



Dallas Convention Center  
JAN 27-30 • FEB 2-6

### **NFL SHOP**

- 1: NFL SHOP at Super Bowl Presented by Visa
- 2: FedEx Shipping Center

### **NFL PLAYERS ZONE**

- 3: NFL Draft Set
- 4: NFL Experience Autograph Stage Presented by Panini America & Topps
- 5: Super Bowl XLV Memorabilia Show Presented by Panini America & Topps
- 6: Super Bowl Rings
- 7: Super Bowl Rings Footballs
- 8: Entertainment Stage
- 9: Fort Worth Star Telegram/North Texas Super Bowl XLV Host Committee Century in the Making: 100 Years of Football in North Texas
- 10: Dallas Cowboys Home Team Photo
- 11: Pepsi Familia De Campeones
- 12: League of United Latin American Citizens
- 13: What's In a Name
- 13: NFL International Exhibit
- 13: NFL Fútbol Americano
- 14: Year of the Super Bowl XLIV Champion
- 15: Measure Up to the Pros
- 16: Wilson Football Factory

### **NFL SPONSOR ZONE**

- 17: Bridgestone Precision Performance Challenge
- 18: Team Coalition
- 19: Canon Fan Photo Zone
- 20: Doritos 3D Challenge
- 21: Febreze Game Day Freshness Equipment Drive
- 22: NFL Locker Room
- 23: NFL Command Center
- 24: Pepsi Max Driver Combine
- 25: Verizon Training Ground
- 26: GMC Presents the 2010 Never Say Never Broadcaster Challenge
- 27: Under Armour NFL Scouting Combine Experience
- 28: Under Armour Run to Daylight
- 29: NFL.com Cyber ZONE
- 30: NFL Network Catch the Moment

### **LOMBARDI LOBBY**

- 31: NFL Network Theatre
- 32: Chronology of Pro Football
- 33: Evolution of the Shield
- 34: Pro Football Hall of Fame
- 35: Vince Lombardi Trophy
- 36: Walter Payton Man of the Year
- 37: Great Calls in Super Bowl History
- 38: Road to Championship Display

### **THE STADIUM**

- 39: Gatorade Clinic Field Fueled by the G Series
- 40: NFL Network

### **NFL PLAY 60 GAME ZONE**

- 41: NFL PLAY 60 Return to Glory
- 42: NFL PLAY 60 Field Goal Kick
- 43: NFL PLAY 60 Punt, Pass & Kick
- 44: NFL PLAY 60 Let It Fly
- 45: NFL PLAY 60 Extra Point Kick
- 46: Fort Worth Star Telegram Down-and-Out
- 47: NFL PLAY 60 Roll Out Pass
- 48: NFL PLAY 60 Touch Pass
- 49: Breast Cancer Awareness Exhibit
- 50: A Crucial Catch
- 51: EA Sports Active NFL Training Camp
- 52: NFL PLAY 60 Speed & Mobility
- 53: FOX 4 Fan Central
- 54: First Lady's *Let's Move!* Initiative
- 55: Fitnessgram
- 56: NFL PLAY 60 Quarterback Challenge
- 57: NFL PLAY 60 Quick Release
- 58: GMC The Drive
- 59: Cartoon Network

### **NFL RUSHZONE FOR KIDS**

- 60: HOPSports
- 61: Don Shula Coach of the Year
- 62: NFLRUSH Zone for Kids
- 63: DMI Fuel Up to PLAY 60 Zone