



GENERAL INFORMATION

VISA

proud spons

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)

Fan Conduct Text Line

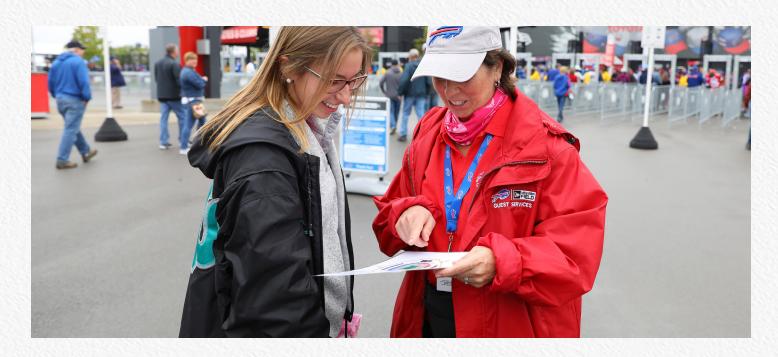
Text BILLS <space>. followed by your location and issue to 69050 or call (716) 312-8933

> **Bills Team Store** 1-888-BUF-GEAR



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.

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.



MISSION STATEMENT

GUEST BEHAVIOR

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.

Alcohol Free Sections

Sections 224, 225, 226 and 227 of the stadium are designated as Alcohol Free. 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 eiection.

Alcohol Policy

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

Alcohol Sales End

All alcohol sales and service will be discontinued at the end of the 3rd quarter, except in the clubs and suites, where service will continue until after the end of the game.

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.

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, Delaware North, 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.

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.

Assisted Listening Devices

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

ATMs

M&T Bank ATMs are located at M&T Bank Gate 6, **M&T**Bank against the stadium wall between the Dunn Tire Club and the Toyota 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.

Automotive Assistance

Guests requiring automobile assistance may contact AAA by calling Buffalo Bills Event Command at (716) 312-8742. AAA drivers will be on site approximately 2 hours prior to kickoff until 1 hour after the game concludes.

Baby Changing Stations

Baby changing tables are located in most Men's and Women's restrooms in 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.

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, held over the field level ring wall or over the tunnel wall near the 30-second clock.

The Buffalo Bills reserve the right to remove any banner or sign.

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.

Bus and Limo Parking

The Buffalo Bills are proud to promote a safe and fun

TAILGATING REDEFINED

tailgating atmosphere for Bus & Limo passengers in Tailgate Village powered by Tailgate Guys within the Bus & Limo Lot. The Tailgate Village is the exclusive area for fans to responsibly tailgate in the Bus & Limo Lot prior to Bills home games. There is no tailgating or loitering permitted next to or around parked buses or limo buses.

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Parking permits and tailgate packages must be purchased in advance of Bills home games through Tailgate Guys by visiting tailgateguys. com/home/bills, calling 716-982-8119 or emailing bills@tailgateguys. com. Packages range in size and cost, accommodating groups of over 12 and all the way up to groups of 60 fans or more. With options to bring your own food and beverage or purchase on-site catering, as well as a-la-carte tailgating options, the Tailgate Village powered by Tailgate Guys aims to enhance the Fan Experience while also

addressing fan safety. Buses or limos that show up on game day without a parking permit, will not be permitted entry.

Tailgating in the Bus & Limo Lot is only permitted for limousines with a capacity of 11 persons or fewer OR within Tailgate Village.

Bus Service

Private Transportation First Student Charter Bus Rental

First 🌈 Student 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.

Rally is the Official Fan Shuttle of the Buffalo Bills and offers affordable, luxury bus rideshare to New Era Field from 35+ locations including Buffalo, Burlington, Hamilton, Henrietta, Mississauga, Niagara Falls, Rochester, St. Catharines, Toronto and more. Rally has partnered with the Bills to bring fans to the

game in comfort: Plenty of storage space for coolers and all other tailgating

- supplies
- Plush seats, video screens, and a bathroom on board Designated driver to get you to and from New Era Field safely
- Use promo code **RALLY** for \$5 off your ride at

http://rally.co/buffalo-bills or (855) RALLY-BUS.

