



MISSION STATEMENT

We will provide our Guests with the **highest quality** Guest Experience in a safe, clean, comfortable and friendly environment. Our goal is to make every event a positive and friendly experience with the objective that our guests leave with lasting memories and a desire to return. We will enhance the Guest Experience by providing superior Guest Services through dedicated Team Members who are trained and empowered to make it happen.

Guest Experience Expectations

When a guest attends a Buffalo Bills game, they should expect the following from our organization and Team Members:

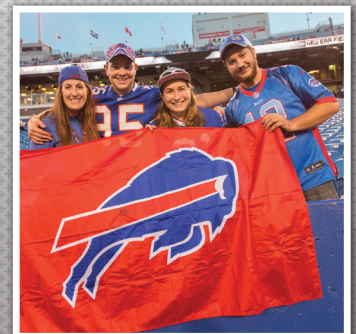
- **Competition:** The Bills goal is to win every game they play.
- **Comfort:** We will provide a safe, clean, comfortable and friendly stadium environment.
- **Concessions:** We will serve a variety of quality food and provide affordable pricing options.
- **Guest Service:** Bills Team Members are also fans and fellow community members, and we will do everything possible to make your game day experience a great one.
- **Work Ethic:** The Bills players and our Team Members give their best week in and week out!

Guest Behavior

The Bills encourage responsible tailgating, having fun with friends and family, introducing Bills football to your children, and cheering loudly and proudly for your hometown team. Bills fans help create a high-energy environment that gets our players and coaches excited to play...while also maintaining a friendly and family oriented atmosphere. Buffalo has the best fans in the NFL and our Team Members will work to ensure that all guests enjoy the best possible guest experience.

Tips for a Better Game Day Experience

- Arrive to the parking lots in plenty of time to avoid traffic congestion. Lots open 4 hours prior to kickoff.
- Remember your parking location and stadium entry. Light poles in the lots are labeled to assist.
- Plan to arrive at the stadium gates at least one hour before kickoff to avoid long entry lines.
- On the way to the seating area look for restrooms, concession, and merchandise stands. Also, consider your path after the game as most guests will be leaving the stadium at the same time.
- Locate seats before the section fills up and determine the easiest path to the seats.
- Make it a full trip. When guests leave the seats, plan to accomplish more than one thing. For example, after using the restroom go to the nearest concession stand and purchase food and/or drinks.
- Avoid the long lines at halftime, try making restroom and concession trips during team or TV timeouts.





TRANSPORTATION AND PARKING

Automotive Assistance

Guests requiring automobile assistance should contact the Orchard Park Police at (716) 662-6444 or AAA at 1-800-222-4357.

Bus Parking

The Bus Parking Lot is accessed via Touchdown drive off of Southwestern Boulevard. The Bus Parking Lot will close one (1) hour after the final whistle ending the game. At this time all remaining buses in the lot will be required to exit the parking lot. Bus operators should notify passengers and inform them to make appropriate plans to ensure their bus does not leave without them. Private catering is not permitted in the Bus Lot. For information on how to hold a privately catered tailgate party, please contact the Bills Events department at event.services@bills.nfl.net

Bus Service

Private Transportation

First Student Charter Bus Rental is a transportation provider of the Buffalo Bills. For more information, contact First Student Charter Bus Rental at (716) 897-5798 in Buffalo, (585) 647-9380 in Rochester, or (905) 735-5944 in Southern Ontario.

Public Transportation

For routes and schedules please check the NFTA-Metro website at <http://metro.nfta.com>.

Camper Lot (subject to change for non-football events)

- Vehicles enter the Camper Lot from Camper Drive off of Abbott Road across from the stadium, beginning at 8:00 AM and closing at 10:00 PM one day prior to scheduled events. The Camper Lot opens four (4) hours prior to kickoff on event days.
- No campers or other vehicles will be permitted in any other parking areas and/or driveways outside of these published hours. Vehicles that arrive during closed hours will not be admitted.
- **No additional vehicles are allowed in the Camper Lot. Additional cars can be parked in Lot 3, for \$30 per vehicle.**
- **Passenger vehicles with a designated Camper Lot permit will be parked in Lot 3, adjacent to the Camper Lot. Access to the Camper Lot is restricted to Campers ONLY.**
- All vehicles must be out of the Camper Lot by 2:00 PM the day after the event.
- Representatives from Allpro Parking will assist in the parking of vehicles in order to maximize availability in the lot.
- Vehicles must have proper spacing between them, both side to side and nose to tail.
- Fire lanes must be kept clear. The fire lane is clearly marked with yellow diagonal lines.
- Porta-johns are located in the Camper Lot for your convenience. Please do not relocate them.
- The Town of Orchard Park prohibits open burning.
- There are no power supplies or septic services available for personal use. Power feeds to the parking lot lights should not be tampered with.
- No golf carts, skateboards, or bikes are allowed in the Camper Lot.
- All pets must be leashed.
- Please adhere to the Town of Orchard Park noise ordinance.

Comfort Station

The Bills Comfort Station is located adjacent to the Camper Lot. The facility has showers, restrooms, and changing areas for guests the weekend of each home game.

Hours:

Day Before Game: 8:00 AM – 10:00 PM

Game Day: 7:00 AM – 10:00 PM

Posted hours are for a 1:00 PM Sunday game. Hours are subject to change. Please call 1-877-BB-TICKS (228-4257) for confirmation.

Driving Directions

- **Abbott Road will be closed to all vehicle traffic between the south entrance of Lot 2 ADA and the north entrance of Lot 6 ADA on game days.**
- **Route 20A will be closed to westbound traffic post-game ONLY from Abbott Road to California Road.**
- Please allow for sufficient driving time, taking into consideration traffic and construction along major roadways.

***Tune to AM 1610 for updated construction information.**

From North

Head south on Intrastate 190 to Interstate 90 West, and follow to Exit 55 (Route 219). Exit Route 219 at the Milestrip Road West Exit. Be prepared to stop at the end of the ramp. Continue on Milestrip Road toward Abbott Road, making a left turn on Abbott Road. Continue straight toward New Era Field.

From East

Take Interstate 90 West to Exit 55 (Route 219). Exit Route 219 at the Milestrip Road West Exit. Be prepared to stop at the end of the ramp. Continue on Milestrip Road toward Abbott Road, making a left turn on Abbott Road. Continue straight toward New Era Field.

From South

Take Interstate 90 East to Exit 57, and bear right heading west from tollbooth to Route 20. Make a right on Route 20 heading east toward New Era Field.

From Buffalo Niagara International Airport

Head straight out of airport and proceed through light to Route 33 West, heading toward Interstate 90. Take Interstate 90 West to Exit 55 (Route 219). Be prepared to stop at the end of the ramp. Continue on Milestrip Road toward Abbott Road, making a left turn on Abbott Road. Continue straight toward New Era Field.

For more detailed information on how to get to and from New Era Field visit www.buffalobills.com/stadium/directions.

Limousine Parking

The Limo Lot is accessible via Camper Drive off of Abbott Road.

A limousine is to have a license plate that reads "Livery". SUV Limousines, Party Buses, vehicles over 25 feet in length, and other oversized vehicles designed to carry more than 14 passengers will be directed to park in the Bus Lot.

Parking Code of Conduct

In order to maintain a safe and fun environment, the Bills ask that all guests follow directions given by Allpro Parking, Stadium Management, Police, and security personnel. If a guest needs immediate assistance or sees a potential problem within their area, please contact the **Fan Conduct Text Line by texting BILLS <space>, followed by your location and issue to 69050 or calling (716) 312-8933**. In the event of an emergency please call 9-1-1.

