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](https://www.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 & 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, get a reusable FedEx tote bag to carry 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 to create a custom video to show off to your friends! This fun 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 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** _FMP_
**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.

**Playmakers Square** _FMP_
Kids participate in an interactive touch screen experience.

**Wilson X Passing Challenge** _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.

**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.

**Football Is Family**
Families are crazy. And that’s what we love about them. Like all families, the football family is made up of a wide range of personalities and characters. And when these personalities come together, great moments happen. Share these moments of joy, connection and camaraderie between players, fans, coaches, owners, brothers, sisters and parents who make up the football family.

**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!

**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.

**My Cause My Cleats**
In Week 13 of the 2016 season, NFL players’ causes took the field. Visit the My Cause My Cleats exhibit to discover NFL players’ commitment to community and the gameday cleats they wore to support their charitable causes.
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 Theatre 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 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 FMP
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 Performance Field FMP
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.

EA SPORTS Madden FMP
Get in the game with the free-to-play Madden NFL Mobile at the EA Madden NFL Experience and don’t miss your chance to see the best Madden players in the nation compete for the Madden Bowl title and their share of a quarter of a million dollars!

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

Microsoft Creator’s Lab FMP
The Microsoft Creator’s Lab will provide fans an opportunity to explore their creativity using a suite of Microsoft Surface products powered by Windows 10. Design your own custom football art, 3D objects, and more and watch them come to life in an immersive projection dome.

MTN DEW® KICKSTART™ MASCOT MASHUP FMP
Show us your celebration skills as you become one of our iconic dancing mascots in a real life meets virtual end zone experience!

Old Spice FMP
Live out your lifelong dream of starring in an Old Spice commercial and throwing footballs into inflatable Old Spice products.

Panini FMP
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!

Papa John’s Trivia Challenge FMP
Tackle Papa's Touchdown Trivia at NFL Experience. Test your knowledge of NFL and Papa John's trivia as a team or individually to win prizes including a free pizza. Plus, show us your dough tossing skills and get a photo to go.

**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

**TD Ameritrade**
Visit one of three live shows in TD Ameritrade’s Green Room where you’ll hear real honest conversation with players. A few lucky fans will also have the chance to challenge a player in a game played on stage. The first 50 attendees for each show will receive a complimentary player autograph card. Check your Fan Mobile Pass for more details on show times and player participants.

**USAA Salute to Service Lounge**
Active military, veterans and their families are invited to visit USAA’s Salute to Service Lounge on Friday, February 3 & Saturday, February 4 to meet NFL coaches, players, and legends. Download the Super Bowl LI Houston - Fan Mobile Pass app to learn more and to check appearance schedules. Check-in is located near the first floor escalators in the Hall D lobby.

**Wilson Football Factory**
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!