Camera Policy

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

Camper Lot

Camper Lot Parking MUST be purchased in advance by contacting the Bills Ticket Office and is subject to availability.

- Vehicles must 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.
- No campers or other vehicles will be permitted in any other Vehicles that arrive during closed hours will not be admitted.
- No additional vehicles are allowed in the Camper Lot.
- Additional cars may 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, scooters, drones, or bikes are allowed in the Camper Lot.
 - All pets must be leashed and properly cared for.
 - Please adhere to the Town of Orchard Park noise ordinance.

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

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.





Closed Caption Devices

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

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, La Nova pizza, Duff's chicken wings and Original Pizza Logs. Visit www.buffalobills.com/stadium/ for more information.

Credit Card Policy

Visa, MasterCard, American Express, and Discover are accepted at Bills Merchandise locations, all permanent concession stands, Suites, and Clubs (Toyota, Pepsi, Dunn Tire, M&T



and Business Class Cable Clubs). Visa is the Official Payment System/ Card of the Buffalo Bills.

Delaware North 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.

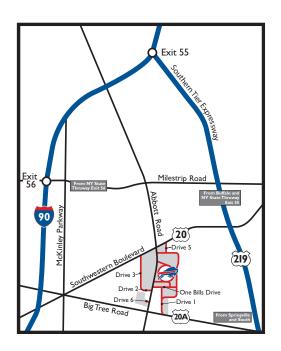
Designated Drivers of Buffalo

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.

Directions to New Era Field Please visit www.buffalobills.com/stadium/ for directions to New Era Field via Google Maps.





Pizza

Drone Policy

Unmanned aircraft devices (drones) are not permitted at any time. Guests flying drones are subject to ejection and arrest.

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, keys and glasses cases before you get to the front of the line. You do NOT need to remove your 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 tickets are given to fans who may not be familiar with stadium security policies, please inform them of this practice.

Ejection Policy

Guests who appear to be intoxicated and/or unmanageable or are in violation of the Fan Code of Conduct 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.

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 Bills Box Office powered by Ticketmaster). Stadium ejections are a police matter; do not visit the Box Office to discuss the ejection. Failure to leave the premises may result in further prosecution.
- Any guest that is ejected from New Era Field will be required to take a mandatory NFL FAN CODE OF CONDUCT class online for A letter will be sent to those ejected with complete details on taking the class. Any fan who is ejected, does not take the class, but attempts to re-enter New Era Field or any other NFL stadium 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.

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.

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 ribbon boards. All guests are asked to please remember the following:

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

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 EXPERIENCE INFORMATION

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 Billevard will be open 4 hours prior to kickoff until the beginning of the game. (insert Billevard photo)



The **BILLievers**

Looking for live music? We've got you covered! Check out "The Billievers" on the Labatt Blue Stage approximately one and a half hours prior to kickoff until approximately 10 minutes prior to kickoff. The BILLievers stage is located in Scoreboard Square directly behind the Team Store between New Era Gate 4 and Tim Hortons Game 5.



Billy Buffalo

Ily celebrates his 19th 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! Visit https://www. buffalobills.com/fans/billy-buffalo

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!

Miller Lite Brew Pub

Inside New Era Field beginning at 11:30 AM between sections 121-123 - live television coverage, sports bar and other available food and beverage items available in a fun, open-air environment. For colder weather games, enjoy the radiant heat that helps keep fans warm.

My First Game 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 certificate from Billy Buffalo commemorating their first game. (Insert my first game certificate)

Safe Ride Home Program

As part of Bud Light's Good Sport Program, guests who are 21 years of age or older, and either pledge to not drink alcoholic beverages at a Bills game or to drink responsibly and take alternative transportation home should visit a Guest Service Booth to register. Participants register by providing proof of age and completing a registration form. By registering, you are eligible to win various prizes.

