



## **MEDIA GUIDELINES AND CREDENTIAL REGISTRATION FOR SUPER BOWL EXPERIENCE DRIVEN BY GENESIS**

Super Bowl Experience Driven by Genesis is one of the most exciting continuous events surrounding Super Bowl LIII. Returning to Minneapolis for the first time since Super Bowl XXVI in 1992, pro football's interactive theme park offers fans a unique chance to get involved in the festivities surrounding Super Bowl LIII with participatory games, historic displays, youth football clinics, free autograph sessions from NFL players and an opportunity for fans to take pictures with the Vince Lombardi Trophy.

The complete schedule for Super Bowl Experience Driven by Genesis will be posted on [SuperBowl.com](http://SuperBowl.com).

### **MEDIA CONTACT:**

Dan Kitchen, Brener Zwickel & Associates, [DanK@bzapr.com](mailto:DanK@bzapr.com), 860-543-2538

### **ALL MEDIA REQUESTING ACCESS TO SUPER BOWL EXPERIENCE MUST HAVE AN NFL-ISSUED GAME WEEK CREDENTIAL OR DAY PASS.**

Media covering Super Bowl Experience Driven by Genesis must show a valid Super Bowl LIII credential or NFL-issued day pass to gain entry to Super Bowl Experience. Credentialed media or those in possession of a valid day pass may enter Super Bowl Experience via the security access checkpoints located on 1st Avenue South and proceed to Hall E Staff Doors. Upon arrival please check in at the media check-in desk located inside Hall E Staff Doors. This desk is open during Super Bowl Experience operating hours only.

*\*For your convenience, a media escort will be provided to all media inside Super Bowl Experience\**

Super Bowl Experience Driven by Genesis is open to the general public during the following hours:

### **2018 Super Bowl Experience Driven by Genesis Hours of Operation:**

Saturday, January 27	10AM – 10PM
Sunday, January 28	10AM – 8PM
Monday, January 29	3PM – 8PM
Tuesday, January 30	3PM – 8PM
Wednesday, January 31	3PM – 10PM
Thursday, February 1	10AM – 10PM
Friday, February 2	10AM – 10PM
Saturday, February 3	10AM – 8PM

(Times are local – Central Time – and are subject to change)

## **SUPER BOWL EXPERIENCE DAY PASS REQUESTS:**

Media who wish to cover Super Bowl Experience may submit a request for a day pass to the event by emailing the following information to Dan Kitchen at Brener Zwickel & Associates no later than 12 PM the day prior to your requested access date/time. Information for each individual media member must be submitted for review. Note: submission of a request does not guarantee a pass. Approval and pickup information will be emailed to you.

**Name:**

**Date of Birth:**

**Media Outlet:**

**Job Function:**

**Phone number & e-mail:**

**Date(s) of Entry Jan. 27-Feb. 3:**

**Times of arrival:**

Day Pass Restrictions:

- Day Passes can only be requested (3) different dates/times per individual.
- Day Passes are ONLY valid for a single date and venue; Therefore, a separate pass must be requested for each venue to which an individual needs access (up to 3).
- Day Passes can be picked up in the Hall E lobby of the Minneapolis Convention Center.
- Day Pass pick-up begins at 6:30 AM and closes at 6:00 PM daily.

## **ENTRANCE DURING NON-OPERATIONAL HOURS:**

All media requesting to enter the facility during non-operational hours (for live shots or tours), must submit a written request via email to Brener Zwickel & Associates (please see contact information below) no less than **24 HOURS IN ADVANCE. PLEASE NOTE THAT IF YOU DO NOT GIVE PRIOR NOTICE, WE MAY NOT BE ABLE TO ACCOMMODATE YOUR REQUEST.**

## **TELEVISION MEDIA:**

The NFL will provide fiber drops and Ethernet connections for media to broadcast live from inside Super Bowl Experience in the Minneapolis Convention Center. Please contact Dan Kitchen of BZA for a map of these designated locations. All fiber locations require an ST connection and are single-mode. Media must provide their own adaptor should they need to convert to SC connection. Availability will be designated on a first-come, first-served basis.

**All requests for live shots must be submitted in writing at least 24 hours in advance** and should include the dates and times of all shots, as well as the names of all people requiring access to the Super Bowl Experience. Please email all information to [DanK@bzapr.com](mailto:DanK@bzapr.com). Media are encouraged to schedule live shots as far in advance as possible, as space for trucks is limited and available on a first-come, first-served basis.

## **PARKING:**

Parking for satellite trucks at the Minneapolis Convention Center for media covering Super Bowl Experience Driven by Genesis will be assigned when requests to film/broadcast inside Super Bowl Experience are approved. Satellite trucks granted access to the parking area must park inside the station's designated space and must vacate the space after their live shot is complete or when their reserved time window expires – whichever comes first. When requesting parking for satellite trucks, please include truck size and day-of contact information for the driver.

We look forward to seeing you at Super Bowl Experience Driven by Genesis!

## **CONTACT:**

Dan Kitchen, Brener Zwickel & Associates, [DanK@bzapr.com](mailto:DanK@bzapr.com), 860-543-2538 cell