NEW ERA FIELD ENTRY

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 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
• Radios – Pocket sized radios are permitted. These items must be used with an earpiece. Please be considerate of neighboring guests while using them.

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.

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 wanding 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.

TRANSPORTATION AND PARKING

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 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.

Please see the ADA Pick Up and Drop Off Map in this booklet.
Special Needs 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.**

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.

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

**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 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.

**Seating**
Wheelchair platforms are located around the 100-level, at the top of the 300-level and in some 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-BBTICKS 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 ramps to the 100-level are located in the east end zone under the M&T Club, Business Class Club Tower or the west end zone under the video board.
Access to the 300-level ADA seats is via the elevators in the Dunn Tire Club and the Pepsi Club.
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 SAFETY AND SECURITY

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

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.

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!

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 located on the outside of the Dunn Tire Club and Pepsi Club, with entrances closest to Toyota Gate 2 and PrimeSport 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](http://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.

**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**

**Closed Caption Devices**

Hearing impaired guests may utilize the Closed Captioning feature of the Bills Mobile app. To access this feature, tap the “More+” heading, scroll down until you see the “Fan Zone” heading and 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.
Guest Service Booths
Guests may visit the Ticket Office or inside the ADPRO Sports Training Center during the Bills Game Day Experience, for any guest service needs prior to entering the stadium.

Guest Service Booths inside the stadium are located on the 100-level by 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 Bills Game” sticker or certificate or an “It’s My Birthday”, I’m Celebrating”, “Proud to Serve”, or “Military Appreciation” sticker.

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.

Sensory Inclusion
New Era Field is proud to be a sensory inclusive facility. Guests with sensory needs can check-out a sensory kit for New Era field events at any Guest Service Booth by presenting their drivers license. Kits typically include: Noise Cancelling headphones, Fidget Toy(s) and a KultureCity VIP Identification Card.

* If you need any ADA assistance while at New Era Field, please text “ADA” <space>, followed by your location and issue to 69050.
200 Level Seats in the end zones are accessible through the 100 Level Vomitories.
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ADA PICK UP AND DROP OFF MAP

**KEY**
- Public Lots: Cash and Season Ticket Member Parking accepted on event days
- Preferred Lots: Cash and permit accepted
- Permit Only Preferred Lots: Cash only accepted
- Accessible Parking Only Lot
- Pedestrian Only Areas/Walkways
- Street Closure Barriers

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.

All parking lots open four hours prior to kickoff. Not responsible for loss due to fire, theft, collision or other causes to vehicle or contents. Attendant not always on duty. No overnight parking, with the exception of campers in approved lots. Parking lots close two hours after game.

BUFFALO BILLS
New Era Field
One Bills Drive
Orchard Park, NY 14127
1-877-BB-TICKS
buffalobills.com