





2010 BUFFALD BULS GUIDE FOR GUESTS WITH DISABILITIES

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GENERAL INFORMATION

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Buffalo Bills Administrative Offices (716) 648-1800 1 Bills Drive, Orchard Park, NY 14127 www.buffalobills.com

Bills Box Office powered by Ticketmaster & Account Service Department 1-877-BB-TICKS (228-4257)



1-888-BUF-GEAR

Fan Conduct Text Line

Text BILLS <space>,

followed by your location

and issue to 69050

Accessible Parking/Transportation

Designated accessible parking for guests with disabilities is available in Lot 2 ADA or Lot 6 ADA. Limited amounts of accessible spaces are also available in the Fieldhouse Lot and Lot 4. 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 to park in an accessible space. Spaces are available on a first-come, first-served basis.

Assisted Listening Devices

Guests may check out an Assisted Listening Device (ALD) at any Guest Service Booth with a valid driver's license.

Closed Caption Devices

Hearing impaired guests may utilize the Closed Captioning feature of the Bills Mobile app.

Easy Entry

For the safety of everyone in attendance, all guests entering New Era Field will be The Buffalo Bills and our team partners subject to a metal detection screening have an unwavering focus on the fans and process. To help speed up your entry are committed to providing our guests with time, please make sure to remove phones, a safe, clean, comfortable and enjoyable cameras, keys and glasses cases before game day experience inside and outside you get to the front of the line. You do New Era Field. **We strive to promote** NOT need to remove your loose change, responsible behavior and make the guest wallet, jacket, or belt. Guests should limit experience family friendly, memorable and the number of items that are brought with positive for football fans of all ages. them to minimize search time. The Bills encourage guests to arrive at the stadium Any irresponsible conduct will not be gates as early as possible to avoid lines tolerated in the stadium parking lots or gates open 90 minutes prior to kickoff. in New Era Field, and in some cases may Please follow all signage and direction from result in ejection from the game, revocation Buffalo Bills Guest Services and Security of season ticket privileges and/or arrest. personnel. If tickets are given to fans who Everyone deserves the right to enjoy the may not be familiar with stadium security excitement and enthusiasm of game days. policies, please inform them of this practice. Please treat all guests with courtesy and respect, including visiting team fans.

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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 Guest Services Team Member 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 with a valid ticket as well as for emergency or team personnel ONLY.

Fan Code of Conduct

Buffalo Bills fans are loval. 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 60 years, and provide our players, coaches and fellow quests with the most exciting atmosphere in the National Football League!

Our staff will proactively implement the Fan Code of Conduct that includes the following behaviors not tolerated by the NFL and Bills:

- Attempting to bring alcoholic beverages or other prohibited items into stadium.
- 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.
- Failure to follow instructions or show your ticket when asked by team or stadium personnel.
- Failure to sit in your ticketed seat location.
- Fighting, foul language or obscene gestures.
- Inappropriate displays of affection for a public setting.



- Indecent exposure, obscene clothing, or offensive signs.
- Interfering with the game (including • entering the field or throwing objects onto the field).
- Intoxication or signs of impairment. Please drink responsibly.
- Offensive language or obscene gestures concerning a person's race, ethnicity, color, gender, religion, creed, disability, age, sexual orientation, gender identity/expression or national origin; or to instigate, incite or encourage a confrontation or physical assault.
- Scalping, improper resale of tickets, misuse of tickets/credentials, illegal merchandise sales.
- Verbal or physical harassment of guests, including visiting team fans. Please be respectful.
- Violating the No Tobacco Products policy. New Era Field is a tobacco / smoke-free facility.
- ANY conduct deemed to be inappropriate or dangerous to spectators, participants or Team Members.

Bills fans 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

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. 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 or contact a nearby Guest Services or Security Team Member.

Fan Hotline Phones

Red Fan Hotline phones are located in the stadium near 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.

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 located on the outside of the Dunn Tire Club and Pepsi Club, with entrances closest to Toyota Gate 2 and PrimeSport Gate 7.

Guest Services Booths

Guests may visit the Buffalo Bills Fan Zone or the Guest Services Booth next to the Team Store on Abbott Road for any quest 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 with Disabilities - 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. Wheelchair seating is not 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 Box powered by Ticketmaster at 1-877-228-4267 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.

Guests in need of accessible seating during a game will be accommodated in the nearest platform to their ticketed location.

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



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Guests with Disabilities - Transportation 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 eight designated pick-up locations throughout stadium parking lots. For more information on game day, please call 716-312-8933 or text ADA <space>. followed by your location and request to 69050.

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 or in parking lots across Abbott Road.

Wheelchair Transportation

Guests needing special assistance with a wheelchair inside the stadium should contact the Bills Box 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 Team Member 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.

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 receive alerts and the region for which they would like to be notified when an alert is issued.

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 without a handle or strap
- Binoculars .
- Cameras with lenses shorter than si inches
- Food unopened, single serve containers carried in an approved s clear plastic bag
- iPads and tablet devices

Prohibited Items

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

- Alcoholic beverages, illegal substar
- Animals (with the exception of serv animals for guests with disabilities)
- Bags, camera bags, backpacks, any larger than 12" x 6" x 12"
- Battery operated clothing (socks, jackets, etc.)
- Beach balls, footballs, balls, inflatab devices (balloons)
- Bottles, cans, thermoses, and other beverage containers
- Cameras with lenses longer than si inches
- Clothing or material with profane language or obscene graphics
- Drones, Unmanned Aircraft Devices
- Fireworks
- Headwear or clothing that may impede the view of quests
- 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,



or six (6) size	 lighters/matches Umbrellas Video cameras, monopods and tripods Weapons (knives, box-cutters, firearms, etc.) ANY OTHER ITEM DEEMED DANGEROUS OR INAPPROPRIATE
PR FOR T ARE ARE	Ramps Ramps leading to the 100-level concourse and seating areas are located near New Era Gate 4 and Tim Hortons Gate 5 in Scoreboard Square and the M&T and 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 Business Class Club Tower.
ble	Restrooms Restrooms are located throughout each level of the stadium (see enclosed maps for locations). Porta-johns are situated in centralized locations in stadium parking lots. Stadium restrooms are accessible for guests with disabilities.
x (6)	Sensory Inclusion New Era Field is proud to be a sensory inclusive facility. Guests with sensory needs can check-out a sensory kit at any



Guest Service Booth by presenting their

driver's license. Kits typically include: Noise

Cancelling headphones, Fidget Toy(s) and a

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