Scoreboard Square

Live music and Happy Hour Food & Beverage discounts - Inside New Era Field beginning at 11:30 AM in the West Endzone outside concourse under the Scoreboard – live music by the "Billievers," and shopping for official Bills gear in the Bills Store on Abbott Road between gates 4 & 5.

Stickers

Guests who are interested in honoring a member of the military or celebrating a birthday, engagement, or anniversary at New Era Field can stop by any Guest Service Booth and receive a sticker for each particular cause or celebration. (insert sticker images)

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.

Family Restrooms

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

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.

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.

Gates

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 PrimeSport Gate 7. Guests who appear to be intoxicated and/or unmanageable will not be permitted into the stadium

Gates open 90 minutes prior to 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. Guests arriving to the gates closer to kickoff risk missing portions of the game. If you are using mobile ticketing, make sure to add your ticket(s) to your wallet on an Apple device or Google Pay on an Android device before getting the gates. Visit buffalobills. com/mobileticketing for more information on secure digital ticketing.

Each guest entering New Era Field should be ready to display their ticket 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

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 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 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.

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.

Lost Children & Missing Persons (Bills Buddy Program)

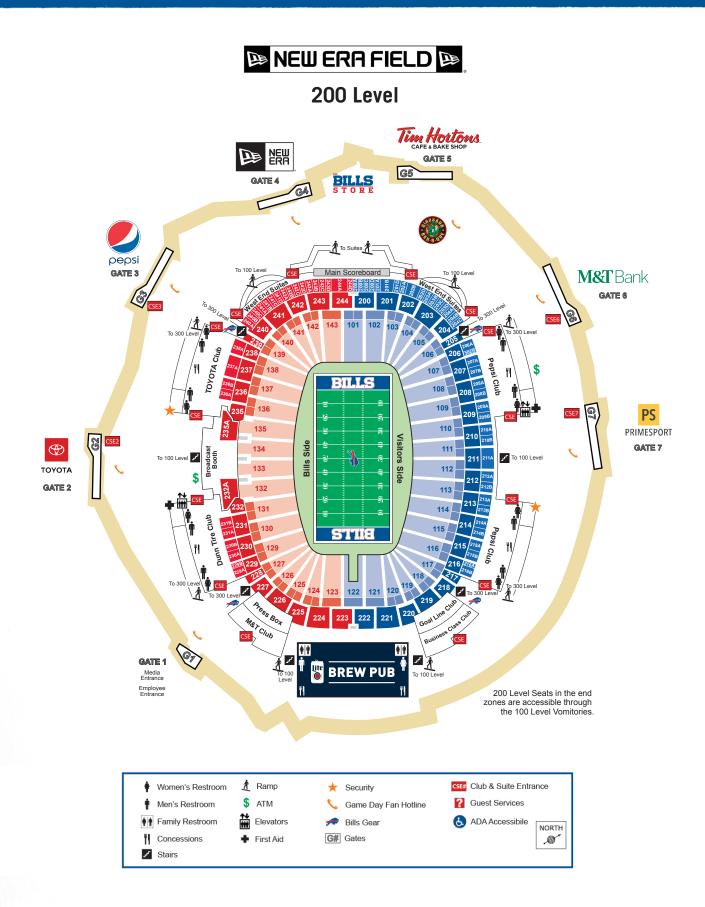
Parents or guardians bringing children or individuals to the stadium can register for the Bills Buddy Program. Parties are encouraged to register at any Guest Service Booth or in the Buffalo Bills Fan Zone on game days. In the event that parties become separated, identifying wristbands and information 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.

Lost and Found

Guests may inquire about lost items at any Guest Service Booth. During normal business hours, contact the Bills Box Office powered by Ticketmaster by visiting https://www.bufbills.com/lost-and-found 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.

