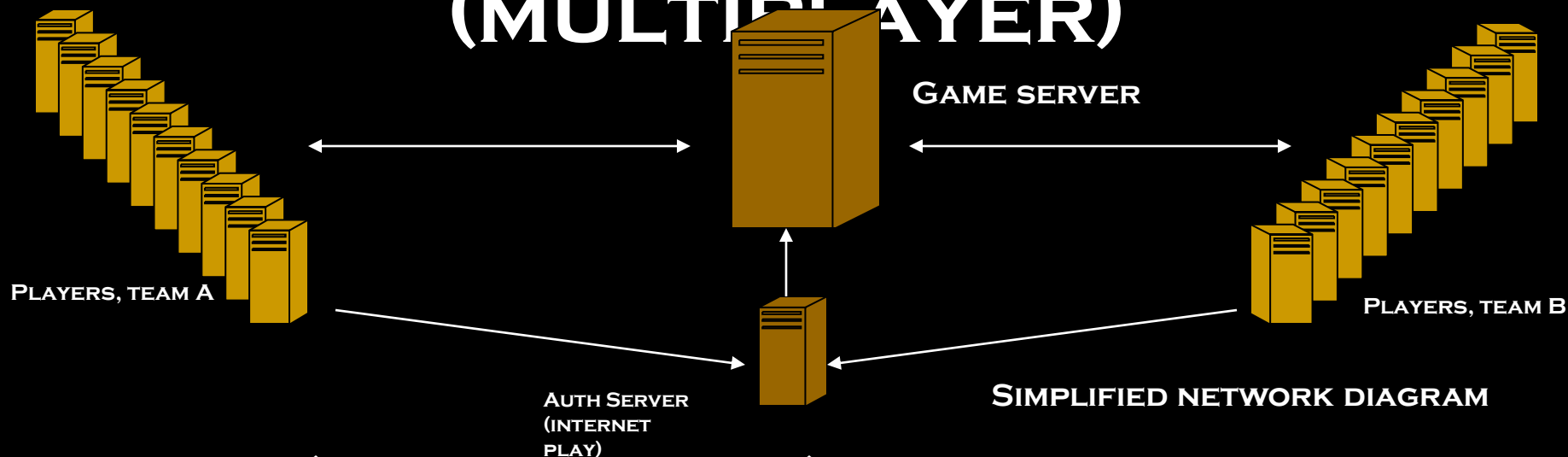


RECRUITING WITH AMERICA'S ARMY

- **AA IS AN EFFECTIVE RECRUITING ASSET**
 - AFFORDS THE OPPORTUNITY FOR RELATIONSHIP BUILDING
 - BRINGS POTENTIAL RECRUITS TO THE RECRUITER
 - ALLOWS THE RECRUITER TO WORK A CROWD SOMEONE ELSE HAS GATHERED FOR THEM (FAIR, FESTIVAL, CAR SHOW, ETC.)
 - SERVES AS A CENTERPIECE FOR AN EVENT THE RECRUITER CREATES
- **AMERICA'S ARMY ASSETS ALLOW YOU TO**
 - ESTABLISH REGULAR LOCAL LAN PARTIES, TEAMS, AND LEAGUES.
 - DEVELOP A PASSIVE AS WELL AS ACTIVE RECRUITING PROGRAMS AND ACTIVITIES



NETWORK STRUCTURE (MULTIPLAYER)



SIMPLIFIED NETWORK DIAGRAM

- **SERVER (COMMON BATTLESPACE)**
 - LAN SERVER VS. INTERNET SERVER
 - AASM SOFTWARE EASILY MANAGES BOTH
- **CLIENT (PLAYER)**
- **AUTH SERVER**



AMERICA'S ARMY LAN EVENTS

- **TYPES OF LAN EVENTS**
 - **LAN PARTIES USING THE FST AS GAME SERVER**
 - **IN RECRUITING STATION**
 - **IN OTHER LOCATIONS**
 - **RECURRING AND LOW COST**
 - **TOURNAMENTS HOSTED AT GAME CENTERS, COLLEGES, ETC.**
 - **COMPUTERS FURNISHED OR BRING YOUR OWN (BYOC)**
 - **MASSIVE PUBLICITY ENGINE AVAILABLE AT LOW/NO COST THROUGH THE EVENT SUPPORT SITE**
 - **ONLINE LAN EVENTS**
 - **MAY BE USED TO QUALIFY OR ATTRACT PLAYERS TO REAL WORLD LAN TOURNAMENTS**
 - **CAN BE USED AS A STAND-ALONE LEAD GENERATOR FOR A BN , BDE OR NATIONAL AREA**



AMERICA'S ARMY LAN EVENTS (CONT.)

