

# **X GAMES 16 GUEST INFORMATION**

## **WHAT TO KNOW BEFORE YOU GO**

### **July 29 – August 1, 2010**

#### **OVERALL X GAMES VENUE INFORMATION**

- All X Games 16 events will take place entirely downtown between STAPLES Center, Nokia Theatre L.A. LIVE, L.A. LIVE Event Deck and the Los Angeles Memorial Coliseum.
- All bags and persons entering the X Games venues are subject to be searched. All bags larger than 14" square, i.e. backpacks, suitcases, beach bags, etc. will be prohibited from entry into any X Games venue.
- For the safety and comfort of all guests, the following items are not allowed at the X Games: large bags, weapons, alcohol, coolers, pets (unless it is a working animal, i.e. guide dog); folding chairs, large umbrellas, laser-lights, noisemakers, i.e. air-horns; glass bottles, aluminum cans or beverages in unsealed containers of any kind.
- Guests may not bring any food or beverages into the venue. Exceptions are factory sealed plastic bottled water, one liter or smaller. Food or beverages deemed necessary due to a special dietary need, religious requirement or medical condition may be approved in advance by the Guest Services Department.
- Guests must dispose of the unauthorized items prior to entrance into the complex or return items to their vehicles. Guest Services will not check-in any food or beverage items.
- The X Fest at L.A. LIVE and the Sponsor Activation and Pits Area at the Los Angeles Memorial Coliseum will be closed when capacity is reached.
- Large posters and banners must be inspected by security before being allowed in the venue. X Games reserves the right to refuse admission of signage. Sticks or poles to hold flags/banners are not permitted.
- Skateboards and inline skates are not allowed on the venue. Please use the skatecheck service near the X Fest exit located at the North West Corner of Nokia Plaza. Skatecheck for the Los Angeles Memorial Coliseum will be located at Gate 4 on the south side of the stadium.. No skateboards, in-line skates, bikes, scooters or other sports equipment will be allowed inside any of the X Games venues.
- Bike parking for L.A. LIVE will be located at Lot 8, on the North East Corner of Figueroa Street and Chick Hearn Court/11<sup>th</sup> Street. Bike parking for the Los Angeles Memorial Coliseum will be located on the North side of the Coliseum. Bikes will be left at the risk of the spectator.
- Stroller parking is available at Nokia Theatre L.A. LIVE near the skateboard check at the X Fest exit as well as on Georgia Street across from the L.A. LIVE Event Deck. Strollers are not allowed in the seating sections inside of STAPLES Center however strollers may be checked into their Guest Link Center, located across from aisle M12 on the main concourse. Stroller parking for the Los Angeles Memorial Coliseum is located adjacent to the skateboard check. Please take all personal items and belongings out of your stroller when leaving it unattended at Stroller parking. Strollers will be left at the risk of the spectator.
- Guests must wear shirt and shoes. No bare feet allowed.
- The ESPN X Games is a Non-Smoking event. Smoking is allowed in designated areas only.
- Tailgating is not permitted in the parking lots.
- X Games is not responsible for lost, stolen or damaged goods. This includes checked items as well as strollers.
- X Games reserves the right to refuse admission to anyone at any time.
- Guest Services booths are the designated meeting place if persons in your party are separated from your family or group.
- ATM's at the Los Angeles Memorial Coliseum are located at Gates 8, 14 and 25.
- No commercial photography is allowed without a credential. Camcorders or any other audio/visual equipment is prohibited unless authorized by team/promoter or performer. Specifically the following equipment is not permitted: Lenses greater than three and one half inches in length, telephoto or zoom lenses of any kind, interchangeable lenses of any kind, monopods or tripods or flash equipment of any kind.
- All existing facility policies may be enforced in addition to X Games venue policies.

Continued

## **OVERALL VENUE SERVICES**

Guest Services is the designated area for all event information and event services. The X Games Guest Services booth at L.A. LIVE is located in the Nokia Plaza, adjacent to the ESPN Zone and is accessible from inside and outside the venue. Inside STAPLES Center, Guest Services is located on the Main Concourse across from aisle M12 and Upper Concourse across from aisle U6. Inside Nokia Theatre L.A. LIVE Guest Services is located in the Nokia Lounge Lobby. Guest Services at the Los Angeles Memorial Coliseum are located inside the stadium at Gate 23 and Gate 4, as well as on the exterior of the stadium on the South East side off of South Coliseum Drive, near the entrance to the to the Sponsor Activation and Pits Area. If you purchase a special ticketing package please refer to your voucher for specific pick up locations.