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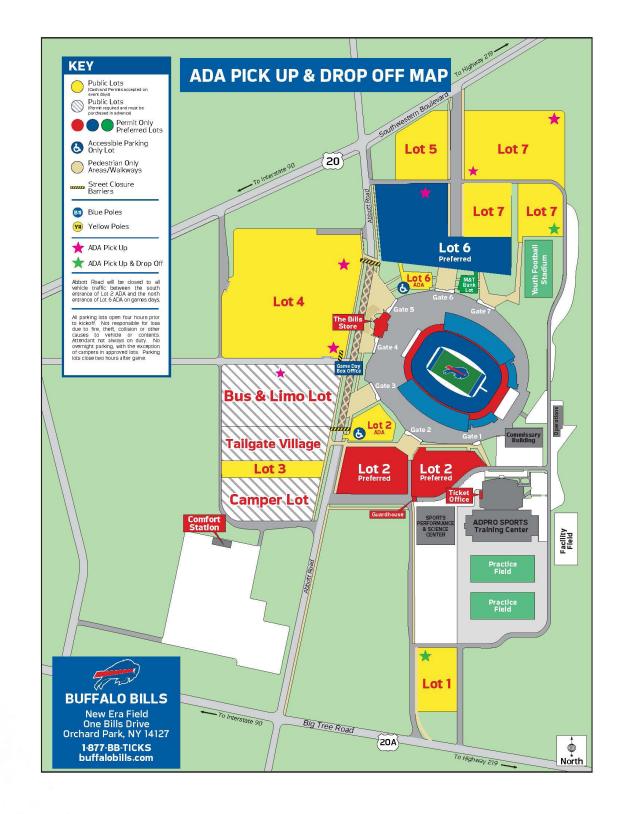




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BAND TOGETHER PRESS PLAY

Merchandise BILLS STORE 🕦 NEW ERA FIELD 🚇

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, New Era caps, gift items, and exclusive NFL merchandise.

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

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 Pepsi Gate 3 Fan Wagon - Inside PrimeSport Gate 7 Fan Wagon - Abbott Road Club Gate at M&T Bank Gate 6 - Outside of the Pepsi Club Outside of the Pepsi Club In between the Pepsi Clubs Pepsi Gate 3 - Outside of Toyota 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 25% OFF Bills Store purchases at New Era Field or through the Bills Store online when spending \$50 or more. Some exclusions apply.

Mobile App - Buffalo Bills & My One Buffalo

Make your smartphone a unique part of your Game-Day experience for Bills games. Want to catch breaking news of the team? See realtime statistics for every drive? Watch video-on-demand clips of press conferences and player interviews? Follow post-game blogs and pregame previews of the matchups?

Now, you can stay in touch with the Bills anytime, anywhere, on your smartphone.

In addition, check out Bills Experience within the Buffalo Bills or My One Buffalo app. With Bills Experience, our fans gain access to oncein-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)

Noisemakers

National Football League 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.

NY-Alert

Paging

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.

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 Box Office at 1-877-BB-TICKS.

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.

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, Sheriff, 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**



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<space>, followed by your location and issue to

69050 or by 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
- 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 Bills fans and/or 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, Private 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. Code of Conduct violators are subject to ejection, arrest and 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 - except for the Bus & Limo Parking Lot which closes one (1) hour 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.

Season Parking Permit Rates

Lots:

- 1,3,4,5,7 (Public) \$200 Lot 2 ADA, Lot 6 ADA (Accessible parking) - \$200
- Camper \$700
- Bus & Limo (See Bus & Limo Parking Lot)
- *Note that prices listed are for single spaces.