- **AMERICA'S ARMY CHALLENGE TOUR/ COLLEGE TOUR**
 - MOBILE LAN KITS TRAVELING NATIONALLY
 - REQUESTED/SCHEDULED THROUGH EVENT SUPPORT SITE
 - REQUIRES NO SET UP - RUN BY IGNITED MINDS
 - TOUR SCHEDULES PUBLISHED ON THE EVENT SUPPORT SITE AND CAN BE EXPLOITED
- **BENEFITS OF LAN EVENTS**
 - STATIONARY AND NEAR CAPTIVE AUDIENCE AFFORDS AMPLE OPPORTUNITY FOR RECRUITER ENGAGEMENT
 - SCALEABLE AND FLEXIBLE, CAN BE AS BIG OR SMALL AS YOU WANT IT TO BE
 - OUTSTANDING CROSS-PROMOTION POTENTIAL



INTERNET RECRUITING WITH AMERICA'S ARMY

- **LEASED SERVERS AFFORD THE OPPORTUNITY TO DELIVER IN-GAME MESSAGES TO HUNDREDS OF PLAYERS PER DAY (LEASED AT BN EXPENSE)**
- **LOCAL SERVERS ATTRACT LOCAL PLAYERS DUE TO LOWER "PING" (SIGNAL DELAY FROM PLAYERS TO SERVER)**
- **LOCAL PLAYER GROUPS CAN FORM COMMUNITIES, CLANS, TEAMS, ETC.**
- **AVID PLAYERS, BETA TESTERS OR AMERICA'S ARMY COMMUNITY MANAGERS CAN ASSIST WITH TECHNICAL ISSUES, LEAGUE AND TOURNAMENT RULES, SERVER MANAGEMENT ETC.**
- **THE EVENT SUPPORT SITE OFFERS COMPREHENSIVE PUBLICITY AND EVENT MANAGEMENT SOFTWARE**

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AA:FST CAPABILITIES AND FUNCTIONS

- **AMERICA'S ARMY FST GAME**
 - MARKSMANSHIP/SHOOTING
 - OTHER TRAINING LEVELS FOR FUTURE SOLDIERS
- **MULTIMEDIA CAPABILITIES**
 - VIDEO
 - POWERPOINT
- **DVD BURNING**
- **WEB-BASED TRAINING**
- **FSTS**
- **GAME SERVER FOR A LAN PARTY**
- **DESKTOP MONITOR/X-BOX**

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FST VENUES AND APPLICATIONS

WHICH FST PROGRAMS CAN I USE?

