

THE FIRST-TIME FAN PLAYBOOK

Welcome to The World's #1 Sports Fan Festival

For four days, the Javits Center becomes the ultimate destination for sports fans — meet your favorite athletes, catch live panels and podcasts, shop exclusive drops, and buy, sell, and trade across 250+ hobby shops.

GAME PLAN

Whether you're attending for one day or all four, this guide will help you make the most of your Fanatics Fest experience. From planning your arrival to finding can't-miss moments, consider this your playbook for the weekend.

1 WHAT YOUR TICKET INCLUDES

- All show floor experiences
- Immersive brand & league activations
- Live panels, podcasts, and programming
- 250+ hobby shops buying, selling, trading, and breaking all weekend long
- The all-new Fanatics Collect Card Combine
- Fanatics Games viewing
- Free photo ops with athletes
- Tailgate Zone featuring live entertainment & food trucks
- Access to shop exclusive merch

SPECIAL EXPERIENCES INCLUDED WITH SELECT TICKETS

FIFA World Cup 2026™ Final Pre-Match Press Conference and Topps Trade Night (FRIDAY)
 WWE SummerSlam Kickoff and NYC's largest indoor FIFA World Cup 2026™ Final Watch Party (SUNDAY)

2 SEE YOUR FAVORITE ATHLETES

Paid experiences are first-come, first-served and many sell out before the event. Purchasing in advance is the best way to guarantee your spot.

FREE*

Included with your ticket, first-come, first-served

Photo Ops — capture a keepsake with participating Talent **using your own phone**; a staff member takes the shot.

Walk of Fame — keep your eyes up for Talent making their way through the all-new Walk of Fame. You never know who you might see on the show floor!

**Autographs & posed photos are not permitted.*

PAID

Buy ahead at FanaticsFest.com or at the Epic Booth onsite

Photo Ops — a professional photo taken by our team, designed to be quick, smooth, and high quality so every fan gets their moment. **Up to four fans per photo op.**

Autographs — meet an athlete and get your **own item signed**. Bring something you have or grab something new onsite. Don't forget free authentication is available but must be requested before you leave the autograph table.

3 WHAT TO DO BEFORE YOU ARRIVE

- ✓ **Download the Fanatics app** and access your mobile ticket
- ✓ **Review the daily schedules** and plan your must-sees
- ✓ **Charge your phone** to access the app, maps & alerts
- ✓ **Plan your fit & come repping your team**
- ✓ **Pick an item to be signed** if you bought autographs

Please leave the following at home: Prohibited items including weapons, drones, oversized bags (larger than 16" x 12" x 6"), and any hazardous items. For the complete list of prohibited items, visit fanaticsfest.com/faq-2026

4 USE YOUR

FanCash is Fanatics' rewards currency — every \$1 of FanCash equals \$1 to spend, and you may already have some. This year, use it nearly everywhere at Fest: cards, collectibles, apparel, merch, even food. Download the Fanatics App and sign in to check your balance before you arrive.

5 NAVIGATE & PLAN YOUR DAY

Fanatics Fest spans multiple halls and levels, so get your bearings first. Start in the **Fanatics App** — your HQ for maps, schedules, appearance details, alerts, and where FanCash can be earned and redeemed. Need directions or prefer a printed map? Stop by the **Fan Services desk in Crystal Palace**.

PRO TIP: COMING WITH A GROUP?

Choose a designated meeting spot when you arrive — it's the easiest way to reconnect if you split up.

6 LINES, CROWDS & WAIT TIMES

Tens of thousands of fans attend Fanatics Fest each day, so plan for crowds — especially around headline athletes, autographs and photo ops, merch drops, and major programming. Here's what to expect:

THU · JUL 16

NEW THIS YEAR

Opening day — best for exploring with more room to discover the show floor.

FRI · JUL 17

FAN FAVORITE

Big moments — packed programming. Plan ahead for your must-sees.

SAT · JUL 18

HIGHEST DEMAND

Peak energy — our busiest, most electric day. Arrive early to beat lines.

SUN · JUL 19

BEST FOR FAMILIES

More relaxed pace — family-friendly fun, plus the FIFA World Cup Watch Party!

7 #1 SPORTS FAN CONTEST

Take your fandom to the next level for a chance to win BIG. Arrive in a standout head-to-toe look to compete for this year's #1 Sports Fan and a prize package packed with bucket-list experiences — Super Bowl tickets, WWE ringside, UFC, MLB Opening Day, Knicks Home Opener, Fanatics Fest 2027 VIP access, and more.

- ✓ Show up in your ultimate sports-inspired fan look.
- ✓ Check in at the #1 Sports Fan Activation in the all-new Tailgate Zone for your official photo and entry.
- ✓ Share your entry photo on social with #1SportsFan and tag @FanaticsFest.
- ✓ Enter any day from Thursday, July 16 at 1PM through Sunday, July 19 at 1PM.
- ✓ Sunday afternoon, fans will vote for one of twelve finalists in the Fanatics App.
- ✓ One winner will earn the title of #1 Sports Fan and the ultimate prize package.

8 GETTING TO FANATICS FEST

Getting here is easy. The Javits Center is one of the most accessible spots in Manhattan, with rail, subway, ferry, bus, and bike connections from across NYC, Long Island, New Jersey, and Connecticut. Visit fanaticsfest.com/travel for resources and local deals.

CLOSEST CONNECTIONS

34 St-Hudson Yards (7 train)
Penn Station (NJ Transit, LIRR, Amtrak)
Port Authority Bus Terminal
NYC Ferry connections
Citi Bike stations

9 ACCESSIBILITY (ADA)

ADA credentials are available at the **ADA Desk in Crystal Palace** during check-in, where our team can guide you to designated services, seating, and accommodations throughout the venue.

10 WORLD CUP FINAL SUNDAY IN NYC

As fans from around the world gather for the FIFA World Cup™ Final, expanded transit service on Sunday, July 19 will make it easier than ever to get to Fanatics Fest and join NYC's largest indoor Watch Party. Stay up to date with current transit alerts to help plan your day.

TEXT ALERTS SUMMER26 to 692-692 for World Cup & summer alerts; **NOTIFYNYC** for the city's official updates.