



Super Bowl Experience Driven by Hyundai is the NFL's interactive theme park celebrating Super Bowl LIII from Saturday, January 26 - Saturday, February 2 in Georgia World Congress Center (Building B). At the Super Bowl Experience, you can participate in immersive exhibits and interactive games, take photos with the Vince Lombardi Trophy, collect free NFL player and Legend autographs, get an up-close look at the collection of all 52 Super Bowl rings and more!

For exclusive access to Super Bowl Experience and the chance to win tickets to Super Bowl LIII, register for Fan Mobile Pass by visiting nfl.com/fanmobilepass

Hours of Operation:

Saturday, January 26:	10AM – 10PM
Sunday, January 27:	10AM – 8PM
Monday, January 28:	3PM – 8PM
Tuesday, January 29:	3PM – 8PM
Wednesday, January 30:	3PM – 10PM
Thursday, January 31:	3PM – 10PM
Friday, February 1:	10AM – 10PM
Saturday, February 2:	10AM – 10PM

GAMES (subject to change)

***FMP – Fan Mobile Pass Required, visit nfl.com/fanmobilepass to download**

Bridgestone Two Minute Drill *FMP*

Test your Quarterback Mastery by quickly passing the ball down the field and into three targets before the clock runs out. Score when it matters most!

Castrol® EDGE® Titanium Training Camp

Stop by Training Camp to race through a series of obstacles and train like the pros. Get ready to show us your titanium skills!

Crucial Catch QB Scramble *FMP*

Take the snap and run through read-and-react obstacles before throwing a pass to a larger than life target!

FedEx Air Challenge *FMP*

How do your quarterback skills stack up against this year's FedEx Air NFL Player of the Year nominees? Find out by testing your passing accuracy on specially designed targets.

FedEx Ground Challenge *FMP*

Prove you have the rushing skills of the FedEx Ground NFL Player of the Year nominees by catching a punt and weaving through traffic down the field to the end zone. After you score, grab a reusable FedEx tote to carry your Super Bowl LIII merchandise from Super Bowl Experience Driven by Genesis!

Hyundai Field Goal Kick *FMP*

Test your ability to kick a field goal through NFL uprights.

Hyundai Touch Pass *FMP*

Master one of the most difficult throws for an NFL quarterback by throwing the ball on an arc over a defensive player and into a net.

NFL Extra Points Kick Issued by Barclays *FMP*

Test your kicking skills by attempting to convert an extra point through NFL uprights.

Play Football Quick Slant *FMP*

Test your slot receiver skills and agility as you run the route, avoid obstacles and catch the game-winning pass.

Play Football Hail Mary *FMP*

Test your long-distance accuracy by throwing a deep pass over defenders into a drop-in net.

Under Armour 3 Cone Drill *FMP*

Test your ability to change directions by maneuvering 3 cones at various yardage.

Under Armour 40-Yard Dash *FMP*

Race down the field against your opponents and NFL players on a giant 40-yard long LED wall!

Under Armour Broad Jump *FMP*

Test your lower-body explosion, balance and strength at the broad jump!

Under Armour Obstacle Course *FMP*

Navigate the obstacle course and train like an NFL Player!

Under Armour Vertical Jump *FMP*

Take your position at the vertical jump and find out what the differential between your reach and the flag you hit is, just like at the NFL Scouting Combine!

NFL PLAY 60 ZONE (subject to change)

Gear Up & Go *FMP*

Kids can try on NFL equipment and feel like a pro.

NFL PLAY 60 App *FMP*

Run, jump and turn through a simulated world in an app designed by NFL PLAY 60 and the American Heart Association.

NFL PLAY 60 Zone Check-In *FMP*

Check in and gear up to have a great time in the NFL PLAY 60 Zone.

NFL RUSH Green Screen *FMP*

Take a digital photo with the Rusher of your favorite NFL team.

Play Football Field *FMP*

Watch and learn from USA Football coaches and NFL players about football, NFL FLAG football, and Heads Up tackling during various clinics, competitions and demonstrations. On-field clinics are open to kids ages 6-14.

**No clinics Wednesday, January 30 and Thursday, January 31 due to Nickelodeon's Double Dare taping*

Playmakers Square *FMP*

Fans participate in an interactive touch screen experience.

EXHIBITS (subject to change)

AFC & NFC Championship Trophies

Stop by and see the AFC Lamar Hunt and NFC George S. Halas Championship Trophies

Art Rooney Sportsmanship Award

Awarded at NFL Honors for the NFL player who best exudes sportsmanship, this award honors Pittsburgh Steelers founding owner and Hall of Famer Art Rooney, Sr.

Cheerleader Photo Op *FMP*

Take a photo with the Atlanta Falcons cheerleaders!

Chronology of Pro Football

Trace through iconic moments and developments that make the NFL what it is today.

College Corner *FMP*

View College Football Hall of Fame memorabilia from college legends next to the NFL Draft set and take photos with life size player mannequins from your favorite colleges!

Evolution of the Shield

Learn how the NFL Shield has evolved since 1960.

Hall of Famous *FMP*

Get your own bronze bust digitized at the Hall of Fame exhibit!

Home Team Photo

Take a photo with your home team, the Atlanta Falcons!

Look Like A Pro

Step inside a uniformed body-cast mold bearing the insignia of your favorite NFL team, and have a friend snap your photo.

My Cause My Cleats

Visit the My Cause My Cleats exhibit to discover NFL players' commitment to community and how they displayed the charitable causes they champion on their gameday cleats.

