TICKETS
Adults - $35
Children 12 and under - $25
SBXTRA (fast pass) - $55 for children and adults

SBXTRA allows fans priority access to their favorite Super Bowl Experience attractions ALL DAY. Look for the SBXTRA sign at the following attractions:

- Autograph Stage (1 autograph for each SBXTRA purchase)
- Vince Lombardi Trophy (1 photo for each SBXTRA purchase)
- Interactive Games (unlimited access)
- Play Football Clinic Field (unlimited access)

Please note: SBXTRA tickets may be purchased for $55 for both children and adults while supplies last. This ticket includes a general ticket to Super Bowl Experience which is required for entry into the event. SBXTRA wristbands are valid for the entire day of issue. Everyone in your party using SBXTRA must have an SBXTRA wristband. Only 50 SBXTRA wristbands are available each hour.

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

GAMES (subject to change)
Bridgestone Punt, Pass and Kick FMP
A replica of the nationwide competition for youngsters consisting of one punt, pass and kick.

Castrol® 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!

**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, make sure to get a reusable FedEx tote bag to carry all of the Super Bowl LII merchandise you collect at Super Bowl Experience Driven by Genesis!

**Fuel Up to Play 60**
A premier, nationwide in-school nutrition and physical activity program launched by the National Dairy Council and National Football League in collaboration with the USDA, Fuel Up to Play 60 helps encourage today’s youth to lead healthier lives. Stop by the Fuel Up to Play 60 booth to try a fun Virtual Reality scavenger hunt, chat with a local farmer about how nutrition-rich dairy foods get from the farm to your table, try a cheese sample or take a selfie wearing a free set of Fuel Up to Play 60 eye black!

**Genesis Field Goal Kick** *FMP*
Test your ability to kick a field goal through NFL uprights.

**Genesis 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.

**Hyundai Touch Pass**
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 Roll Out Pass Challenge** *FMP*
Take a handoff and run through read-and-react obstacles before throwing a pass to a larger-than-life receiver.

**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 Match Up *FMP***
Take a picture and see how you match up to a pro.

**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 and NFL FLAG football, as well as Heads Up tackling during various clinics, competitions and demonstrations. On-field clinics are open to kids ages 6-14. Due to a private event, there will be no clinics on Wednesday January 31 and Thursday February 1.

**Playmakers Square *FMP***
Kids 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 NFL 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 Fame
Visit the Hall of Fame with busts from Canton on display!
- Bud Grant
- Alan Page
- Cris Carter
- Brett Favre
- Vince Lombardi
- Curly Lambeau
- Bart Starr
- Reggie White

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 Minnesota Vikings!

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
In Week 13 of the 2017 season, NFL players’ causes took the field. 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 Presented by Visit Mexico FMP
Visit the official NFL Draft set, and take your spot behind the podium with your favorite team’s #1 jersey.

NFL Films Theater FMP
Take a seat and relax in the NFL Films Theater to watch “This is the Moment,” an action-packed film highlighting the road to Super Bowl LII.

NFL Football Operations – Inside the Greatest Game FMP
The Football Operations exhibit is a unique experience giving fans insider knowledge into the greatest game. Interact with technology that NFL coaches, players and game officials use on gameday and listen to a wide range of NFL staff discuss the operations of the League.

Schedule for Saturday, January 27

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Presenters</th>
<th>Time of Day</th>
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<tbody>
<tr>
<td>Minnesota High School Football: Past, Present, Future</td>
<td>Bob Madison, Kevin Merkle (Minnesota State High School League)</td>
<td>1:00 – 2:00 pm</td>
</tr>
<tr>
<td>Minnesota High School Coaches Talk</td>
<td>Dave Nelson, Will Wackman, Ron Stolks, Ray Betton, Dave Fritze</td>
<td>4:00 – 5:00 pm</td>
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<tr>
<td>NFL Legends Presents: John Randle</td>
<td>Legends Coordinator and former Viking talks all things NFL</td>
<td>7:00 pm</td>
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Schedule for Sunday, January 28

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<td>Bob Madison, Kevin Merkle (Minnesota State High School League)</td>
<td>1PM-2PM</td>
</tr>
<tr>
<td>Minnesota Coaches Talk: Tommie-Johnnie Game</td>
<td>Gary Fasching, Glen Caruso</td>
<td>4PM-5PM</td>
</tr>
<tr>
<td>NFL Legends Presents: Rich Gannon</td>
<td>TV and Radio analyst and former Raider talks all things NFL</td>
<td>5:30PM</td>
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</tbody>
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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 *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!