Our Team Members will proactively enforce this Code of Conduct that includes the following behaviors deemed inappropriate by Stadium Management:

- Behavior that is unruly, disruptive, or illegal in nature.
- Selling of any merchandise without the permission of the Buffalo Bills.
- Intoxication or other signs of alcohol or substance impairment that results in irresponsible behavior.
- Use of foul, disruptive, obscene, offensive, or abusive language or actions.
- Fighting, taunting, threatening remarks, or offensive gestures toward other Bills fans and visiting team fans.
- Failing to follow instructions of stadium personnel.
- Scalping or other improper resale of tickets.
- Indecent exposure or undressing.
- Displays of affection not appropriate in a public setting.
- Wearing obscene, offensive, or indecent clothing.
- Conduct that endangers spectators, employees, or participants.
- Unauthorized solicitation on New Era Field property.
- Use of binge drinking paraphernalia including beer bongs, funnels, kegs, etc.

The Erie County Sheriff's Office, Apex Security and undercover law enforcement continually patrol the lots to ensure that those who do not adhere to the parking guidelines and/or participate in activities that create an unsafe environment will be held responsible. These people may have their parking and ticket purchasing privileges revoked.



Parking Hours & Rates

Stadium parking lots open four (4) hours before kickoff and close two (2) hours after the game. No exceptions will be made for early arrival or guests who already have parking permits. All spaces are available on a first-come, first-served basis. No paneled or windowless vans or trucks will be permitted in any New Era Field parking lot. Please note that all prices listed are for single spaces for the purpose of parking a vehicle. No reserving of spaces is allowed and guests will not be allowed to purchase additional spaces – one car, one space.



TOYOTA
Let's Go Places

Game Day Rates

Passenger Vehicles:

- Lot 2 Preferred and Lot 6 Preferred (Clubs and Suites only sold in advance) - \$30
- Lots 1, 3, 4, 5, 7 (Public) - \$30 or \$25 if purchased in advance
- Lot 2 ADA and Lot 6 ADA (Accessible parking) - \$30

Larger Vehicles:

- Campers (Camper Lot): Game day entry: \$100 (if available)
- Limousines: \$70.00 (Limo Lot)
- Buses: \$70.00 (Bus Lot)

Season Rates

Passenger Vehicles:

- Lot 2 Preferred and Lot 6 Preferred (Clubs and Suites) - \$250
- Lots 1, 3, 4, 5, 7 (Public) - \$200
- Camper - \$700

Accessible Parking/Transportation

Designated accessible parking for guests with disabilities is available in Lot 2 ADA or Lot 6 ADA. Parking placards for guests with disabilities are available through state or town government offices. The Buffalo Bills DO NOT issue these permits. Proper plates or permits are required for access to Lot 2 ADA and Lot 6 ADA. **Spaces are available on a first-come, first-served basis.**

Uber

Uber is now the official rideshare partner of the Buffalo Bills. Starting this season, you'll be able to request a ride from Uber's designated pickup/drop off zone at New Era Field. Visit buffalobills.com to find more information on the location, and use the promo code **BUFFALOBILLS15** to receive up to \$15 off your first ride. *(New users only. Valid in USA only. Expires 5/1/2018).

UBER

PRE-GAME ACTIVITIES

Buffalo Bills Fan Zone

The Buffalo Bills Fan Zone, held in the ADPRO Sports Training Center, is a family-friendly indoor tailgate that includes interactive games, photo opportunities, Billy Buffalo and much more! The ADPRO Sports Training Center opens 3.5 hours prior to kickoff for regular season games. Admission is complimentary to the public. The ADPRO Sports Training Center is not open after games or prior to pre-season games. Start game day off right in the Fan Zone!



The BILLevard

Stop by the area outside of the Bills Team Store on Abbott Road for fun filled pregame entertainment including interactive activities, tailgate games, sponsor activation stations, food trucks, contests, music and more. The area will be open 4 hours prior to kick off until kickoff.

Tailgating

Tailgating is permitted in most stadium parking lots. There is no tailgating allowed in the Administrative Lot, Training Center Lot, Tunnel Lot, Team Member Lot, or the Youth Stadium Lot. Stadium parking lots open four (4) hours before kickoff and close two (2) hours following the game. Vehicles may occupy **ONLY ONE** parking space. Additional spaces are not available for purchase for the purpose of tailgating. For everyone to enjoy the tailgating experience, guests are asked to be responsible, courteous, and follow these guidelines:

- Guests may not save parking spaces under any circumstance.
- Guests should tailgate in front or behind their vehicle only.
- Guests are asked to be considerate of other vehicles and property.
- Guests are asked to dispose of all trash in proper receptacles or bag their trash.
- Guests are asked to extinguish all flames and grills before entry or departure from New Era Field.
- Guests are asked not to block other vehicles from exiting after a game.
- Guests are asked to use raised charcoal or gas grills **ONLY**. Open fire pits and fires on the pavement are prohibited.

Tailgaters: For the safety of everyone, guests should clean up their area before entering the stadium to watch the game. Please bring trash bags to dispose of garbage and trash. Neatly tied trash bags can be left at the tailgate area or taken to one of the dumpsters located in the parking lot areas. Please refrain from leaving loose trash and litter in the parking lots.

Glass bottles or containers are NOT permitted. Please use plastic cups or aluminum cans for beverages. For your convenience on game day, the Buffalo Bills and Republic Services Blue Team will be handing out blue recycling bags and black garbage bags to tailgaters to help keep their space clean. Tailgaters are encouraged to fill the bags and leave them at the end of their tailgate for Bills staff to pick up before the end of the game.

Additional restrictions may apply. Disorderly guests are subject to ejection from the parking lot premises, revocation of tickets, and/or criminal prosecution.



ENTERING THE STADIUM

Bag Policy

All bags brought into New Era Field are subject to a visual inspection. Guests attending events at New Era Field are encouraged to enter the facility carrying the fewest items possible. For those guests who elect to carry additional items into the stadium, the following bag policy will be strictly adhered to:

Clear bags smaller than 12" x 6" x 12" will be allowed into the stadium. Also permitted are one-gallon clear plastic freezer bags and small clutch bag (4.5" x 6.5"), with or without a handle or strap. Personal necessity bags and all other bags larger than 12" x 6" x 12" will not be allowed into the stadium regardless of the type, style and/or clarity of bag.

EASY ENTRY

For the safety of everyone in attendance, all guests entering New Era Field will be subject to a metal detection screening process. To help speed up your entry time, please make sure to remove phones, cameras and glasses cases before you get to the front of the line. You do NOT need to remove your keys, loose change, wallet, jacket, or belt. Guests should limit the number of items that are brought with them to minimize search time. The Bills encourage guests to arrive at the stadium gates as early as possible to avoid lines – **gates open 90 minutes prior to kickoff.** Please follow all signage and direction from Buffalo Bills Guest Services and Security personnel. If guests give tickets to guests who may not be familiar with stadium security policies, please inform them of this practice.

