

FANATICS FEST NYC

EXCLUSIVE PREVIEW

PRESENTED BY **Adobe**

EVERYTHING YOU NEED TO KNOW BEFORE YOU ARRIVE TO THE PREVIEW

THE EXPERIENCE:

Join us for the Fanatics Fest Exclusive Preview, presented by Adobe — a private, family-friendly experience reserved for special partners like you and your invited guests, before the doors open to the public at 1PM.

ACCESS & CREDENTIAL PICK UP

Your access includes one **4-day credential** valid all day Thursday through Sunday.

Credentials can be picked up beginning at 8:00 AM on Thursday, July 16 at the Crystal Palace entrance to the Javits Center - 429 11th Avenue. Please use Gate 2 located at 11th and West 35th or Gate 3 located at 11th and West 36th. Gates 2 and 3 are also the best spots for car drop-off. Please note that there are no parking garages nearby.

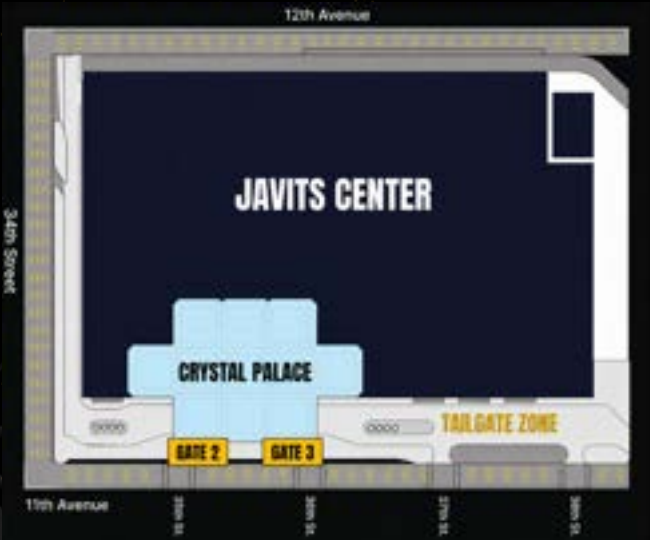
Simply provide your name at check-in to receive your credential.

If you cannot make Thursday, you can pick up your credential starting at 8:00 AM Friday-Sunday.

**Friends & family are welcome to pick up their credential independently on their designated day at Gate 2 or 3 by providing the name of the registered guest who invited them at check-in.*

WHEN YOU ARRIVE, ENJOY:

- Complimentary light bites & coffee located near Center Stage
- First access to the Level 3 Show Floor, exclusive merchandise, limited-edition drops, and more before the doors open to the public
- Printed map with featured experiences and highlights
- "Measure Up to the Pros" game card to see how your performance stacks up across Fanatics Games challenges
- Access to family-friendly activities in the Kids Zone presented by DICK'S Sporting Goods
- Exclusive small-group tours with Fanatics Events leaders for a behind-the-scenes look at Fanatics Fest



DOWNLOAD THE FANATICS APP NOW



-  View schedules, talent roster, exhibitors, & more
-  "Favorite" certain appearances or athletes to build your day
-  Check FanCash balance

New for 2026: FanCash can now be earned and redeemed with participating dealers, brands, retailers, and concessions.

Check the exhibitor list in the app before you arrive or look for FanCash signage on the show floor to find participating locations.

SCHEDULE

8:00 AM Credential pickup opens at Javits Center.

9:00 AM - 1:00 PM **Exclusive Preview – Level 3 Only.** Explore the Fanatics Fest Store, Exclusive Merch Village, Collectibles activation, Dealer zones, Fanatics Games stops and more.

10:30 AM - 11:00 AM **Welcome Ceremony — Center Stage.** Opening remarks from **Alex Rodriguez** (American Baseball Legend), **Rachel Thornton** (Chief Marketing Officer, Enterprise, Adobe), and **Tucker Kain** (Chief Strategy and Growth Officer, Fanatics)

1:00 PM **Fanatics Fest opens to the public** — Levels 1–3

REP YOUR TEAM

As we kick off the biggest sports weekend of the summer, we welcome you to wear your favorite team's jersey, hat, or colors to this preview. One of the things that makes Fanatics Fest so special is seeing every team represented under one roof, and we'd love for you to be part of it. We look forward to welcoming you!