**Pick Your Super Bowl Ticket *FMP***
Get your photo on your choice of all 51 Super Bowl tickets!

**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!

**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.

**Super Bowl Rings *FMP***
See the collection of all 51 Super Bowl rings up close in never-before-seen 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 LII 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)**

*Bud Light*
We all know Bud Light is Famous Among Friends. That’s why, at Super Bowl LII, attendees can share a beer with their friends at the Bud Light Bar at Super Bowl Experience.

**Bridgestone Performance Field**
Get in the game with an interactive experience that puts you on the field and in the action, by combining the technology of Bridgestone’s tires with the unique skills of football players. Fans will have the opportunity to catch a pass from current NFL players and NFL Legends during multiple sessions throughout the week leading up to Super Bowl.

**Campbell’s**
Campbell’s Soup is on-site with its NFL food truck serving Chunky Maxx soup, WellYes! soup, and SpaghettiO’s. Visit the Campbell’s truck for free samples and your chance to win NFL prizes!

**DIRECTV NFL**
Training for next year’s fantasy season starts now in the DIRECTV NFL Sunday Ticket Fantasy Football Camp. Meet NFL legends, fine tune your skills through a Kinect game experience, send your friends a winner (or loser) trophy and even record your own touchdown celebration video!

**EA SPORTS Madden NFL Experience**
Get in the game with EA SPORTS Madden NFL 18 at the EA Madden NFL Experience. Don’t miss your chance to see the world’s top Madden players compete for their share of the $1.15 million prize pool and work their way towards earning the title of Madden NFL 18 Champion.

**Genesis**
Visit Genesis at Super Bowl Experience where fans will have the opportunity to meet current NFL players and NFL Legends during multiple autograph sessions each day. Guests can also check out the latest vehicles Genesis has to offer and receive a $5 NFL Shop gift card for taking a brand survey.

**Hyundai**
You don’t want to 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 2018 Kona. Visitors will also receive a $5 NFL SHOP gift card for completing a brief brand survey.

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

**NFL Auction**
Visit NFL Auction and check in with your Fan Mobile Pass to qualify to win instant prizes! NFL Auction is the official auction site of the National Football League. 100% of net proceeds are donated to support NFL and team charities.
Nickelodeon
Have the slime of your life with Nickelodeon at Super Bowl Experience! This interactive destination for kids & families features hands-on experiences with SpongeBob, The Teenage Mutant Ninja Turtles, Rugrats, and Loud House, plus visits from NFL players and Nickelodeon stars. Best of all, you can sign up to get SLIMED!

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 exclusive Super Bowl LII NFL trading cards and to experience the trading card app - NFL Blitz by Panini. Download the app and start collecting your favorite NFL players!

Pepsi
Get Ready for Rush 2 Recycle brought to you by PepsiCo Recycling at Super Bowl LII. This green screen photo experience will put you on the field to race against friends (and the clock) to see how many bottles/cans you can recycle. It's a rush to the finish line -- let's see if your recycling speed has got what it takes!

Ross Initiative in Sports for Equality (RISE)
Show your support for improving race relations at the RISE “It Takes All Colors” digital photo experience. Take the RISE pledge to end discrimination, get your digital photo or gif to share on social media and register to vote at the “RISE to Vote” table.

Skittles
Visit the Skittles Locker Room to “Make Your Super Bowl Awesomer” with exclusive Skittles photo-ops and the chance to win awesome and delicious prizes. #TasteTheRainbow.

Snickers® Photo Array
Feeling FUMBLY? You must be hungry. Stop by the SNICKERS® Photo Array to act out your favorite football hunger symptom and share your video using #EatASNICKERS.

Ticketmaster
Stop by the Ticketmaster booth at Super Bowl Experience Driven by Genesis where fans will have the opportunity to capture their touchdown celebration in a 360-degree photo. If eligible, fans will also be able to enter for a chance to win Super Bowl LII tickets and instant prizes.

United Way
Unleash your inner quarterback while helping to bring the United Way Character Playbook into more communities. Within an immersive VR experience, you’ll have a ton of fun throwing virtual footballs while receiving words of encouragement from some of your favorite NFL players.
USAA Salute to Service Lounge
Current military, veterans, and their families are invited to visit USAA’s Salute to Service Military Appreciation Lounge on Saturday, February 3 to meet NFL coaches, players, and Legends. Check-in is located near the first-floor escalators in the Hall B Lobby. Space is first come, first served.

USAA and the NFL are proud to offer a $15 discount on Super Bowl Experience tickets for all current and former military. Tickets must be purchased at the Minneapolis Convention Center box office. Please bring your military ID to claim your tickets.

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