TO AVOID DELAYS AT THE GATE, FOR THE SAFETY OF OUR GUESTS AND FOR THE ENJOYMENT OF ALL GUESTS AT THE GAME, THE FOLLOWING ITEMS ARE PROHIBITED AT NEW ERA FIELD:

- Alcoholic beverages, illegal substances
- Animals (with the exception of service animals for guests with disabilities)
- Bags, camera bags, backpacks, any bag larger than 12" x 6" x 12"
- Battery operated clothing (socks, jackets, etc.)
- Beach balls, footballs, balls, inflatable devices (balloons)
- Bottles, cans, thermoses, and other beverage containers
- Cameras with lenses longer than six (6) inches
- Clothing or material with profane language or obscene graphics
- Drones, Unmanned Aircraft Devices
- Fireworks
- Headwear or clothing that may impede the view of guests
- Laptop computers, radios
- Laser pointer devices, noisemakers
- Promotional materials not approved by the Bills
- Seat cushions larger than 15" x 15" or that contain armrests, zippers, pockets, flaps or metal backs
- Selfie sticks, sticks or poles
- Strollers
- Tobacco products - including cigarettes/electronic cigarettes, chewing tobacco, lighters/matches
- Umbrellas
- Video cameras, monopods and tripods
- Weapons (knives, box-cutters, firearms, etc.)
- **ANY OTHER ITEM DEEMED DANGEROUS OR INAPPROPRIATE**



Permitted Items:

- Additional clothing and blankets (must be carried loosely)
- Clear Bags smaller than 12" x 6" x 12"
- One gallon clear plastic freezer bags
- Small clutch bag (4.5" x 6.5"), with or without a handle or strap
- Binoculars
- Cameras with lenses shorter than six (6) inches
- Food – unopened, single serve containers carried in an approved size clear plastic bag
- ipads and tablet devices

Any attempt to bring alcohol into the stadium will be considered a violation of the Bills Fan Code of Conduct and will result in the guest being ejected, and may result in arrest and/or ticket purchase privileges being revoked.

Entrances

New Era Field has six (6) main entry gates. During Buffalo Bills home games, all entrances at New Era Field are accessible for guests with disabilities. **All event tickets are accepted at each of the six main gates.** Entrances designated for guests with club and suite tickets are located at Toyota Gate 2, Pepsi Gate 3, M&T Bank Gate 6, and Women & Children's Hospital of Buffalo Gate 7. Guests who appear to be intoxicated and/or unmanageable will not be permitted into the stadium.

Gates

New Era Field gates open 90 minutes before kickoff. For easy entry and to avoid gate congestion, the Buffalo Bills recommend that all guests arrive at the gates at least one hour prior to kickoff to ensure they are at their seats on time.

Each guest entering New Era Field should hold his or her ticket throughout the game and be ready to display it to a stadium official to verify seat location. All guests are encouraged to have photo identification available at all times. Guests found inside the stadium who fail to produce a valid ticket for the event are subject to ejection and arrest for trespassing.

Re-Entry Policy

Re-entry to the stadium is prohibited. Guests who leave New Era Field may not re-enter using the same event ticket. In the event of an emergency, please visit a Guest Service Booth (see locations on enclosed maps).

Re-entry to enclosed club or suite areas is permitted for appropriately ticketed guests. Club Seat Members who leave their respective area and plan on returning, must have their ticket scanned by a ticket taker when exiting. The ticket will be re-scanned upon re-entering the club seat area. Guests who fail to have their tickets scanned upon exiting the club area will not be re-admitted.

Security Inspection

As guests arrive to the gates, they will be asked to remove all headwear, open all purses or other bags and be prepared to open jackets or other outerwear. Please leave all unnecessary and prohibited items in vehicles. Team Members may not secure or hold items, and the Buffalo Bills and New Era Field are not responsible for any items that are left, lost or stolen at the gates.

By tendering the game ticket and entering the stadium, guests consent to such inspections and waive any related claims that they might have against the NFL, its Member Clubs, its affiliates, or its agents. If guests elect not to consent to these searches, they will be denied entry into the stadium. Elevated security concerns could prompt more thorough search procedures.

Additional Information:

- The Bills and their partners will not be responsible for items left at any entry gate.
- All belongings are subject to search. We will conduct NFL mandated walkthrough metal detectors and/or wandings of guests.
- Intoxicated and unmanageable guests will not be admitted entry into the stadium.
- Guests, including children, must have a valid ticket with them at all times. Those children under the age of two do not need a ticket and are expected to sit on an adult's lap during the game.
- No scalping, illegal sales or solicitation.
- No Re-entry.
- We are a no tobacco facility. All tobacco products including cigarettes/electronic cigarettes, chewing tobacco, lighters/matches are prohibited.

The Buffalo Bills THANK YOU for your cooperation and hope you enjoy the game!

MOVING AROUND THE STADIUM

Elevators

Elevators are reserved for guests with disabilities, elderly, and appropriately credentialed employees only. Appropriate guests **MUST** be accompanied by a New Era Field Team Member on game days. Please contact a representative for assistance. 50 yard-line elevators service the 100-level and 300-level concourses. Club elevators are used for access to 300-level ADA seating as well as for emergency or team personnel ONLY.

Ramps

Ramps leading to the 100-level concourse and seating areas are located near New Era Gate 4 and Tim Hortons Gate 5 in the west plaza and the M&T and Time Warner Cable Business Class Club Towers in the east end. Ramps leading to the 300-level concourse and seating areas are located near Gate 1, Pepsi Gate 3, M&T Bank Gate 6 and the Time Warner Cable Business Class Club Tower.

Stairs

Monumental staircases leading to the 100-level concourse and seating areas are located inside the south plaza near Toyota Gate 2, and the north plaza near Women & Children's Hospital of Buffalo Gate 7. Stairs leading to the 300-level concourse and seating areas are located near Gate 1, New Era Gate 4, M&T Bank Gate 6 and the Time Warner Cable Business Class Club Tower.

STADIUM POLICIES & PROCEDURES

New Era Field Alcohol Policy

Delaware North Sportservice is the food and beverage service provider at New Era Field. The Buffalo Bills and Sportservice work together to promote responsible consumption of alcoholic beverages for guests attending events at New Era Field.

Alcoholic beverages may not be brought into the stadium. Any attempt to bring alcohol into the stadium is a violation of stadium policy and the Fan Code of Conduct, and will result in the guest being ejected and may result in arrest and/or ticket purchasing privileges being revoked.

Proof of Identification

New York State Law requires that individuals must be 21 years of age or older to purchase, possess, or consume alcoholic beverages. Guests purchasing alcohol who appear 30 years of age or younger must present valid identification showing proof of age. The Buffalo Bills, Sportservice, and any contracted security vendors or agencies reserve the right to check for proof of age for any guest purchasing and/or possessing alcohol. According to New York State Law (Section 65-b.2(b) - ABC Law), the following are the only acceptable forms of identification:

- A valid driver's license or non-driver identification card issued by the New York State Commissioner of Motor Vehicles, the Federal Government, a State Government, Commonwealth, Possession or Territory of the United States or a Provincial Government of Canada.
- A valid passport issued by the United States government and any other country.
- A valid military identification card issued by the United States armed forces.

Possession

There is a maximum of two (2) drinks (any combination of beer, wine, or liquor) per possession allowed inside the stadium. No more than two (2) drinks will be sold per purchase at all concession stand, portable, and club locations. Guests possessing alcohol, who do not have acceptable proof of age will be ejected and may be subject to arrest. Guests found to be passing alcohol to minors will be ejected and subject to arrest. New York State law requires that wine and spirits (liquor) purchased in the premium clubs and suites must be consumed in that club or suite and may not be removed from that area.