NFL Draft Set *FMP*

Visit the official NFL Draft set and take your spot behind the podium with your favorite team's #1 jersey.

NFL Locker Room

Come visit our replica locker room as it appears on gameday. Experience the sights and sounds of the real NFL pregame!

NFL Network Stage

NFL Network is your official television home for Super Bowl week. Check out our live broadcasts!

NFL Network Total Access presented by Snickers *FMP*

Take your seat behind the NFL Network Total Access desk and break down the game!

NFL Virtual Reality

Experience NFL games using virtual reality technology!

Pro Football Hall of Fame

A look into pro football's glorious past with rare memories on display in sleek translucent LCDs and bronze busts of Hall of Fame Legends!

Put a Ring on It *FMP*

Take a virtual photo with your choice of the 52 Super Bowl rings!

Road to the Championship

Get the best highlights as the video display counts down winners of each divisional match up on the road to the Super Bowl Championship.

Super Bowl Experience Autograph Stage presented by Panini *FMP*

Get free autographs from current NFL players and NFL Legends. Schedule will be available by January 23, on SuperBowl.com and in the Super Bowl LIII – Fan Mobile Pass app.

Super Bowl Rings *FMP*

See the collection of all 52 Super Bowl rings up close detail!

Vince Lombardi Trophy *FMP*

Take your photo with the Vince Lombardi Trophy, football's most prestigious award.

Walter Payton NFL Man of the Year

This annual award, presented by Nationwide, is granted to the NFL player who demonstrates outstanding contributions to society off the field while handling himself in an exemplary fashion on the field.

NFL SHOP

NFL Shop at Super Bowl presented by Visa *FMP*

Marvel at NFL licensed products from all 32 NFL teams in an eye-catching display and shop the largest collection of Super Bowl LIII merchandise.

FedEx Shipping Center

Send home your Super Bowl souvenirs from the convenient FedEx Office Shipping Center located at the exit of NFL Shop.

SPONSORS (subject to change)

Air Force

Air Force Pilots and NFL Quarterbacks make split-second decisions under pressure dodging enemy fire and blitzing linebackers. Stop by Super Bowl Experience and try out Air Raid. This immersive, fully responsive QB simulator puts you in the game to see if you can get a pass off before getting sacked!

Bridgestone Performance Field

Get in the action on the field in this interactive experience combining the technology of Bridgestone's tires with the unique skills of football players. Fans can catch a pass from current NFL players and NFL Legends during multiple sessions throughout the week leading up to Super Bowl.

CBS 46

This is your chance to be on LIVE TV from Super Bowl Experience all week long with CBS46, Atlanta's home for Super Bowl LIII. You'll meet your favorite personalities and go behind the scenes to watch the crew in action. You might even get to play Super Bowl trivia against a former player, live on the air!

CBS Sports Network

CBS Sports Network invites fans to deliver the game ball for their very own 15 seconds of fame through a virtual parachute ride across the Atlanta skyline and into Mercedes-Benz Stadium. Take home a commemorative photo showing people how cool you look in the jumpsuit!

DIRECTV

DIRECTV's NFL SUNDAY TICKET is throwing it back to when it all started! Come ready to play - 90s style - in our throwback arcade and a chance to participate in a life-size claw machine for special prizes!

DMI

Step into the Undeniably Dairy Fan Experience on Friday, February 1 - Saturday, February 2 to fuel up on delicious grilled cheeses and chocolate milk. Fans also get exclusive photo-ops, the chance to talk to real dairy farmers, meet NFL players and share what's real about dairy. #UndeniablyDairy

Hyundai

Don't miss Hyundai at Super Bowl Experience where fans will have the opportunity to meet current NFL players during multiple autograph sessions each day. Check out the latest vehicles Hyundai has to offer, including the all-new Hyundai PALISADE. Fans receive a \$5 NFL Shop card for completing a brief survey.

Hunt Auction

Check out modern and vintage sports memorabilia at the Hunt Auction booth.

Panini

The exclusive trading card and sticker partner of the NFL, Panini is the Official Sponsor of the Super Bowl Experience Autograph Stage. Stop by the Panini booth for a chance to win NFL trading cards and get your very own digital Panini trading card!

RISE Champions of Change Experience

Visit RISE's Champions of Change to experience how sports inspire positive change. Hear personal stories from NFL players, explore the history of sport and society and create a unique self-portrait that highlights how you can be a champion of change in your own community.

Sleep Number

Sleep Smarter. Play Better. See how sleep impacts performance at the Sleep Number interactive fan experience, featuring an immersive "ride on a bed," virtual reality quarterback challenge, the ultimate fan bedroom makeover, giveaways and exclusive NFL player meet and greets.

Ticketmaster

Stop by Ticketmaster #OfficialFan at Super Bowl Experience to see what type of fan you are. Are you a Hype Master, Tailgate Ace or Die Hard? Enter for a chance to win Super Bowl LIII tickets and prizes.

United Way

Don't miss Call the Play, brought to you by United Way and Character Playbook! Through virtual reality, you'll be transported into the center of Mercedes Benz Stadium and meet some of your favorite NFL players. Plus, you'll get the chance to enter to win 2 tickets to the big game!

Verizon

Shopping on the go? Stop by Verizon and see the latest products, including wireless charging to energize your Super Bowl experience. Verizon Up members can meet NFL players.

Wilson

See how official NFL game balls are individually produced. Authentic Super Bowl LIII game balls will be manufactured and sold on-site.