Individual Game Parking Permit Rates

- Can be purchased on game day
- 1,3,4,5,7 (Public) \$30
- Lot 2 ADA, Lot 6 ADA (Accessible parking) \$30

Must be purchased in advance

- Camper \$100
- Lot 2 Preferred, Lot 6 Preferred (Club & Suites) \$250
- Non-tailgating Bus or Limo Bus \$100
- Tailgating Bus or Limo Bus \$300 (12 and up to 20 passengers) Tailgating Bus or Limo Bus \$300 (12 and up to 20 passengers) Tailgating Bus or Limo Bus \$600 (up to 40 passengers)
- Tailgating Bus or Limo Bus \$900 (up to 60 passengers)

Please note: Tailgating Limousines must have a vehicle capacity of 11 passengers or fewer. Passengers in vehicles with a capacity of 12 or greater will not be permitted to tailgate or loiter at or near their vehicle and may only tailgate within the Tailgate Village powered by Tailgate Guys. See Bus & Limo Lot for more information.

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 $(4.5" \times 6.5")$, 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 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"
- Battery operated clothing (socks, jackets, etc.) Beach balls, footballs, balls, inflatable devices (balloons
- Bottles, cans, thermoses, and other beverage container
- Cameras with lenses longer than six (6) inches
- Clothing or material with profane language or obscene Drones, Unmanned Aircraft Devices
 - Fireworks
- Headwear or clothing that may impede the view of gu
- Laptop computers, radios
- Laser pointer devices, noisemakers Promotional materials not approved by the Bills Seat cushions larger than 15" x 15" or that contain arms
- zippers, pockets, flaps or metal backs
- Selfie sticks, sticks or poles
- Strollers
- Tobacco products including cigarettes/electronic ciga chewing tobacco, lighters/matches
- Umbrellas
- Video cameras, monopods and tripods
- Weapons (knives, box-cutters, firearms, etc.)
- ANY OTHER ITEM DEEMED DANGEROUS OR INAPPR

Radios

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 see a Guest Services Team Member for assistance.

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 receive a wristband prior to exiting the

club. Guests without a wristband and valid ticket will not be re-

The Buffalo Bills encourage you to help us protect the environment by properly disposing of all

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

recyclable materials in the recycling containers and

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

Ramps Ramps leading to the 100-level concourse and seating areas

admitted.

Recycling

end of the game.

Class Club Tower.

Re-Entry Policy

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

Road Closures

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 enough driving time, taking into consideration traffic and construction along major roadwavs.

Tune to WGR 550 for updated traffic information on game days.

If you see something, say something

Security

•	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	Suspicious activity, disruptive guests, and guest related problems should be reported to a Guest Service Team Member, 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.</space>
•	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	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.
• • • •	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	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.
Radios Pocket-sized radios are allowed in the stadium. These items must be used with an earpiece. Please be considerate of neighboring guests when using these devices.		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.
R IC S R IC	Ramps Ramps leading to the 100-level concourse and seating areas are bocated 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 bocated near Gate 1, Pepsi Gate 3, M&T Bank Gate 6 and the Business class Club Toword	 Additional Information: All belongings are subject to search. We will conduct NFL mandated walkthrough metal detectors and/or wanding of guests. Intoxicated and/or 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!

Sensory Inclusion

LUE TEC

them at the end of their tailgate for Bills staff to pick up before the

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 KultureCity VIP Identification Card.

Smoking / Tobacco

New Era Field is proud to be a smoke-free and tobacco-free facility. For the health, safety, and comfort of all Bills guests and New Era Field Team Members, smoking (including electronic

1-866-NY-QUITS

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.

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. Unauthorized commercial activity is strictly prohibited.

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 PrimeSport 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 Business Class Club Tower

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.

Tailgating

Tailgating is permitted in most stadium parking lots. There is no tailgating permitted in the Administrative Lot, Team Member Lot, Training Center Lot, Tunnel Lot, and Youth Stadium Lot. Tailgating in the Bus & Limo Lot is only permitted for limousines with a capacity of 11 persons or fewer OR within Tailgate Village. Fans nterested in taking a Bus or Limo to the game, tailgate packages, or more information regarding Tailgate Village powered by Tailgate Guys, please contact Tailgate Guys at 716-982-8119 or emailing bills@ tailgateguys.com