Alcohol Sales End

All alcohol sales and service will be discontinued at the end of half-time, except in the clubs and suites, where service will continue until after the end of the game.

Delaware North and The Buffalo Bills reserve the right to deny the sale or service of alcohol to guests who show signs of intoxication or who cannot provide acceptable identification. The Buffalo Bills reserve the right to modify policies or procedures at any time without notice to guests.

NEW ERA FIELD - 100 Level

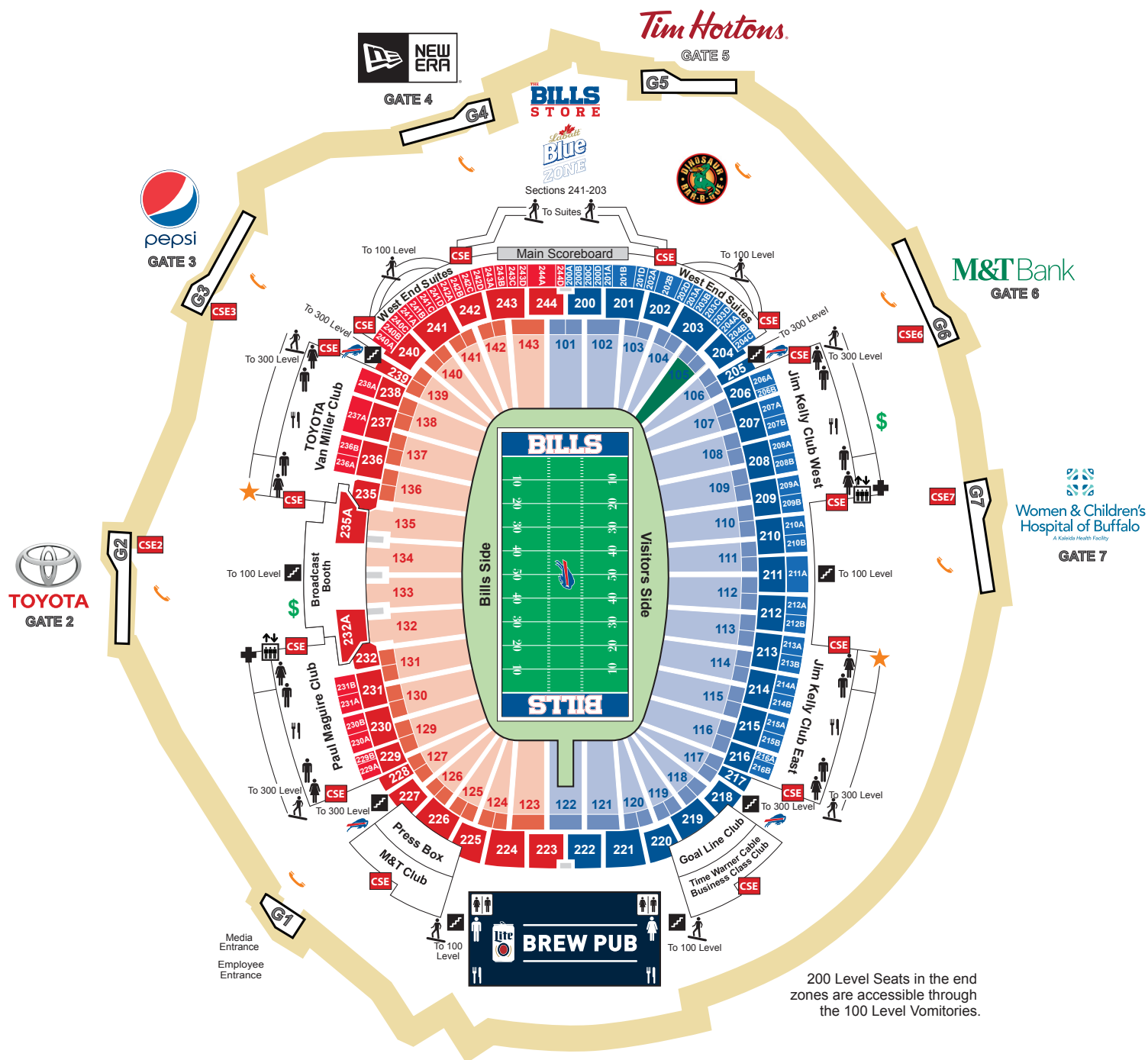


200 Level Seats in the end zones are accessible through the 100 Level Vomitories.

| | | | | |
|------------------|-----------|----------------------|-----------------------|-------------------------------|
| Women's Restroom | Ramp | Security | Club & Suite Entrance | NORTH |
| Men's Restroom | ATM | Game Day Fan Hotline | Guest Services | |
| Family Restroom | Elevators | Bills Gear | ADA Accessible | *Includes all 100 level sects |
| Concessions | First Aid | Gates | M&T Family Zone | |
| Stairs | | | | |



NEW ERA FIELD - 200 Level



| | | | |
|------------------|-----------|----------------------|-----------------------|
| Women's Restroom | Stairs | First Aid | Gates |
| Men's Restroom | Ramp | Security | Club & Suite Entrance |
| Family Restroom | ATM | Game Day Fan Hotline | Guest Services |
| Concessions | Elevators | Bills Gear | M&T Family Zone |
| | | | NORTH |

NEW ERA FIELD - 300 Level





Banners and Signs

Banners and signs are generally permitted, but any such item deemed by Stadium Management to be dangerous, inappropriate, or which obstructs the view for other guests will be removed. Banners and signs must be event-related, in good taste, and not commercial or political. Flags or banners that are commercial, offensive in nature, or attached to poles are prohibited. Banners or signs may not promote or advertise organizations or companies not affiliated with the Buffalo Bills and may not be placed over any official signage. Banners and signs may not be affixed, hung, or held over the field level ring wall. **The Buffalo Bills reserve the right to remove any banner or sign.**

Camera Policy

Still cameras are permitted inside New Era Field. Video cameras and cameras with extended lenses longer than six (6) inches are not permitted. Guests may not reproduce any images for any commercial use without written approval from the Buffalo Bills.

Ejection Policy

Guests who appear to be intoxicated and/or unmanageable will not be permitted into the stadium. New Era Field and the Buffalo Bills reserve the right to eject anyone whose behavior is disruptive, unruly, or illegal. Tickets will be revoked without refund and the individual(s) will be escorted from New Era Field.

Rules of Ejection

Upon ejection from New Era Field:

- Guests that have been ejected from the stadium are prohibited from re-entering the facility. If they are found inside the stadium after being ejected, they may be subject to arrest for trespassing.
- Ejected guests are required to leave the property of New Era Field. This includes but is not limited to the stadium gates, entrances, and auxiliary buildings (the ADPRO Sports Training Center and the Main Ticket Office). Stadium ejections are a police matter; do not visit the Ticket Office to discuss the ejection. Failure to leave the premises may result in further prosecution.
- **Any guest that is ejected from New Era Field grounds will be required to take a mandatory NFL FAN CODE OF CONDUCT online class which costs \$250 before being permitted back inside the stadium. A letter will be sent to everyone ejected with complete details on taking the class. Anyone who is ejected, does not take the class and tries to re-enter New Era Field will be ejected and subject to arrest for trespassing.**

Bills Season Ticket Members and other ticket buyers are responsible for the behavior of persons using their seats. If those persons are ejected, the Buffalo Bills may take appropriate action against the Season Ticket Members up to and including season ticket revocation. Additionally, future ticket buying privileges may also be revoked.