HIGH SCHOOL

JOB FAIRS

RETAIL SET-UPS

SHOWS/EXPOS

COUNTY FAIR

COLLEGE

**HIGH SCHOOL
ACADEMIC EVENT**

**HIGH SCHOOL TABLE
SET UP**

**HIGH SCHOOL
ATHLETIC EVENT**

**HIGH SCHOOL
CLASSROOM
PRESENTATION**

**HIGH SCHOOL JROTC
EVENT**

**HIGH SCHOOL CAREER
FAIR**

**HIGH SCHOOL
COLLEGE FAIR**



FST VENUES AND APPLICATIONS

**AA GAME
W/WEAPONS**

POWERPOINT

**WEB BASED
APPLICATIONS**

HIGH SCHOOL

**AA GAME
KEYBOARD/
MOUSE**

VIDEO

DVD BURNING

JOB FAIRS

**HIGH SCHOOL
ACADEMIC EVENTS**

**HIGH SCHOOL JROTC
EVENTS**

RETAIL SET-UPS

**HIGH SCHOOL TABLE
SET UP**

**HIGH SCHOOL CAREER
FAIR**

SHOWS/EXPOS

**HIGH SCHOOL
ATHLETIC EVENT**

**HIGH SCHOOL
COLLEGE FAIR**

**COMMUNITY
EVENTS**

COLLEGE

**HIGH SCHOOL
CLASSROOM
PRESENTATION**



FST VENUES AND APPLICATIONS

AA GAME
W/WEAPONS

POWERPOINT

WEB BASED
APPLICATIONS

HIGH SCHOOL

AA GAME
KEYBOARD/
MOUSE

VIDEO

DVD BURNING

JOB FAIRS

COMMERCIAL
EVENTS

MILITARY
CAREER FAIRS

RETAIL SET-UPS

COLLEGE
CAREER FAIRS

TRADE/TECH
SCHOOLS

SHOWS/EXPOS

COMMUNITY
EVENTS

COLLEGE



FST VENUES AND APPLICATIONS

AA GAME
W/WEAPONS

POWERPOINT

WEB BASED
APPLICATIONS

HIGH SCHOOL

AA GAME
KEYBOARD/
MOUSE

VIDEO

DVD BURNING

JOB FAIRS

MALLS

BIG BOX
RETAILERS

RETAIL SET-UPS

GAME STORES

INTERNET CAFÉS

SHOWS/EXPOS

SKATE PARKS/
ROLLER RINKS

MOVIE THEATERS

COMMUNITY
EVENTS

COLLEGE

COMPUTER
STORES



FST VENUES AND APPLICATIONS

AA GAME
W/WEAPONS

POWERPOINT

WEB BASED
APPLICATIONS

HIGH SCHOOL

AA GAME
KEYBOARD/
MOUSE

VIDEO

DVD BURNING

JOB FAIRS

COMPUTER SHOWS

TECHNOLOGY EXHIBITS

RETAIL SET-UPS

MILITARY SHOWS (AIR
SHOWS, PARADES, ETC)

CAR SHOWS

SHOWS/EXPOS

RADIO STATION
PROMOS

GUN SHOWS

COMMUNITY
EVENTS

COLLEGE

MUSEUMS*

* CHECK
SCHEDULING OF
FIELD TRIPS



FST VENUES AND APPLICATIONS

**AA GAME
W/WEAPONS**

POWERPOINT

**WEB BASED
APPLICATIONS**

HIGH SCHOOL

**AA GAME
KEYBOARD/
MOUSE**

VIDEO

DVD BURNING

JOB FAIRS

STATE FAIRS

FESTIVALS

RETAIL SET-UPS

**AMERICA'S
ARMY GAME
EVENTS**

**ATHLETIC
EVENTS**

SHOWS/EXPOS

AIR SHOWS

CARNIVALS

**COMMUNITY
EVENTS**

**VIDEO GAME
EVENTS**

**LOCAL SPORTING
EVENTS**

COLLEGE



FST VENUES AND APPLICATIONS

**AA GAME
W/WEAPONS**

POWERPOINT

**WEB BASED
APPLICATIONS**

HIGH SCHOOL

**AA GAME
KEYBOARD/
MOUSE**

VIDEO

DVD BURNING

JOB FAIRS

CAREER FAIRS

**ATHLETIC
EVENTS**

RETAIL SET-UPS

CONCERTS

ROTC EVENTS

SHOWS/EXPOS

STUDENT UNION

**FRATERNAL
ORGS.**

**COMMUNITY
EVENTS**

COLLEGE

CHARITY EVENTS



FST VENUES AND APPLICATIONS

- **THE FST CAN GO ANYWHERE**
- **CONTENT CAN BE OBTAINED FROM A VARIETY OF RESOURCES**
 - **ARMY COMMERCIALS**
 - **VIDEOS/MOVIES**
 - **USAREC DEVELOPED RESOURCE VIDEOS**
 - **RECRUITER CREATED PRESENTATIONS**

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FST SUPPORT, DATA COLLECTION AND ROI

- GUI AND INTERFACE PLACEHOLDER

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FST SUPPORT SITE

- **RESOURCES**
 - **TECHNICAL MANUALS**
 - **FORUMS**
 - **STATISTICS**



USAGE DATA

- **COLLECTED DATA**
 - DATA POINTS LISTED
- **BENEFITS ROI DATA AT A GIVEN LEVEL**
 - BRIGADE/BATTALION
 - COMPANY
 - STATION
- **INTERFACE/RETRIEVAL**
- **FEEDBACK**
 - EVENT SUPPORT SITE

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AA GAME DESIGN, ATTRIBUTES, FEATURES