### **Guest Services and Skatecheck Hours:**

#### **L.A. LIVE**

Thursday, July 29	9:00 AM – 5:00 PM
Friday, July 30	9:00 AM – 9:00 PM
Saturday, July 31	9:00 AM – 5:00 PM
Sunday, Aug. 1	9:00 AM – 8:00 PM

#### **The Los Angeles Memorial Coliseum**

Thursday, July 29	1:00 – 8:00 PM
Saturday, July 31	12:00 – 9:00 PM

## **L.A. LIVE VENUE INFORMATION**

X Games 16 will take place July 29 – August 1, 2010 at L.A. LIVE. The address is 1111 South Figueroa Street, Los Angeles, CA 90015. [www.lalive.com](http://www.lalive.com)

### **General Ticketing Information**

X Games competition events require tickets for entry. Competition event tickets range from \$9 - \$40 (service charges may apply). Exit and Re-Entry is allowed at L.A. LIVE for X Games events. This will be allowed at designated exit/re-entry doors of each facility only. If re-entry is required, guests must leave each X Games event with either a stamp or have your ticket scanned. Because re-entry is allowed, each individual patron must possess their respective ticket at all times! Tickets are not required for entry into X FEST (sponsor village). Tickets for all events are available for purchase within X Fest at the STAPLES Center Box Office based on availability. To ensure guests have a reserved seat for their favorite events, ESPN highly encourages fans to purchase tickets online and have tickets in hand when arriving onsite to avoid long lines at Will Call.

### **Ticket Sales**

Advanced tickets can be purchased from all Ticketmaster outlets [www.ticketmaster.com/xgames](http://www.ticketmaster.com/xgames), the STAPLES Center Box Office and at the Los Angeles Coliseum Box Office located at the Los Angeles Memorial Sports Arena just off of South Coliseum Drive. Tickets will be available on the days of the event based on availability and can be purchased at the STAPLES Center Box Office in X Fest, the Nokia Theatre L.A. LIVE Box Office as well as the Box Offices at the Los Angeles Coliseum.

### **Each facility will sell following event tickets :**

#### **STAPLES Center Box Office:**

STAPLES, Nokia Theatre, L.A. LIVE Event Deck and Los Angeles Memorial Coliseum events

#### **Nokia Theatre L.A. LIVE:**

STAPLES, Nokia Theatre L.A. LIVE Event Deck and Los Angeles Memorial Coliseum events

#### **Los Angeles Memorial Coliseum:**

Los Coliseum Memorial Coliseum and STAPLES Center events

### **The Box Office Hours are as follows:**

#### **STAPLES CENTER:**

##### **Advanced ticket sales:**

Monday – Friday, 9AM – 6PM

##### **Event ticket sales hours:**

Thursday: 8AM – 6PM

Friday: 8AM – 7PM

Saturday: 8AM – 6PM

Sunday: 8AM – 7PM

**Nokia Theatre L.A. LIVE:**

There will be NO advanced tickets sold here, only at STAPLES Center

**Event ticket sales hours:**

Thursday: CLOSED

Friday: 8AM – 8PM

Saturday: CLOSED

Sunday: CLOSED

**Los Angeles Coliseum:****Advanced ticket sales:**

Monday – Friday, 10AM – 6PM at the Los Angeles Memorial Sports Arena

**Event ticket sale hours:**

Thursday: 10AM – 7PM at Box Office gates 4, 19 and 28

10AM – 6PM at the Los Angeles Memorial Sports Arena

Friday: 10AM - 6PM at the Los Angeles Memorial Sports Arena

Saturday: 10AM – 8PM at Box Office gates 4, 19 and 28

10AM – 6PM at the Los Angeles Memorial Sports Arena

Sunday: CLOSED

There will be an area designated to Ticketmaster Will Call at all venues

**X FEST**

Free and open to the public, X FEST is the ultimate action sports festival featuring the ESPN X Games National Sponsor booths, industry booths, three interactive parks, athlete appearances, Radio X Stage, demos and more will be located along Chick Hearn Court and the surrounding area of the STAPLES Center and Nokia Theatre L.A. LIVE. X Fest is the spot to be to grab free swag and awesome giveaways, plus participate in fun activities like the rock climbing wall and airbrush face painting. The X Factory located in front of STAPLES Center is the preferred place to shop for skate, surf, BMX and Moto gear with local art and DJs, autograph signings and more. Additional Merchandise booths are located in and around X FEST.