Fan Conduct Text Line

The Fan Conduct Text Line is for guests to report incidents or Fan Code of Conduct violations (i.e. impaired individuals, altercations, abusive language, etc.) that they witness during the game. Guests can expect immediate follow up from stadium personnel after calling or texting us. Please be prepared to state the location and nature of the problem. **To report an incident please text BILLS <space>, followed by your location and issue to 69050 or call (716) 312-8933.** Guests may also utilize the red Fan Hotline phones located throughout the stadium.

Field Access

Access to the field area is strictly prohibited and only authorized persons with proper credentials will be allowed onto the field. Guests or unauthorized personnel entering the field area without proper credentials are subject to ejection and arrest.

Lost and Found

Guests may inquire about lost items at any Guest Service Booth. During normal business hours, contact the Bills Ticket Office at 1-877-BB-TICKS to inquire if an item has been recovered. The Bills are not responsible for lost, stolen, or damaged items. The Buffalo Bills will maintain possession of lost items for 60 days before discarding.

Lost Children & Missing Persons (Bills Buddy Program)

Parents or guardians bringing children or individuals to the stadium can register for the Bills Buddy Program. Parties are encouraged to register at any Guest Service Booth or in the ADPRO Sports Training Center on game days. In the event that parties become separated, identifying wristbands and information will help in the reuniting of separated parties. If you have a lost child during an event at New Era Field, please contact a New Era Field Team Member immediately for assistance.

Noisemakers

NFL policy prohibits noisemakers from being brought inside the stadium. This includes all horns, cow bells, and whistles. Stadium Management reserves the right to confiscate any item that does not adhere to this policy.

Outside Beverages & Coolers

Guests are not permitted to bring outside beverages, cans, bottles, thermoses, coolers, jugs, or other containers into New Era Field. Children's juice boxes when accompanied by a child, infant bottles when accompanied by an infant and items necessary for medical purposes are permitted. For specific information please contact the Bills Ticket Office at 1-877-BB-TICKS.

Paging

Pages and/or private announcements will not be made at the stadium by either the PA announcer or on the video board. Please designate a meeting location should parties become separated.

Permitted Items

- Additional clothing and blankets (must be carried loosely)
- Clear Bags smaller than 12" x 6" x 12"
- One gallon clear plastic freezer bags
- Small clutch bag (4.5" x 6.5"), with or without a handle or strap
- Binoculars
- Cameras with lenses shorter than six (6) inches
- Food – unopened, single serve containers carried in an approved size clear plastic bag
- ipads and tablet devices

Prohibited Items

- Alcoholic beverages, illegal substances
- Animals (with the exception of service animals for guests with disabilities)
- Bags, camera bags, backpacks, any bag larger than 12" x 6" x 12"
- Battery operated clothing (socks, jackets, etc.)
- Beach balls, footballs, balls, inflatable devices (balloons)
- Bottles, cans, thermoses, and other beverage containers
- Cameras with lenses longer than six (6) inches
- Clothing or material with profane language or obscene graphics
- Drones, Unmanned Aircraft Devices
- Fireworks
- Headwear or clothing that may impede the view of guests
- Laptop computers, radios
- Laser pointer devices, noisemakers
- Promotional materials not approved by the Bills
- Seat cushions larger than 15" x 15" or that contain armrests, zippers, pockets, flaps or metal backs
- Selfie sticks, sticks or poles
- Strollers
- Tobacco products - including cigarettes/electronic cigarettes, chewing tobacco, lighters/matches
- Umbrellas
- Video cameras, monopods and tripods
- Weapons (knives, box-cutters, firearms, etc.)
- **ANY OTHER ITEM DEEMED DANGEROUS OR INAPPROPRIATE**

Please refer to <http://www.buffalobills.com/stadium/permitted-prohibited-items.html> for a complete listing of permitted and prohibited items.

Radios

Pocket-sized radios are allowed in the stadium. These items must be used with an earpiece. Be considerate of neighboring guests when using these devices.

Smoking/Tobacco

New Era Field is proud to be a smoke-free/ tobacco-free facility. For the health, safety, and comfort of all Bills guests and New Era Field Team Members, smoking (including electronic cigarettes) and all tobacco products (including chewing tobacco, lighters and matches) are prohibited inside all areas of the stadium; including entry gates, concourses, seating areas, and all suites and clubs. There are no designated smoking areas in the stadium and re-entry is prohibited. Stadium guests who fail to comply with this smoking/tobacco policy are subject to ejection and may lose ticket privileges.

1-866-NY-QUITS
New York State Smokers' Quitline

Solicitation

Any persons without vending permits from Erie County or Orchard Park are prohibited from soliciting contributions or distributing literature on New Era Field property or parking lots.

Strollers

The Buffalo Bills and New Era Field prohibit strollers inside the stadium. There is no storage room available and they pose a hazard when left in aisles, concourses, or seating areas.



Ticketing & Will Call

Individual game tickets are available by phone at 1-877-BB-TICKS, online at www.buffalobills.com, and at the Ticket Office at New Era Field.

New Era Field Ticket Office

One Bills Drive • Orchard Park, NY 14127 • 1-877-BB-TICKS

Our Ticket Office is located next to the ADPRO Sports Training Center and has signage that reads, TICKET ZONE, on the outside of the building.



Hours: 9:00 AM – 5:00 PM, Monday-Friday
9:00 AM – 1:00 PM Saturdays before home games
Four (4) hours prior to kickoff on game day

- **Children** – All children two years of age and older must have a ticket. Those children under the age of two do not need a ticket and are expected to sit on an adult's lap during the game.
- **Exchanges/Refunds** – No exchanges or refunds will be given once a game ticket has been purchased.
- **Flexible Scheduling** – For the 2017 season, flexible scheduling will occur in Weeks 5-17. Only Sunday afternoon games are eligible to be moved. Please note the schedule and tickets for the effected games list a start time currently of 1:00 PM. Twelve (12) days prior to the scheduled Sunday games in weeks 5-16, the NFL will announce whether there will be a change in the game currently scheduled for 8:15 PM and also may announce games moving to 4:15 PM. Six (6) days prior to the scheduled Sunday games in week 17, the NFL will announce whether there will be a change in the game currently scheduled for 8:15 PM and also may announce games moving to 4:15 PM.
- **Lost, Stolen, or Destroyed Tickets** – In the event of theft, please contact the local police department and obtain a copy of the police report. Tickets lost through the mail should be reported to the originating post office, where a copy of the tracer should be obtained. Guests must have this information with them to report their tickets lost or stolen. Please note that there will be a lost ticket fee of \$5 per ticket. Once a ticket is re-printed or transferred via email, that ticket is assigned a new barcode and the barcode on the original ticket becomes invalid. View our step by step guide on how to print or transfer your tickets at: buffalobills.com/managedmytickets.
We strongly urge guests to use an overnight or guaranteed delivery service when mailing tickets and always make note of the seat location numbers of the tickets prior to sending. For Season Ticket Members and individual game ticket buyers, they may also forward their tickets through the computer by using Account Manager at www.buffalobills.com rather than mailing the tickets.
- **Mobile Ticketing** – Mobile ticketing offers you the convenience of using your smartphone as your game or event ticket. You now have the ability to forward a ticket directly from your smartphone. Mobile ticketing provides a unique barcode for your ticket that can be scanned directly from your screen. View our step by step guide on how to access and use mobile ticketing at: buffalobills.com/mobileticketing
- **Scalping** – New York State prohibits the resale of tickets within 1,500 feet of the stadium. The Buffalo Bills are concerned about activities arising from the resale of game tickets, including public safety concerns resulting from people milling around event sites attempting to buy and sell tickets, fraudulent sales of bogus tickets, and misrepresentation of seat locations.
- **Ticket Resale** – Be sure the Bills ticket bought from someone else isn't a fake before getting to the gate, buy with 100% confidence on NFL Ticket Exchange by Ticketmaster. NFL Ticket Exchange is where real fans go to buy and sell guaranteed Ticketmaster tickets, no scammers allowed. Guests are taking a risk with any other source. Check it out now at www.NFL.com/TicketExchange. Ticket holders found selling fraudulent tickets will have their ticket privileges revoked. Although legal, the Buffalo Bills urge fans not to purchase tickets from any other source. Guests obtaining tickets from an outside vendor may find themselves denied admission at the gates.
- **Will Call** – The Will Call window at New Era Field is located at the Ticket Office, adjacent to the ADPRO Sports Training Center. Guests may pick up their pre-paid tickets at Will Call on game day. This window is open four (4) hours prior to kickoff. Proper photo identification is required; tickets will only be released to the person who purchased the tickets. There is NO third party Will Call.