- **FPS vs. RPG OR RTS GAME**
 - FUTURE VERSION MAY BE “HYBRID” TO BETTER INCORPORATE VALUES
- **STRATEGIC COMMUNICATIONS TOOL**
 - WORLDWIDE EXPOSURE
- **ARMY VALUES/BRANDING**
 - ALL ARMY VALUES REPRESENTED, REWARDED
 - NEW “ARMY STRONG” BRANDING WILL BE INCORPORATED INTO FUTURE VERSIONS OF THE GAME
- **GOALS**
 - BECOME EFFECTIVE AT TELLING THE ARMY STORY
 - PRESENT A POSITIVE IMAGE OF THE ARMY AT ALL TIMES
 - LEVERAGE RELEVANT MASS COMMUNICATIONS MEDIUM

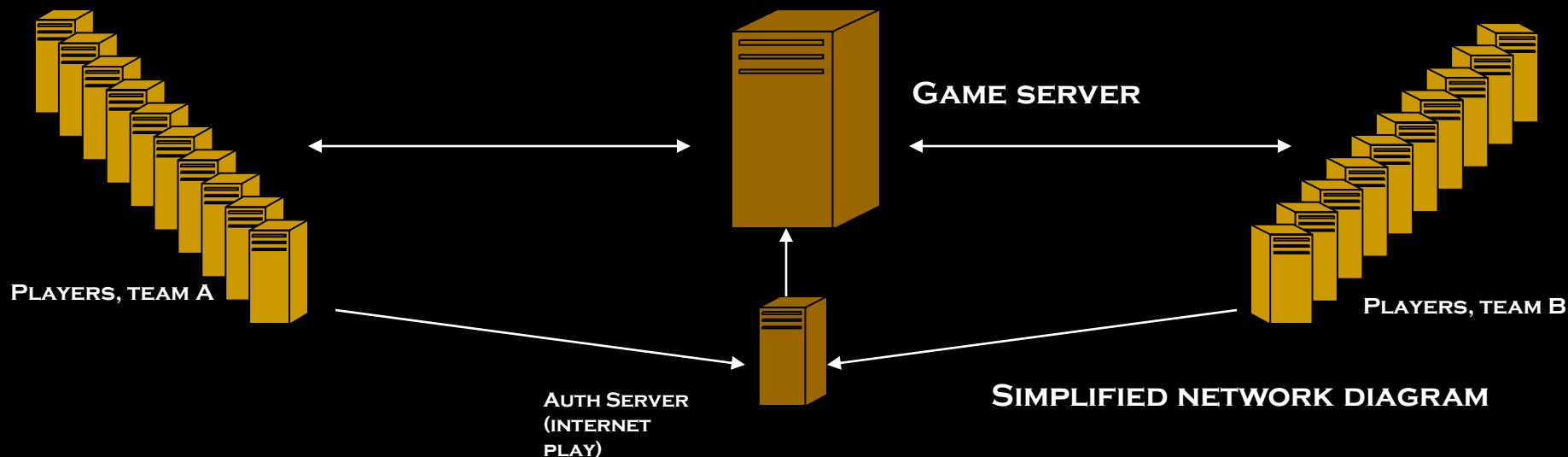


AMERICA'S ARMY PUBLIC GAME

- **GAME ATTRIBUTES**
 - BASIC AND ADVANCED TRAINING LEVELS FOR SINGLE PLAYER MODE
 - MULTIPLAYER MAPS
 - COOP MAPS
 - VIRTUAL RECRUITING STATION
 - PLAYER ALWAYS SEES HIMSELF AND HIS TEAMMATES AS MALE US SOLDIERS
 - LIVE FIRE AND MILES MODES AVAILABLE
- **ARMY VALUES PROMINENTLY FEATURED**
- **TEAMWORK ENCOURAGED AND PROMOTED BY GAME FEATURES**
 - COMBAT EFFECTIVENESS METER (CEM) BONUS FOR WORKING AS PART OF A TEAM
 - OBJECTIVE ORIENTED POINTS STRUCTURE
 - MEDIC AND OBJECTIVE POINTS OUTWEIGH ENEMY KILL POINTS
 - EMPHASIS IS ON MISSION ACCOMPLISHMENT



GAME STRUCTURE (MULTIPLAYER)



