



# Welcome Fans!



Heinz Field is a special place – there’s nowhere else in the world quite like it. An energy and spirit thrives here for one special reason: our outstanding fans. Fans in Pittsburgh are legendary for being the most enthusiastic, supportive and encouraging ones for our teams and performers each season.

Heinz Field has become a destination for excellence and world-class performances, both on the stage and on the field. Our fans helped us build this reputation, and in return, we ask that you continue the tradition by showing respect for the space and for others around you.

Please read the pages that follow to get to know Heinz Field better, as well as our expectations for fans while cheering on your favorites.

Welcome to a new and exciting season at Heinz Field.





# NEW FOR 2013

## ALL CLEAR ON GAMEDAY SAFETY:

HEINZ FIELD ENCOURAGES FANS TO NOT BRING ANY TYPE OF BAGS. FANS WILL BE ABLE TO CARRY THE FOLLOWING STYLE AND SIZE BAG, PACKAGE, OR CONTAINER AT STADIUM PLAZA AREAS, STADIUM GATES, OR WHEN APPROACHING QUEUE LINES OF FANS AWAITING ENTRY INTO THE STADIUM:

- Bags that are clear plastic, vinyl or PVC and do not exceed 12" x 6" x 12." (Official NFL team logo clear plastic tote bags are available through [steelers.com](http://steelers.com) or at [nflshop.com](http://nflshop.com)), or
- One-gallon clear plastic freezer bag (Ziploc bag or similar).
- Small clutch bags, approximately the size of a hand, or 4.5" x 6.5", with or without a handle or strap, may be carried into the stadium along with one of the clear bag options.
- An exception will be made for medically necessary items after proper inspection at the gate.



Prohibited items include, but are not limited to: purses larger than a clutch bag, coolers, diaper bags, briefcases, backpacks, fanny packs, cinch bags, luggage of any kind, seat cushions, computer bags and camera bags or any bag larger than the permissible size. For more information visit [steelers.com/allclear](http://steelers.com/allclear)

## EXPRESS ENTRY

Fans arriving to Heinz Field without bags and/or small clutch purses are encouraged to utilize the FedEx Great Hall entrance, along Art Rooney Avenue and Southwest Rotunda, adjacent to Peoples Gate A. Additional No Bags access lanes may also be found at each of the three Main Gates.

Steelers Pittsburgh Post-Gazette

# 1ST-IN-GOAL

SCRATCH AND WIN GAME

**STEELERS' DEFENSIVE END**  
**BRETT KEISEL**



The 1ST-IN-GOAL promotion with an emphasis on 1ST-IN, encourages fans to come in early and enjoy the pre-game festivities. The first 25,000 guests will receive a scratch and win card compliments of the Pittsburgh Post-Gazette. Come early and try to win all season!

## CREDIT CARDS

New this season, guests will be able to use credit cards to purchase food and beverage at concession stands and portables in all areas of the stadium. Visa, Mastercard, Discover and American Express are accepted.



# HEINZ FIELD FROM A TO Z

## ADMISSION:

All guests entering Heinz Field, regardless of age, must have a valid event ticket or credential to gain admission. Guests arriving after halftime should use Gate B, which will remain open the entire game.

## ALCOHOL:

Guests of Heinz Field must be 21 years or older to purchase/consume alcoholic beverages. ARAMARK reserves the right to check proof of legal drinking age. There is a maximum of two (2) beers per purchase at all concession stands. For University of Pittsburgh games, alcohol is only sold in the clubs and suites. ARAMARK has the right to discontinue the sale of alcohol at anytime during an event.



**PITT DEFENSIVE BACK**  
**JASON HENDRICKS**

## ATM MACHINES:

PNC Bank ATM Machines are located outside and throughout the stadium. Locations are indicated on the Heinz Field Level Layout Maps inside this guide.

## BANNERS/SIGNS:

Banners and signs in good taste may be displayed in the stadium provided they do not block fan sightlines or stadium signage. Banners or signs that are attached to poles are prohibited.

## CAMERAS:

Cameras (still only) are permitted inside Heinz Field as long as their use does not interfere with the game or other Guests' enjoyment of the game. Professional Cameras/Lenses (longer than 6 in.) are not permitted. Camera bags are not permitted. Video cameras and video recording of events at Heinz Field is prohibited.

## CELLULAR PHONES:

Usage of cellular phones in the stadium is permitted, as long as it does not disturb other fans in the area or interfere with their ability to enjoy the game.

## CONTAINER POLICY:

For the safety of all our guests, bottles, cans, coolers, thermoses, flasks, or any other type of container deemed to be potentially harmful in any way are prohibited in Heinz Field.

## DESIGNATED DRIVERS:

Guests of legal drinking age who hold a valid driver's license and wish to sign up to be a designated driver may stop by the booths located at Peoples Gate A, B or C. In return for safe and sober transportation of their group from Heinz Field, the designated driver will receive a coupon redeemable for a soft drink during the game. Guests may register up until the end of the 1st quarter.

