

THURSDAY, JULY 16

JAVITS CENTER

FANATICS FEST NYC

EXCLUSIVE PREVIEW

PRESENTED BY **Adobe**

FANATICS FEST EXCLUSIVE 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. Please come enjoy exclusive access to the show floor on Thursday morning, ahead of the 1:00pm public opening.

RSVPs have closed for this event.

For more details on the Preview, visit this [**"Know Before You Go"**](#) link.

YOUR ACCESS INCLUDES

- One **4-day credential** valid Thursday through Sunday
- Up to **four complimentary Friends & Family** credentials for the full day on Thursday
- Up to **two complimentary Friends & Family** credentials per day Friday–Sunday

THE DETAILS

LOCATION

Thursday, July 16

Javits Center

429 11th Ave, New York, NY 10001

Gate 2 (11th Ave. and West 35th) or Gate 3 (11th Ave. and West 36th St.)

SCHEDULE

8:00 AM

Guests can begin to arrive at Javits Center to pick up credentials.

**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!

FANATICSFEST.COM