- **PLAYERS MAY BE CONNECTED VIA INTERNET OR LAN**
- **SERVER CONFIGURATION MAY BE MANAGED EITHER ON THE ACTUAL COMPUTER OR REMOTELY**
- **COMMERCIAL SERVERS ARE AVAILABLE**
- **AASM SOFTWARE IS A WYSIWYG MENU-DRIVEN APPLICATION THAT CONFIGURES SERVER PROPERTIES**
- **OVER 30 MAPS TO CHOSE FROM, INCLUDING CO-OP AND MULTIPLAYER**



AASM SOFTWARE FEATURES

- **INCLUDED WITH THE GAME DOWNLOAD**
- **ENABLES GAMERS AND NON-GAMERS ALIKE TO EFFICIENTLY SET UP, MONITOR, AND MANAGE SERVERS WITH MINIMAL TECHNICAL KNOWLEDGE REQUIRED**
- **COMES WITH A COMPREHENSIVE USER MANUAL**
- **ENABLES SERVER ADMIN TO SET ALL GAME PARAMETERS THROUGH MENU DRIVEN SCREENS THAT EXPLAIN WHAT EACH FUNCTION DOES.**
- **FACILITATES MANAGEMENT OF BOTH LOCAL AND REMOTE SERVERS**
- **EASY TO USE**



AMERICA'S ARMY SERVER MANAGEMENT SOFTWARE

America's Army Server Manager (AASM)

File Edit Options Servers Help

Welcome to the America's Army Server Manager. Here you can choose what type of server you'd like to run or create new server types to meet your specific needs.

Available Server Types:

- Standard Server Setups
- Tournament Server Setups
 - 10 on 10 Tournaments
 - Frag fest tourny test - 10 on 10 Tournament
 - Frag fest tourny test - 13 on 13 Tournament
 - Frag test tourny test - 6 on 6 Tournament
 - 6 on 6 Insurgent Camp Internet Team Captain Run Tournament

Tournament Server Name (as shown in Deployment page): AASM Server
 1Tournament
 League:
 Tournament: Frag fest tourny test
 6 on 6 Tournament
 7 rounds per match
 5 minute rounds

****IMPORTANT****
 This Setup Includes These Player Admins:
 - Bill D Cat
 - jojo
 - TUFFENUF
 - weakness_aa

Single left click on a server setup to view a summary of its options. Double left click on a server type to modify it or view details. To generate the required INI and Batch files in your "My Documents" folder use the "File" menu.

Version 0.838, January 16, 2005 (1604). © 2004-2005 America's Army. All Rights Reserved. Detected AA Version 2.2.10



AA EVENT SUPPORT SITE

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MEMBER LOGIN

EMAIL:

PASSWORD:

CONFIRM PASSWORD:

SIGN UP

AMERICA'S **AA** ARMY®

EVENT SUPPORT SITE

CONFIRM PASSWORD:

SIGN UP

FEATURED EVENT

NAME: ABILENE ANNUAL RODEO FAIR

DATE: 2006.08.03

UPCOMING EVENTS

Light Over Boulder @ OSU
2006-08-22 @ COLUMBUS, OH

Atlanta City Fair
2006-08-22 @ WYNNE, TN

Light Over Boulder @ OSU
2006-08-23 @ OKLAHOMA CITY, OK

FREE EASY FAST

The America's Army Event Support Site (ESS) offers a comprehensive suite of planning tools designed to make your America's Army event a success.

- PLAN
- PROMOTE
- PLAY
- TRAILER
- SIGN UP

SIGN UP NOW!

Sign up now and be the first to access these features:

- Access exclusive technical support, documentation, resources, and FAQs.
- Receive all current AA-related news and press releases.
- Find local recruiters and game centers hosting America's Army events.

SHOP ESS!

Gold-level members can order t-shirts, caps and other America's Army gear free from the ESS online store. These collectible items will make great prizes at your next event.

[SIGN UP NOW!](#)

Lizanna Leal, A2 Editor, Content @ U.S. Army

U.S. ARMY

Done

Internet

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AMERICA'S ARMY LAN EVENTS

- LAN EVENTS GATHER AN SCALEABLE AMOUNT OF PLAYERS WHERE RECRUITERS CAN APPROACH TARGET MARKET PLAYERS IN AN ENVIRONMENT THE LEAD FEELS COMFORTABLE IN AND ARE EXCITED TO BE IN.
- SEVERAL OPPORTUNITIES ARE CREATED TO “TELL THE ARMY STORY” WITHIN THE PROCESS OF THE LAN EVENT
- LAN EVENTS ARE SCALEABLE AND EASILY MANAGED
- LAN EVENTS AFFORD THE OPPORTUNITY TO EXHIBIT OTHER ARMY ASSETS.
- CROSS PROMOTION WITH HOSTING VENUE IS EASILY DONE, REDUCING COSTS AND IMPROVING ATTENDANCE