## DESIGNATED DROP-OFF:

For guests' convenience, two accessible drop-offs are available. Drop-off areas are located at the intersection of Art Rooney Avenue and Reedsdale Street at the Northeast corner by Gate B and North Shore Drive at the Southwest Corner, directly across from the Carnegie Science Center.

## DISABILITY SERVICES:

For questions concerning disability services and/or accessible seating, please call the Steelers' Ticket Office at (412) 323-1200, Guest Services at (412) 697-7150 (press 4) or visit Steelers.com.

## ELEVATORS:

Elevators are located at the Press Entrance (Southwest corner of stadium across from the Carnegie Science Center), Gate C Suite Lobby and Gate B Suite Lobby for use by guests holding suite tickets and disabled guests.

## ESCALATORS:

Escalators going to all levels of Heinz Field are located in the East and West Rotundas at Peoples Gate A and at the Northeast corner by Gate B.



**STEELERS' QUARTERBACK**  
**BEN ROETHLISBERGER**

# HEINZ FIELD FROM A TO Z

## FAN CODE OF CONDUCT:

Our Fan Code of Conduct has been designed to set fan behavior guidelines and to encourage all guests to treat others with P.R.I.D.E.

## P.R.I.D.E.

**P**ositive Heinz Field Experience

**R**espect Each Other

**I**ntegrity

**D**ignified Behavior

**E**xcellence On and Off the Field

Together we are ALL part of the components to achieve P.R.I.D.E.!

When attending an event you are required to refrain from the following behaviors:

- Behavior that is unruly, disruptive, or illegal in nature
- Intoxication or other signs of alcohol impairment that results in irresponsible behavior
- Foul or abusive language or obscene gestures
- Interference with the progress of the event (including throwing objects onto the field)
- Failing to follow instructions of stadium personnel
- Verbal or physical harassment of opposing team fans
- Wearing or displaying any apparel or signage with profane/abusive language

Season Ticket Holders and fans are responsible for their conduct as well as the conduct of their guests and/ or persons occupying their seats. Stadium staff will

promptly intervene to support an environment where all fans can enjoy the event free from offensive behaviors. Guests who violate these provisions will be subject to ejection without refund and potential loss of ticket privileges for future events.

PSSI Stadium LLC reserves the right to revoke ticket privileges for any reason and at any time during the season. PSSI Stadium LLC will notify in writing the season ticket holder of record of any report of fan misconduct.

All fans ejected from the stadium for violating the Code of Conduct will be required to complete the NFL online Fan Conduct Class. Fans ejected from the stadium will be prohibited from attending stadium events until he/she has completed the Fan Conduct Class and produced the Class Certificate of Completion to the Director of Venue Security at Heinz Field.

If a guest wishes to report intolerable behavior, please go to the nearest Guest Services Room, call our fan hotline or send a text message.

We thank you for adhering to our Fan Code of Conduct. Let's all enjoy the game!

## TEXT MESSAGING & FAN HOTLINE:

Guests can report emergencies in the seating bowl directly from their seat. If you see a fight, medical emergency or rowdy guest, please text PITT33 to the number 78247 or call our Fan Hotline at (412) 697-7766. A guest services attendant will be able to assist you and dispatch the appropriate entities. Please note the phone line and text messaging are only answered on gamedays.

**P.R.I.D.E. Tent** – Guests have the opportunity to pledge to be a great fan for the day, as well as, enter to win great prizes. Please find the P.R.I.D.E. Tent located on the South Plaza for more information. Guests may register until the end of the 1st quarter.





# HEINZ FIELD FROM A TO Z

## FIRST AID:

Five first aid rooms are located throughout Heinz Field. Medical services are provided before, during and after each event. In the event of a medical emergency, please notify the nearest stadium personnel. Locations are indicated on the Heinz Field Level Layout Maps inside this guide.

## GATE ENTRY:

Entry gates are Peoples Gate A (South), Gate B (North-east) and Gate C (Northwest), as well as the Southwest Rotunda and FedEx Great Hall. The Southwest Rotunda and FedEx Great Hall are Express Entry points for guests arriving without bags. All gates open for guest entry two (2) hours prior to kick-off and are handicap accessible. Guests are encouraged to arrive early.

## GETTING TO HEINZ FIELD:

PSSI Stadium LLC encourages all guests to utilize the convenient downtown parking and public transportation. Parking on the North Shore is reserved and pre-sold. Fans are encouraged to utilize the Port Authority LRT. Take the "T" to Allegheny Station and/or Northside Station. Allegheny Station is located at the intersection of Allegheny Avenue and Reedsdale Street. Northside Station is located at the bottom of the West General Robinson Street Garage.