**The X Fest venue will be open during the following times:**

Thursday, July 29 9:00 AM – 5:00 PM

Friday, July 30 9:00 AM – 7:00 PM

Saturday, July 31 9:00 AM – 5:00 PM

Sunday, Aug. 1 9:00 AM – 7:00 PM

Please visit [www.xgames.com](http://www.xgames.com) for the full competition schedule. Please note that not all practices are open to the public.

**STAPLES CENTER**

The X Games STAPLES Center venue consists of the following events: Moto X Step Up, Moto X Best Trick, Moto X Best Whip and Moto X Speed and Style. STAPLES Center doors will open at 4 PM on Friday July 30 and at 5 PM on Sunday August 1.

**Nokia Theatre L.A. LIVE**

The X Games Nokia Theatre L.A. LIVE venue consists of the following events: Skateboard Vert Am's, Skateboard Vert Women, BMX Freestyle Vert, Skateboard Vert, and Skateboard Vert Best Trick. Nokia Theatre L.A. LIVE doors will open at 1 PM on Friday.

**L.A. LIVE EVENT DECK**

The X Games Event Deck venue consists of the following events: BMX Freestyle Park, Skateboard Street Men's and Women's, Skateboard Game of SK8, Skateboard Park Men's, Women's Jam and Legends and BMX Freestyle Street.

**The L.A. LIVE Event Deck will be open during the following times:**

Thursday, July 29 9:00AM – 3:30PM

Friday, July 30 9:00AM – 3:30PM

Saturday, July 31 9:00AM – 4:30PM

Sunday, August 1 9:00AM – 7:00PM

### **Where To Stay**

Please visit [www.xgames.com](http://www.xgames.com) or [www.discoverlosangeles.com/xgames](http://www.discoverlosangeles.com/xgames) to view hotels that are offering preferred rates for those guests attending the X Games.

### **Driving Directions**

There are various freeways and exits to get to L.A. LIVE. Please visit [www.lalive.com](http://www.lalive.com) or [www.xgames.com](http://www.xgames.com) for detailed driving directions to the venue. Information on public transportation is available at [www.metro.net](http://www.metro.net).

### **Paid Parking**

L.A. LIVE will have various pay lots around the venue on Figueroa Street that will range from \$20 - \$25. To reference parking locations please visit: <http://www.lalive.com/parkingguide>  
Please visit [www.xgames.com](http://www.xgames.com) for X Games specific parking.

### **ADA Parking:**

ADA Parking will be readily available in all surrounding parking lots, however the most accessible garage to the event is located in Lot W at Gate B, enter off of Chick Hearn Court Between Georgia Street and Cherry Street. Please visit: <http://www.lalive.com/parkingguide>

### **Transportation**

There will be complimentary shuttle service between L.A. LIVE and the Los Angeles Memorial Coliseum on Thursday, July 29th and Saturday, July 31st from 4:00 PM to 1000 PM The shuttle stop for L.A. LIVE is located at the corner of Figueroa and 12<sup>th</sup> Street at the Gilbert Lindsay Plaza. This is outside the X Games venue just in front of the LA Convention Center. The shuttle stop at the Los Angeles Coliseum is at 39<sup>th</sup> and Grand.

### **Public Transportation:**

There are several available options when taking public transportation to LA Live Please visit [www.metro.net](http://www.metro.net) to find available bus routes and rail lines. If you have questions about available services, please call 1-800-COMMUTE (1-800-266-6883).