LAN EVENT CHECK LIST

- **VENUE**
 - GAME CENTER
 - INTERNET CAFÉ
 - COLLEGE OR TECHNICAL SCHOOLS
- **EQUIPMENT**
 - EVEN BYOC EVENTS REQUIRE NETWORKING CAPACITY AND SERVERS-BE PREPARED
 - IF COMPUTERS ARE PROVIDED, ENSURE THAT THEY PLAY THE GAME WELL. (AT LEAST 25 FPS)
- **TECHNICAL EXPERTISE**
 - BE FAMILIAR AND COMPETENT WITH THE AASM SOFTWARE. DON'T WAIT UNTIL "GAME DAY" TO TRY TO FIGURE IT OUT



LAN EVENT CHECKLIST CONTINUED

- **PRIZING**
 - BETTER PRIZES GENERALLY GENERATE MORE INTEREST
 - LOOK FOR CROSS PROMOTIONS AND EVENT PARTNERS TO ASSIST IN OBTAINING PRIZES. A&PA CAN HELP.
- **PUBLICITY**
 - START WITH THE EVENT SUPPORT SITE. KNOW IT AND WHAT IT CAN DO FOR YOU.
- **REGISTRATION AND ORGANIZATION**
 - KEEPING YOUR EVENT ORGANIZED AND RUNNING SMOOTHLY IS KEY. THE EVENT SUPPORT SITE HAS THE TOOLS YOU NEED TO DO THIS.
- **GIVE YOURSELF PLENTY OF TIME TO COORDINATE, PUBLICIZE, AND EXECUTE YOUR EVENT. 90-120 DAYS IS A GOOD STARTING POINT FOR A FIRST ATTEMPT**
- **USE THE EVENT SUPPORT SITE FOR ALL OF THE ABOVE**



TYPICAL EVENT CHRONOLOGY

- **90-120 DAYS**
 - SELECT AND EVALUATE VENUE
 - FACILITIES
 - COMPUTER/NETWORKING RESOURCES
 - ESTABLISH DATE OF EVENT
 - BEGIN PUBLICIZING EVENT ON THE ESS
 - ENGAGE A&PA
 - BEGIN IDENTIFYING CROSS-PROMOTIONS, ADDITIONAL SPONSORS AND EXHIBITS
- **60-90 DAYS**
 - CONFIRM SYSTEM SPECS
 - CONDUCT WALK-THROUGHS WITH VENUE MANAGERS (TEST PLAY)
 - CONFIRM SOLID FAMILIARITY WITH AASM AND TOURNAMENT MANAGEMENT SOFTWARE
 - OPEN REGISTRATION
 - SCHEDULE FUTURE SOLDIER FUNCTION
- **30-60 DAYS**
 - CONFIRM ALL CROSS PROMOTIONAL PARTNERS AND EXHIBITORS
 - CONTACT REGISTERED PLAYERS
 - ENGAGE LOCAL ADVERTISING ASSETS



TYPICAL EVENT CHRONOLOGY (CONT.)

- **15-30 DAYS**
 - FINALIZE FLOOR PLAN FOR TOURNAMENT AREA
 - ASSEMBLE MATERIAL AND EQUIPMENT FOR DECORATION
 - TRAIN EVENT MANAGERS AND ASSISTANTS
 - CONFIRM REGISTERED PLAYERS
- **7-15 DAYS**
 - SEND REMINDERS TO REGISTERED PLAYERS
 - CLOSE COORDINATION WITH VENUE, EXHIBITORS AND SPONSORS
 - UPDATE ESS WEBPAGE
 - VALIDATE SYSTEM NETWORK CAPABILITIES AND SETTINGS
- **24-48 HRS**
 - SET UP AND TEST TOURNAMENT NETWORK
 - SET UP TOURNAMENT AREA AND OTHER EXHIBITS