Guests are encouraged to contact a Ticket Office representative at 1-877-BB-TICKS (228-4257) or refer to www.buffalobills.com for the latest information regarding game times, lost/stolen tickets, and questions about NFL Ticket Exchange.

Wait for the Whistle Policy

To ensure the enjoyment of the game action for guests, New Era Field enforces a "Wait for the Whistle" policy for guests returning to their seats. Guests are asked to stay behind the yellow line in the vomitory until the officials have halted play on the field, at which point guests are permitted to return to their seats.

STADIUM SAFETY AND SECURITY

Fan Hotline

Red Fan Hotline phones are located in the stadium by sections 104, 107, 111, 114, 116, 129, 132, 136, 138, 141, 307, 309, 311, 312, 314, 316, 329, 331, 333, 334, 336, 338, and inside all entry gates. These phones may be used for immediate assistance in case of an emergency or if you witness violations of the Fan Code of Conduct.

Guests may call the Game Day Fan Hotline at (716) 312-8933 or text the Fan Conduct Text Line, by texting "BILLS" <space>, followed by your location and issue to 69050.

First Aid

Emergency medical teams are on call at New Era Field at all times. If anyone requires medical assistance, please contact the nearest Guest Service Ambassador, Usher or Security personnel. Guests can also proceed to the Emergency Medical Services stations on the outside of the Paul Maguire Club and Jim Kelly Club, with entrances closest to Toyota Gate 2 and Women and Children's Hospital of Buffalo Gate 7.

NY-Alert

Receive emergency alerting information from the New York State Emergency Management Office such as major road closures and weather events via email and text by visiting the NY-Alert website at www.nyalert.gov and signing up. NY-Alert is free and subscription based. Users determine how they get alerts and the region for which they would like to be notified when an alert is issued.

Security

"IF YOU SEE SOMETHING, SAY SOMETHING" Suspicious activity, disruptive guests, and guest related problems should be reported to a Guest Service Ambassador, security personnel or the **Fan Conduct Text Line by texting BILLS <space>, followed by your location and issue to 69050 or calling (716) 312-8933** immediately. Violators of the Fan Code of Conduct, New Era Field policies, or uncooperative guests showing disregard for New Era Field and other guests will be ejected immediately. Intoxicated or unmanageable guests will not be allowed entry to the stadium and tickets may be revoked. Private Security and Erie County Sheriff's Office provide security for New Era Field. The Orchard Park Police Department also patrols and monitors the surrounding areas. Security offices are located on the outer perimeter of the Van Miller Club and Jim Kelly Club closest to Toyota Gate 2 and Women and Children's Hospital of Buffalo Gate 7.

Stadium Emergencies

Should anyone need immediate assistance, please notify the nearest Team Member, security personnel, or visit a Guest Services Booth.

In the event of a serious incident at New Era Field, all Team Members, security personnel, and Erie County emergency response agencies are ready and available to assist all guests. Pertinent information regarding the situation and procedures, including evacuation directions if needed, will be provided over the public address system and on stadium televisions, video board, and side ribbon boards. All guests are asked to please remember the following:

1. Follow the directions of stadium personnel.
2. Do not panic. Exit the stadium in a calm and orderly manner.
3. Once outside of the stadium gates, continue to move as far from the stadium as possible.

STADIUM AMENITIES

Automated Teller Machines

M&T Bank ATMs are located at M&T Bank Gate 6, against the stadium wall between the Paul Maguire Club and the Toyota Van Miller Club near Toyota Gate 2, and in the east end zone near Section 120. M&T Bank is the Official Bank of the Buffalo Bills.



Baby Changing Stations

Baby changing tables are located in most Men's and Women's restrooms. Changing table stickers are on the doors of corresponding restrooms.

Bills Digest Game Day

All guests in attendance will receive a complimentary copy of Bills Digest Game Day. This publication includes information on the game, team rosters, player interviews, community news, and feature stories.

Guests can subscribe to Bills Digest by calling 1-800-932-4557 or online at www.billsdigeststore.com.

Bills Experience

With Bills Experience, our fans gain access to once-in-a-lifetime Bills Experiences, from field passes, stadium tours, to meet and greets, etc. Season Ticket Members receive 20% off your Bills Experience purchase (restrictions apply)! Our mobile upgrade program is available **ONLY** on Bills Mobile/MyOneBuffalo App.

Buffalo Bills Mobile App

This is the official mobile app of the Buffalo Bills. Make your iPhone or iPod Touch a unique part of your game-day experience. Want to catch breaking news of the team? See real-time statistics for every drive? Watch video-on-demand clips of press conferences and player interviews? Follow post-game blogs and pre-game previews of the matchups? Now, you can stay in touch with the Bills anytime, anywhere, on your iPhone or iPod Touch.

Club and Suite Seating

Club seats and suites are available and provide guests with access to private club facilities, indoor seating, an enhanced food and beverage menu and much more. For more information on club and suite tickets call 1-877-BB-TICKS.

The M&T Club allows guests an opportunity to experience Bills games in an indoor, all-inclusive area featuring a grand buffet and top-shelf open bar. For more information on the M&T Club please call 1-877-BB-TICKS.

Guest Services Booths

Guests may visit the Ticket Office, inside the ADPRO Sports Training Center or next to the Team Store on Abbott Road for any guest service needs prior to entering the stadium.

Guest Service Booths inside the stadium are located on the 100-level near sections 101, 112, 124, and 133, and on the 300-level by sections 311 and 334.

Guests can stop by any Guest Services Booth and receive a "My First Game" sticker or certificate or an "It's My Birthday", "I'm Celebrating", "Proud to Serve", or "Military Appreciation" sticker.

My One Buffalo App

My One Buffalo is a new way to customize your fan experience through your mobile phone or smart device. The goal of the program is to sync Buffalo's largest sports teams and improve the fan experience. The program includes a new status program, the ability to manage all of your tickets, and features that make attending games easier than ever.

Recycling

The Buffalo Bills encourage you to help us protect the environment by properly disposing of all recyclable materials in the recycling containers and trash in the garbage cans located throughout the stadium. For your convenience on game day, the Buffalo Bills and Republic Services Blue Team will be handing out blue recycling bags and black garbage bags to tailgaters to help keep their space clean. Tailgaters are encouraged to fill the bags and leave them at the end of their tailgate for Bills staff to pick up before the end of the game.