### **LOS ANGELES MEMORIAL COLISEUM VENUE INFORMATION**

Events at the Los Angeles Memorial Coliseum will only take place on Thursday, July 29<sup>th</sup> and Saturday, July 31<sup>st</sup>  
The address is 3911 South Figueroa Street, Los Angeles, CA 90037. [www.lacoliseumlive.com](http://www.lacoliseumlive.com)  
Spectator entrances into the stadium are located at Gates 4, 16, 19, 23 and 28.

### **General Ticketing Information**

X Games competition events at the Los Angeles Memorial Coliseum require a ticket for entry. Event tickets will cost \$16 with admission into the stadium starting at 3 PM (service charges may apply). Re-entry is not allowed. Los Angeles Coliseum events consist of the following: Moto X Freestyle, Super X Men's, Women's and Adaptive, Skateboard Big Air, Rally Car Racing, SuperRally, BMX Freestyle Big Air, and Skateboard Big Air Rail Jam.

### **Los Angeles Memorial Coliseum Hours**

The venue hours are the times the stadium gates open to the public

Thursday, July 29 Stadium Gates open at 3:00 PM

Saturday, July 31 Stadium Gates open at 3:00 PM

\*Please see the competition schedule on [www.xgames.com](http://www.xgames.com) for details on practice and final times

### **Sponsor Activation and Pits Area**

Sponsor Activation and Pits Area is free and open to the public featuring ESPN X Games partner and Guest Services Booths. Skateboard and stroller check can also be found here. Spectators will have access to the Moto and Rally Pits during select times. This area is located on the South East exterior of the Los Angeles Coliseum on South Coliseum Drive. From inside the stadium you can access this area by exiting Gate 1.

### **The Sponsor Activation and Pits Area will be open during the following times:**

Thursday, July 29 1:00 – 6:00 PM

Saturday, July 31 12:00 – 6:00 PM

### **Where to Stay**

Please visit [www.xgames.com](http://www.xgames.com) or [www.discoverlosangeles.com/xgames](http://www.discoverlosangeles.com/xgames) to view hotels that are offering preferred rates for those guests attending the X Games.

### **Driving Directions**

There are various freeways and exits to get to the Los Angeles Memorial Coliseum. Please see [www.xgames.com](http://www.xgames.com) for detailed driving directions to the arena. Information on public transportation is also available at [www.metro.net](http://www.metro.net).

### **Parking at Los Angeles Memorial Coliseum**

It is anticipated that the parking lots at Los Angeles Memorial Coliseum will become full during the events on Thursday, July 29th and Saturday, July 31st. Please plan to arrive at least 90 minutes prior to the start of the competition. Parking is available in all surrounding lots outside the Coliseum as well as at the USC Campus. To reference parking locations please visit:

[http://www.lacoliseumlive.com/joomla/index.php?option=com\\_content&view=article&id=55&Itemid=76](http://www.lacoliseumlive.com/joomla/index.php?option=com_content&view=article&id=55&Itemid=76)

Please visit [www.xgames.com](http://www.xgames.com) for X Games specific parking information.

### **ADA Parking**

ADA Parking will be available in all event parking lots.

### **Transportation**

There will be complimentary shuttle service between L.A. LIVE and the Los Angeles Memorial Coliseum Thursday, July 29th and Saturday, July 31st from 4 PM to 10 PM. The shuttle stop for L.A. LIVE is located at the corner of Figueroa and 12<sup>th</sup> Street at the Gilbert Lindsay Plaza. This is outside the X Games venue just in front of the LA Convention Center. The shuttle stop at the Los Angeles Coliseum is at 39<sup>th</sup> Street and Grand under the 110 freeway.

### **Public Transportation**

There are several available options when taking public transportation to Los Angeles Memorial Coliseum. Please visit [www.metro.net](http://www.metro.net) to find available bus routes and rail lines.

### **Drop Off/Pick Up Location**

Guests may be dropped off and picked up at 39<sup>th</sup> and Grand underneath the 110 freeway. Taxis may be picked up at Figueroa and Exposition Blvd near the Chevron gas station.

### **Los Angeles Metro**

Metro rail and bus services are provided by the Los Angeles Metropolitan Transportation Authority. If you have questions about available services, please visit [www.metro.net](http://www.metro.net) or call 1-800-COMMUTE (1-800-266-6883).