Stadium lots open four (4) hours before the game and close approximately two (2) hours following a game - with the exception of the Bus & Limo Lot which closes one (1) hour after 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 please follow these guidelines:

- Fans must have a valid game ticket to be on premise in the Bills parking lots.
- No saving of parking spaces is allowed.
- Please tailgate in front or behind the vehicle only.
- Please be considerate of other vehicles and property.
- Please dispose of all trash in proper receptacles
- Please use plastic cups or aluminum cans and no glass bottles



- are permitted.
- Please extinguish all flames and grills before entry or departure from the game.
- (No open burning in garbage cans or on the ground) Please do not block or impede other vehicles from exiting after a
- dame. No tailgating is permitted after kickoff throughout the game in any of the parking lots or the Tailgate Village.

Ticketing & Will Call

Single game tickets are available online at www. buffalobills.com, by phone at 1-877-BB-TICKS (228-4257) and at the Bills Box Office powered by Ticketmaster at New Era Field.



One Bills Drive • Orchard Park, NY 14127 • 1-877-BB-TICKS (228-4257) Bills Box Office Powered by Ticketmaster is located next to the ADPRO Sports Training Center.

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 - located adjacent to Pepsi Gate 3 and New Èra Gate 4 on game days

Secure Digital Ticketing - In addition to your Season Ticket cards, your Second Digital Indeeting – In addition to your season model cards, your Season Tickets are fully digital and accessible on your mobile device through the Buffalo Bills or My One Buffalo app. You can view, transfer or sell your tickets right from your smartphone. Secure digital tickets are the safest and most convenient way to manage your tickets. You can no longer screenshot your tickets or print PDF paper tickets as they will not be valid for entry.

We recommend downloading your ticket(s) to your Apple wallet or Google Pay. This will allow for a seamless entry into the venue if there is limited cell phone service. Visit buffalobills.com/mobileticketing for more information on how to view, transfer and sell your tickets.

Children - All children two years of age and older must have a ticket. 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.

Lost, Destroyed or Stolen Tickets - Save time, money and avoid waiting in line by accessing lost or destroyed tickets via a mobile device. Simply log in to your Account Manager via the Buffalo Bills or My One Buffalo application on your phone to view or transfer or My One Burlaio application on your phone to view or transfer your tickets. For more information on mobile ticketing please go to buffalobills.com/mobileticketing. The account holder of record can also come to the ticket office during normal business hours to request a ticket reprint for a \$5 per seat, per game fee. If your tickets were stolen please contact your local police department to report the theft and obtain a copy of the police report. The replacement ticket fee is waived for stolen tickets with a police report on file with the ticket office.

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 fraudulent sales of counterfeit 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 TicketExchange by Ticketmaster. NFL TicketExchange is where real fans go to buy and sell guaranteed Ticketmaster tickets, no scammers allowed. Check it out now at www.NFL.com/TicketExchange. Ticket holders found selling fraudulent tickets will have their ticket privileges revoked.

Will Call - The Will Call window at New Era Field is located at the Bills Box Office Powered by Ticketmaster adjacent to Gate 3 on Abbott Road. Guests may pick up their pre-paid tickets at Will Call on game day. Will Call opens four (4) hours prior to kickoff. Proper photo identification is required. Tickets will only be released to the account holder of record. There is NO third-party Will Call.

Uber / Rideshare Uber is the official rideshare partner of the Buffalo

Bills, allowing fans to request a ride from Uber's designated pick-up & drop-off zone at New Era Field. The Uber Zone is located at the western end of the ECC South campus. From between

Pepsi Gate 3 and New Era Gate 4, proceed west along Community Drive toward ECC. Visit https://www.buffalobills.com/stadium/uber for a map and more information.



Wait for the Whistle Policy

To ensure the enjoyment of the game action for all 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.

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 Wifi

Fan Code of Conduct

Buffalo Bills fans 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 60 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 have an unwavering focus on the fans and 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, including visiting team fans. 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. <u>Season Ticket Members</u> 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 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, so all fans can enjoy the game!