Restrooms

Restrooms are located throughout each level of the stadium (see enclosed maps for locations). Porta-johns are situated in centralized locations in the parking areas. Stadium restrooms are accessible for guests with disabilities.

WIFI

The Buffalo Bills have partnered with Carousel Industries and Extreme Networks to provide Bills fans enhanced wifi at New Era Field. To connect, select the Network "Bills Guest Wi-Fi".

FAMILY FRIENDLY INFORMATION

The BILLievers

Looking for live music? We've got you covered! Check out "The Billievers" on the Labatt Blue Stage from 11:30 AM until 12:55 PM located directly behind the Team Store between New Era Gate 4 and Tim Hortons Gate 5.

Billy Buffalo

Billy celebrates his seventeenth season as the official team mascot of the Buffalo Bills. Bring the excitement and fun of Bills football to your next corporate or community event...invite Billy Buffalo! Call (716) 648-1800 for more information.

Bills Buddy

Parents or guardians bringing children or individuals to the stadium can register for the Bills Buddy Program. Parties are encouraged to register at any Guest Service Booth inside the stadium or in the ADPRO Sports Training Center. In the event that parties become separated, identifying wristbands and information will help in the reuniting of separated parties.

Buffalo Bills Fan Zone

The Buffalo Bills Fan Zone, held in the ADPRO Sports Training Center, is a family-friendly indoor tailgate that includes interactive games, photo opportunities, Billy Buffalo and much more! The ADPRO Sports Training Center opens 3.5 hours prior to kickoff for regular season games. Admission is complimentary to the public. The ADPRO Sports Training Center is not open after games or prior to pre-season games. Start game day off right in the Fan Zone!

Designated Driver Program

As part of Bud Light's Good Sport Program, guests who are 21 years of age or older, pledge to not drink alcoholic beverages at a Bills game, and provide responsible transportation for all members of their group, should visit a Guest Service Booth to register as a Designated Driver. Here they will receive a wristband that identifies him/her as a designated driver and a coupon for a free non-alcoholic beverage. Participants register by providing proof of age and completing a registration form.



The Buffalo Bills, in partnership with Designated Drivers of Buffalo offer an alternative to driving in order to ensure that guests return home safely. Designated Drivers of Buffalo is a drinking and driving prevention company that provides transportation for both you and your car. Designated Drivers of Buffalo wants to remind fans to drink responsibly on game day and to make sure you protect yourself and other Bills fans by not driving under the influence. To learn more visit www.ddobny.com or call 716-202-2222

Family Restrooms

There are two Family Restrooms located on either side of the Miller Lite Brew Pub across from Sections 120 and 124.

Family Sections

Sections 224, 225, 226 and 227 of the stadium are designated as the Family Corner. Alcohol is prohibited in these areas. There is a ZERO TOLERANCE policy regarding profanity and alcohol consumption in these sections. Violations of this policy will result in an immediate ejection.

"I'm Celebrating" Sticker

Guests who want to show that they are celebrating (engagement, anniversary or anything else) can stop by any Guest Services Booth and receive an "I'm Celebrating" sticker.

"It's My Birthday" Sticker

Guests who are celebrating their birthday while attending an event at New Era Field can stop by any Guest Service Booth and receive an "It's My Birthday" celebration sticker.

"Military Appreciation" Sticker

Guests who want to show their appreciation for our all of our veterans and current military personnel can stop by any Guest Services Booth and pick up a "Military Appreciation" sticker.

"Proud to Serve" Sticker

Guests who want to show that they have served or currently serving in the military can stop by any Guest Services Booth and pick up a "Proud to Serve" sticker.

"My First Game" Stickers or Certificates

Guests who are attending their first ever Buffalo Bills game at New Era Field can stop by any Guest Service Booth and receive a "My First Game" sticker or a certificate from Billy Buffalo commemorating their first game. Guests with seats in any Sideline Club can receive a certificate from the Coat Check location in each club.

GUESTS WITH DISABILITIES INFORMATION

Autism Inclusion

Guests may rent an Autism Inclusion package from Guest Service Booth 101 or 124.

Closed Caption Devices

Hearing impaired guests may utilize the Closed Captioning feature of the Bills Mobile app. To access this feature, scroll down until you see the "Fan Zone" heading then scroll to the right until you see the "Closed Captioning" option.

For those without a smart phone, guests may check out an Assisted Listening Device (ALD) at any Guest Service Booth with a valid driver's license.

For more information about the devices prior to an event, please call the Bills Ticket Office at 1-877-BB-TICKS.

Golf Cart Transportation

Pre-Game - Guests with accessible needs who park in Buffalo Bills controlled parking lots may receive a golf cart ride to the stadium gates from the Guest Services ADA Team. There are 8 designated pick-up locations throughout the parking lots. For more information on game day, please call 716-312-8933.

Post-Game - Guests with accessible needs who park in Buffalo Bills controlled parking lots may receive a golf cart ride to a limited number of designated drop-off locations on the North and South side of the stadium only. For service to a drop off location in our northern lots (Lots 5, 6, 7) please look for our ADA Team at Gates 6 and 7. For service to the drop off location in our southern lots (Lots 1, 2 and Fieldhouse Lot), please look for our ADA Team at gates 1 and 2. For safety reasons, we are unable to provide this service directly back to your vehicle.



Seating

Wheelchair platforms are located around the 100-level, at the top of the 300-level and in the indoor club seating areas. Wheelchair seating tickets are required to sit on the platforms. There is NO wheelchair seating available in the sideline clubs. There is NO storage for wheelchairs anywhere inside the stadium. To obtain proper seating for a guest with a disability, contact the Bills Ticket Office at 1-877-BB-TICKS prior to arriving at the stadium. Please contact a Guest Service Ambassador on game day for further assistance. Seating for guests with disabilities is based on availability.

Special needs/non-wheelchair seating is located in the upper rows of the 100-level.

Wheelchair Service

Guests needing special assistance with a wheelchair inside the stadium should contact the Bills Ticket Office at 1-877-BB-TICKS prior to game days or a Guest Service Ambassador on game days. Guests can request a wheelchair pickup during the game by calling 716-312-8855 or contact the nearest Guest Service Ambassador for more information. Transportation to parking lots and other areas outside of stadium gates is not available. Personal wheelchair storage is not available inside the stadium.

STADIUM STAFFING

Allpro Parking Attendant – Dressed in blue and yellow. These Team Members are the first to greet guests and welcome them to New Era Field. Allpro attendants help ensure that guests in the parking lots follow New Era Field parking regulations.

Delaware North Sportservice – These Team Members provide guests with quality food and beverage items throughout New Era Field. Sportservice associates sell official Buffalo Bills merchandise at various locations in and around the stadium.

Guest Services Ambassador – Dressed in red. These Team Members provide guests with event specific information, wheelchair service, general stadium directions, and help to enforce general stadium policies.

Guest Services Elevator Attendant – Dressed in red. These Team Members operate stadium elevators and transport guests to the appropriate level of the stadium.

Guest Services Supervisor – Dressed in navy. These Team Members provide support to Stadium Management by supervising the actions of Team Members at New Era Field. Guest Services Supervisors assist other staff in enforcing stadium rules and regulations, maintaining order, ensuring safety, and providing quality guest service to the stadium's tenants, employees and the general public.

