NFL Experience Driven by Genesis

The National Football League will showcase NFL Experience Driven by Genesis at the George R. Brown Convention Center beginning Saturday, January 28, 2017. NFL Experience is the most exciting, continuous event surrounding Super Bowl LI – pro football's interactive theme park offering participatory games, youth football clinics, merchandise from NFL Shop and free autograph sessions from NFL players. NFL Experience will also showcase attractions including personalized digital photos, upgraded 40-yard dash and vertical jump against NFL players on LED screens, a virtual reality experience, enhanced Super Bowl rings display and a new NFL Draft set!

Tickets are available by calling 866-TIX-4NFL (849-4635) or at the box office two hours prior to doors opening from January 28 – February 5, 2017. To avoid lengthy lines at the box office, the pre-purchase of tickets online or over the phone is recommended. Ticket prices include all games and attractions.

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

NFLXtra allows fans priority access to their favorite NFL Experience attractions ALL DAY. Look for the NFLXtra sign at the following attractions:

- Autograph Stage (1 autograph for each NFLXtra purchase)
- Vince Lombardi Trophy (1 photo for each NFLXtra purchase)
- Interactive Games (unlimited access)
- NFL PLAY 60 Clinic Field (unlimited access)

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

Saturday, January 28, 2017: 10AM-10PM
Sunday, January 29, 2017: 10AM-8PM
Wednesday, February 1, 2017: 3PM-10PM
Thursday, February 2, 2017: 3PM-10PM
Friday, February 3, 2017: 10AM-10PM
Saturday, February 4, 2017: 10AM-10PM
Sunday, February 5, 2017: 10AM-3PM
For exclusive access to Super Bowl LI event content in Houston, visit NFL.com/FanMobilePass to register for Fan Mobile Pass (FMP) and download the Super Bowl LI Houston – Fan Mobile Pass app.

Registration for Fan Mobile Pass is recommended but not required. In order to participate in interactive games, registration for Fan Mobile Pass is required for adults and minors.

**GAMES**

**Breast Cancer Awareness - A Crucial Catch FMP**
Throw a touch pass with enough arc to clear the defender and enough aim to drop it into the target.

**Bridgestone Punt, Pass and Kick FMP**
A replica of the annual nationwide competition for youngsters consisting of one Punt, Pass and Kick.

**Castrol Strength to Perform Challenge FMP**
Take a handoff and run through read-and-react obstacles before throwing a pass to a larger-than-life receiver.

**Castrol Titanium Training Camp FMP**
Stop by Training Camp to race through a series of obstacles and train like the pros!

**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. Then, make sure to get a reusable FedEx tote bag to carry all of the Super Bowl LI merchandise you collect at NFL Experience!

**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, head to the FedEx Celebration Station where you’ll create a custom video to show off to all of your friends! This fun-filled fan experience is delivered to you by FedEx Ground – fast and affordable shipping available at FedEx Office locations near you.

**Genesis Gauntlet FMP**
Run a straight route towards the end zone catching balls from JUGS machines on your left and right, and dive into the end zone for the touchdown.

**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.

**NFL Extra Points Kick Issued by Barclaycard FMP**
Test your kicking skills by attempting to convert an extra point through NFL uprights.

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

**Play Football Quick Slant FMP**
Line up as a wide receiver, jump over obstacles and through defenders, and run a quick left slant to catch a football from a JUGS machine.
Snickers Hail Mary \textit{FMP}
Test your long-distance accuracy by throwing a deep pass over defenders into a drop-in net.

Under Armour 3 Cone Drill \textit{FMP}
Test your ability to change directions by maneuvering 3 cones at various yardage.

Under Armour 40-Yard Dash \textit{FMP}
Race down the field against your opponents and NFL players on a giant 40-yard long LED wall!

Under Armour Broad Jump \textit{FMP}
Test your lower-body explosion, balance and strength at the broad jump!

Under Armour Obstacle Course \textit{FMP}
Navigate the obstacle course and train like an NFL Player!

Under Armour Vertical Jump \textit{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!

\textbf{NFL PLAY 60 Zone}

\textbf{Gear Up & Go \textit{FMP}}
Kids can try on NFL equipment and feel like a pro.

\textbf{NFL PLAY 60 App \textit{FMP}}
Run, jump and turn through a simulated world in an app designed by NFL PLAY 60 and the American Heart Association.

\textbf{NFL PLAY 60 Match Up \textit{FMP}}
Take a picture and see how you match up to a pro.

\textbf{NFL PLAY 60 Zone Check-In \textit{FMP}}
Check in and gear up to have a great time in the NFL PLAY 60 Zone.

\textbf{NFL RUSH Green Screen \textit{FMP}}
Take a digital photo with the Rusher of your favorite NFL team.

\textbf{Play Football Field \textit{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.

\textbf{Playmakers Square \textit{FMP}}
Kids participate in an interactive touch screen experience.

\textbf{Wilson X Passing Challenge \textit{FMP}}
Using Wilson’s new connected technology, throw a pass and see how you compare to other fans.
EXHIBITS:

AFC & NFC Championship Trophies
Stop by and see the AFC Lamar Hunt and NFC George S. Halas Championship Trophies in sleek new displays!

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.

Breast Cancer Awareness Exhibit
This important exhibit highlights the NFL’s A Crucial Catch campaign, featuring pink items used by players, coaches and officials throughout October to support Breast Cancer Awareness.

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.

Don Shula Coach of the Year
An annual award honoring the high school football coach who displays the integrity, achievement, and leadership demonstrated by the winningest coach in NFL history, Don Shula.

Evolution of the Shield
Learn how the NFL Shield has evolved since 1960.

Feel the Orgullo
A multimedia exhibit featuring videos and artifacts that highlight the achievements of Hispanic players and coaches who have left a lasting legacy on the National Football League and on their local communities.

Football Operations Gameday Central FMP
The Gameday Center mock exhibit is where fans can step into the shoes of an official to “make the call” in a life-sized instant replay booth. Fans will also be educated on the processes behind the Gameday Center at NFL headquarters and the on-field operations of NFL games.

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

Health and Safety
Learn about the evolution of player safety, from rules changes to equipment advances, in an interactive exhibit.

Home Team Photo
Take a photo with your home team, the Houston Texans!

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.
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 Experience Autograph Stage presented by Panini *FMP***
Get free autographs from current NFL players and NFL Legends.

**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 LI.

**NFL International**
Fly by the NFL International exhibit to witness the rapid global expansion of American football. From having more international players on the field than ever before to hosting even more regular season games abroad, the NFL is global!

**NFL Locker Room**
Come visit our replica AFC and NFC locker rooms as they appear 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.

**Salute to Service**
Visit the Salute to Service exhibit highlighting the commitment to our military at home and abroad by the league and USAA, Official Military Appreciation Sponsor of the NFL.

**Super Bowl Rings *FMP***
See the collection of all 50 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 LI 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

Genesis
Visit Genesis at NFL 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.

Bridgestone
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.

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, and the official sponsor of the autograph stage. Stop by the Panini booth for a chance to win exclusive Super Bowl LI NFL trading cards and to experience the trading card app - Panini Gridiron. Start collecting your favorite NFL players!

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

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

Wilson Football Factory FMP
See how official NFL game balls are individually produced. Authentic Super Bowl LI game balls will be manufactured and sold on-site. Unique photo op available!