LAN EVENTS SUMMARY

- LAN EVENTS CAN BE LARGE OR SMALL
 - SMALLER, LOCAL, RECURRING EVENTS MAY BE MORE BENEFICIAL THAN ONE-TIME LARGE EVENTS
- ENSURE GAMING MACHINES MEET TECH SPECS
- CROSS-PROMOTE, NETWORK, AND DELEGATE
- AMERICASARMY.COM IS YOUR TARGETED AUDIENCE PUBLICITY

THE OFFICIAL U.S. ARMY GAME

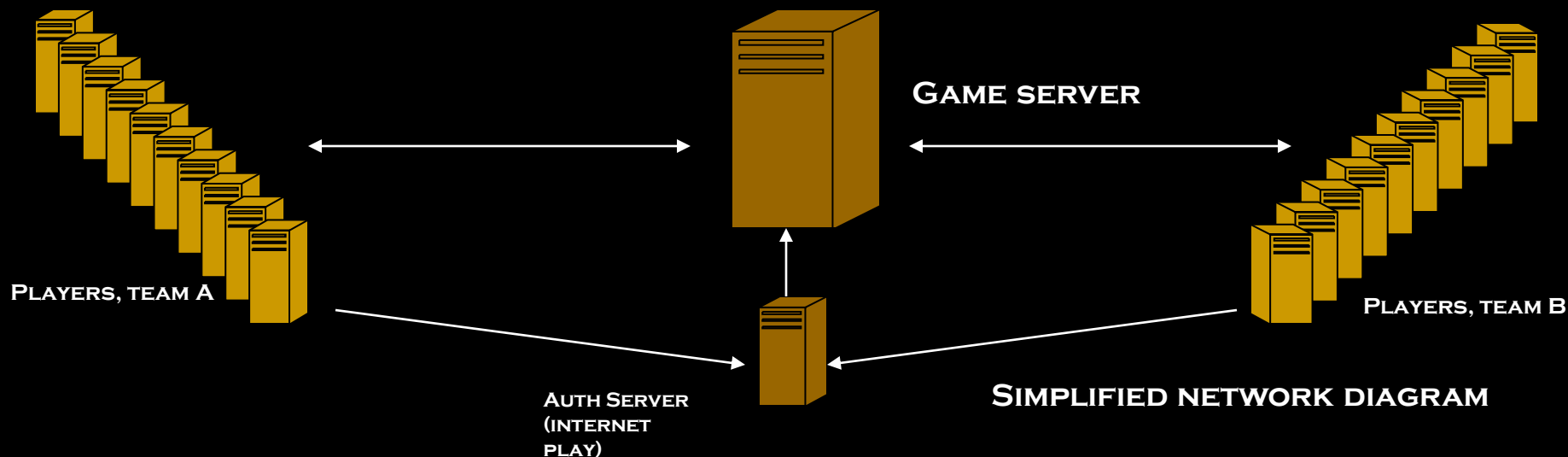
AMERICA'S  ARMY.



Backup/discarded slides



GAME STRUCTURE (MULTIPLAYER)



- **DEFINITION OF TERMS**
- **SERVER (INTERNET/LAN)**
- **CLIENT**
- **AUTHENTICATION SERVER**
- **GAME ACCOUNT (FOR INTERNET PLAY)**



SUMMARY

- **ADAPTABLE TO DIFFERENT MODES OF RECRUITING**
- **THE EVENT SUPPORT SITE IS THERE FOR THE RECRUITER TO PUBLICIZE AND MANAGE HIS EVENTS**
 - **FST EVENTS**
 - **LAN EVENTS**
- **TECHNICAL SUPPORT IS THERE FROM A VARIETY OF SOURCES:**
 - **GAMERS**
 - **EVENT SUPPORT SITE**
 - **AMERICASARMY.COM**
 - **BETA TESTERS**



THREE AVENUES OF APPROACH

- **AA BRINGS PEOPLE TO YOU**
 - LOOKING FOR CURRENT VERSIONS OF THE GAME
 - IN-STATION LAN PARTIES/EVENTS.
- **AA AT EVENTS THAT ARE ALREADY ESTABLISHED BY SOMEONE ELSE (FAIRS, FESTIVALS, ETC.)**
 - MOBILE LAN KITS
 - FST
 - NATIONAL/REGIONAL USAREC MARKETING INITIATIVES
- **AA AS A STAND-ALONE EVENT**
 - SMALLER EVENTS SUCH AS LAN PARTIES OR LAN DEMONSTRATIONS IN A MALL
 - TOURNAMENTS