Jani-King Management – Dressed in dark green. These Team Members help maintain the cleanliness of the gate areas, concourses, premium seating areas, and restrooms at New Era Field.

Club Services Attendant – Dressed in red. These Team Members assist guests in the club and suite seating areas. Club Service Attendants provide guests with specific event information, general stadium directions and help to enforce general stadium policies.

Security – These Team Members provide event information, general stadium directions and enforce stadium policies and safety procedures. Security will help assist with general crowd control and address disruptive guests about their behavior relative to stadium policies.

Ticket Taker – Dressed in orange. These Team Members examine and scan event tickets for guests attending events at New Era Field. Ticket Takers are responsible for ensuring the value of paid admission by admitting only those individuals who present a valid event ticket.

Usher – Dressed in orange. These Team Members assist and direct guest to their seats, provide event specific information and general stadium direction.

CONCESSIONS & MERCHANDISE

Credit Card Policy

Visa, MasterCard, American Express, and Discover are accepted at Bills Merchandise locations, all permanent concession stands, Suites, and Clubs (Van Miller, Jim Kelly, Paul Maguire, M&T and Time Warner Cable Clubs). Visa is the Official Payment System/Card of the Buffalo Bills.



Delaware North Sportservice Non-Profit Program

Many of the concession stands at New Era Field are staffed with volunteers working to raise money for their non profit organization. A portion of every dollar a guest spends on concessions supports these worthwhile organizations. If your organization is interested in operating a concession stand for the season, contact Delaware North at (716) 646-0811 ext. 12 and ask to speak with the Human Resources Coordinator.

Concessions

New Era Field offers a variety of food and beverage options located at concession stands throughout the stadium. The Buffalo Bills and Delaware North proudly serve Pepsi soft drink products, Tim Hortons coffee, Snapple beverages, LaNova pizza, Duff's chicken wings, Sahlen's Hot Dogs and Original Pizza Logs.



Merchandise

The Bills Store at New Era Field offers a large selection of Official Bills merchandise. Guests can choose from Nike Authentic jerseys to a large selection of apparel, hats, gift items, and exclusive NFL merchandise.

THE BILLS STORE

Store Hours: Monday – Saturday 10:00 AM – 9:00 PM
Sunday (Game Days Only) 9:00 AM – 5:00 PM
Sunday (Non-game days) 10:00 AM – 3:00 PM
• Open on game days and during special events.
• Seasonal hours may differ.

Additional Store Locations: Training Camp
St. John Fisher College
3690 East Ave
Pittsford, NY 14618

Bills merchandise can also be ordered online at www.buffalobills.com or by phone at (716) 648-0658 or 1-888-BUF-GEAR.

Game Day Locations

Fan Wagon – Outside M&T Bank Gate 6
Fan Wagon – Inside Toyota Gate 2
Fan Wagon – Inside Women & Children's Hospital of Buffalo Gate 7
Fan Wagon – Abbott Road
Club Gate at M&T Bank Gate 6 – Outside Jim Kelly Club West
Outside of the Jim Kelly Club East
Pepsi Gate 3 – Outside of Toyota Van Miller Club
Lower Level 50 Yard Line – North Concourse
Lower Level 50 Yard Line – South Concourse
Upper Level – North Concourse near Sections 330 and 337
Upper Level – South Concourse near Sections 308 and 316
Lower Level East End Zone
Retail tent in the Fieldhouse Parking Lot
ADPRO Sports Training Center – During regular season games only

Season Ticket Member Bills Store Discount

Bills Season Ticket Members receive a special discount (25% off purchases of \$50 or more, jerseys excluded) on select regular price merchandise sold at the Bills Store (New Era Field), Training Camp, and all New Era Field game day locations. For more information, visit www.buffalobills.com.

BILLS COMMUNITY SPIRIT

Bills Backers

Become an Official Bills Backer with a complimentary membership today! Some great benefits exclusive to Bills Backers include:

- Special access to exclusive Bills contests for great prizes.
- Log on to read special Bills Backers content pages on www.buffalobills.com.
- Option to purchase individual game tickets before they go on sale to the general public.
- See the Bills Backers Chapter locator map on www.buffalobills.com for Bills Backers Chapter locations around the globe.

Show your support and visit www.buffalobills.com to register today.

Buffalo Bills Foundation

The Buffalo Bills Foundation supports organizations that are committed to improving quality of life in our region. This will be achieved through philanthropic investment in our community along with supporting NFL and team charitable initiatives.



IT STARTS WITH **ONE**



FAN CODE OF CONDUCT

Buffalo Bills guests are loyal, passionate, knowledgeable, and have tremendous pride in their town and their team. Bills guests have been the heart of the Western New York community for over 50 years, and provide our players, coaches and fellow guests with the most exciting atmosphere in the National Football League!

The Buffalo Bills and our team partners are committed to providing our guests with a safe, clean, comfortable and enjoyable game day experience inside and outside New Era Field. We strive to promote responsible behavior and make the Guest Experience family friendly, memorable and positive for football fans of all ages.

Any irresponsible conduct will not be tolerated in the stadium parking lots or in New Era Field, and in some cases may result in ejection from the game, revocation of season ticket privileges and/or arrest. **Everyone deserves the right to enjoy the excitement and enthusiasm of game days. Please treat all guests with courtesy and respect.** Our staff will proactively implement the Fan Code of Conduct that includes the following behaviors not tolerated by the NFL and Bills:

- Interfering with the game (including entering the field or throwing objects onto the field).
- Attempting to bring alcoholic beverages or other prohibited items into stadium.
- Intoxication or signs of impairment. Please drink responsibly.
- Fighting, foul language or obscene gestures.
- Verbal or physical harassment of guests, including visiting team fans. Please be respectful.
- Excessive standing or behavior detracting from the enjoyment of fellow guests. Spontaneous reactions to plays within the game are expected and encouraged, but your continued standing when most other guests are sitting is not permitted.
- Violating the No Tobacco Products policy. New Era Field is a tobacco / smoke-free facility.
- Failure to follow instructions or show your ticket when asked by team or stadium personnel.
- Failure to sit in your ticketed seat location.
- Scalping, improper resale of tickets, misuse of tickets/credentials, illegal merchandise sales.
- Indecent exposure, obscene clothing, or offensive signs.
- Inappropriate displays of affection for a public setting.
- **ANY conduct deemed to be inappropriate or dangerous** to spectators, participants or Team Members.

Bills guests are among the best tailgaters in the NFL. Please take pride in your tailgate and your parking lot, and help clean up your area before entering the game. Season Ticket Members are responsible for the conduct of persons occupying their seats, and those persons that do not adhere to the Fan Code of Conduct will result in having season ticket privileges revoked without reimbursement to the account holder.

Fan Conduct Text Line – To Report An Issue:

Guests are encouraged to help lead the charge and report any Fan Code of Conduct issues by contacting a stadium team member. Please contact the Fan Conduct Text Line by:

- > **Text: BILLS <space>, followed by your location and issue to 69050**
- > **Call: (716) 312-8933**

The NFL, Buffalo Bills, and team partners value your support, enthusiasm and cooperation. Thank you for adhering to the Fan Code of Conduct. Go Bills!





*Let's
Go
Places*

This Season's Power Player Has Arrived



2018 **CAMRY**



TOYOTA Official Vehicle of the Buffalo Bills



Prototype shown with options. Production model may vary.

BUYATOYOTA.COM