For more information on parking downtown or public transportation please contact Alco Parking Corp. (412) 323-4455, Gateway Clipper Fleet (412) 355-7980, Pittsburgh Public Parking (412) 231-5746 and Port Authority (412) 442-2000 or visit [Steelers.com](http://Steelers.com).

## GUEST SERVICES:

Guest Services assists guests before, during and after each event at Heinz Field, including lost guests, emergency paging, lost and found, stadium information, car trouble, closed captioning mobile devices, hearing impaired amplifiers and comments. Guest Services Rooms are located throughout Heinz Field, East Side behind Section 104 in the FedEx Great Hall, Lower Level North behind Section 123, Upper Level East behind Section 504 and Upper Level West behind Section 528. If guests need assistance on non-game days, please contact (412) 697-7150 (press 4).

## LOST & FOUND:

Guests needing to claim or report lost items during a game should visit one of the Guest Services Rooms. Guests inquiring about lost items at previous games should call (412) 697-7135 for information. Items lost at prior games are held in storage for 30 days. Items lost/found at previous events will not be available for pick up on event days.

## MERCHANDISE:

Guests wishing to purchase Pittsburgh Steelers and University of Pittsburgh Panthers merchandise can find Pittsburgh Sideline Stores and various portable stands located throughout Heinz Field. Locations are indicated on the Heinz Field Level Layout Maps inside this guide.

## PARKING:

The Heinz Field Fan Guide contains maps identifying parking lots throughout the area. Parking information for downtown garages and pre-sold spaces on the North Shore is also provided on [Steelers.com](http://Steelers.com)

## RE-ENTRY:

Exit and re-entry is not permitted at Heinz Field. In case of a medical emergency, please proceed to the Guest Services Kiosk at Gate B.

## RESTROOMS:

Family restrooms with changing tables are located throughout Heinz Field. See Heinz Field level layout maps inside this guide for exact locations. All restrooms are accessible and have accessible stalls.

## SECURITY:

Guests at Heinz Field are asked to cooperate with security personnel to ensure the safety of all fans. In addition, fans that wear or bring heavy clothing, jackets, or blankets may be asked to open such items for inspection and hand metal detection searches. The following items are not permitted:

- Bags; Only One-gallon clear plastic freezer bags and bags that are clear plastic, vinyl or PVC and do not exceed 12" x 6" x 12"
- Purses; Only small clutch purse; approximately size of hand; 4.5" x 6.5"
- Backpacks
- Diaper Bags
- Fanny Packs
- Cinch Bags
- Luggage of Any Kind
- Seat Cushions
- Computer Bags & Camera Bags
- Coolers (hard/soft sided)
- Thermoses
- Cans/Bottles/Flasks
- Noise Makers
- Alcoholic Beverages
- Laser Pointers
- Strollers



# HEINZ FIELD FROM A TO Z

- Apparel or signage displaying profane or abusive language
- Video/Movie Cameras/Tripods
- Professional Cameras/Lenses (longer than 6")
- Audio Recording Equipment
- Banners or Signs on poles
- Weapons
- Any other item deemed dangerous and/or inappropriate

An exception will be made for medically necessary items after proper inspection; however, all items that do not pass security must be returned to vehicles.

Guests are asked to arrive early to eliminate lines at security checks.

Heinz Field is NOT responsible for items left at gates.

## SITTING OR STANDING:

To ensure guest safety and enjoyment of all games, sitting or standing in the aisles and crosswalks, or in ramps and stairways, is not permitted. Standing on stadium seats is also prohibited.

## SMOKING POLICY:

Heinz Field is a smoke-free facility. In consideration of the comfort of all ticket holders, we ask your cooperation. There are NO designated smoking areas inside the stadium, and re-entry is prohibited. Guests who fail to comply with the policy after appropriate warning may be subject to ejection from Heinz Field. All season ticket holders and guests are responsible for whoever utilizes their tickets and occupies that particular seat for any event held at Heinz Field.

## SPECIAL EVENTS:

The FedEx Great Hall, South Plaza, Club Lounges and Press Box Dining Room are available for rent for parties and other events on non-event days. For more information please call (412) 697-7740.

## TELEPHONES:

There are public telephones located throughout Heinz Field as shown on the Heinz Field Level layout maps inside this guide.

## TICKET RESELLING ZONE:

Guests wishing to re-sell their event tickets can safely do so in the ticket reselling zone located at the northeastern corner of Tony Dorsett Way and North Shore Drive.

## UMBRELLAS:

Umbrellas are permitted in Heinz Field, but are not permitted to be opened.

## WE CONNECT:

Guests can register members of their party with Heinz Field personnel to aide stadium staff in the event they become separated. Registration is available at all four Guest Services Rooms; behind Section 104 in the FedEx Great Hall, Lower Level North behind Section 123, Upper Level East behind Section 504 and Upper Level West behind Section 528.

## WHEELCHAIRS:

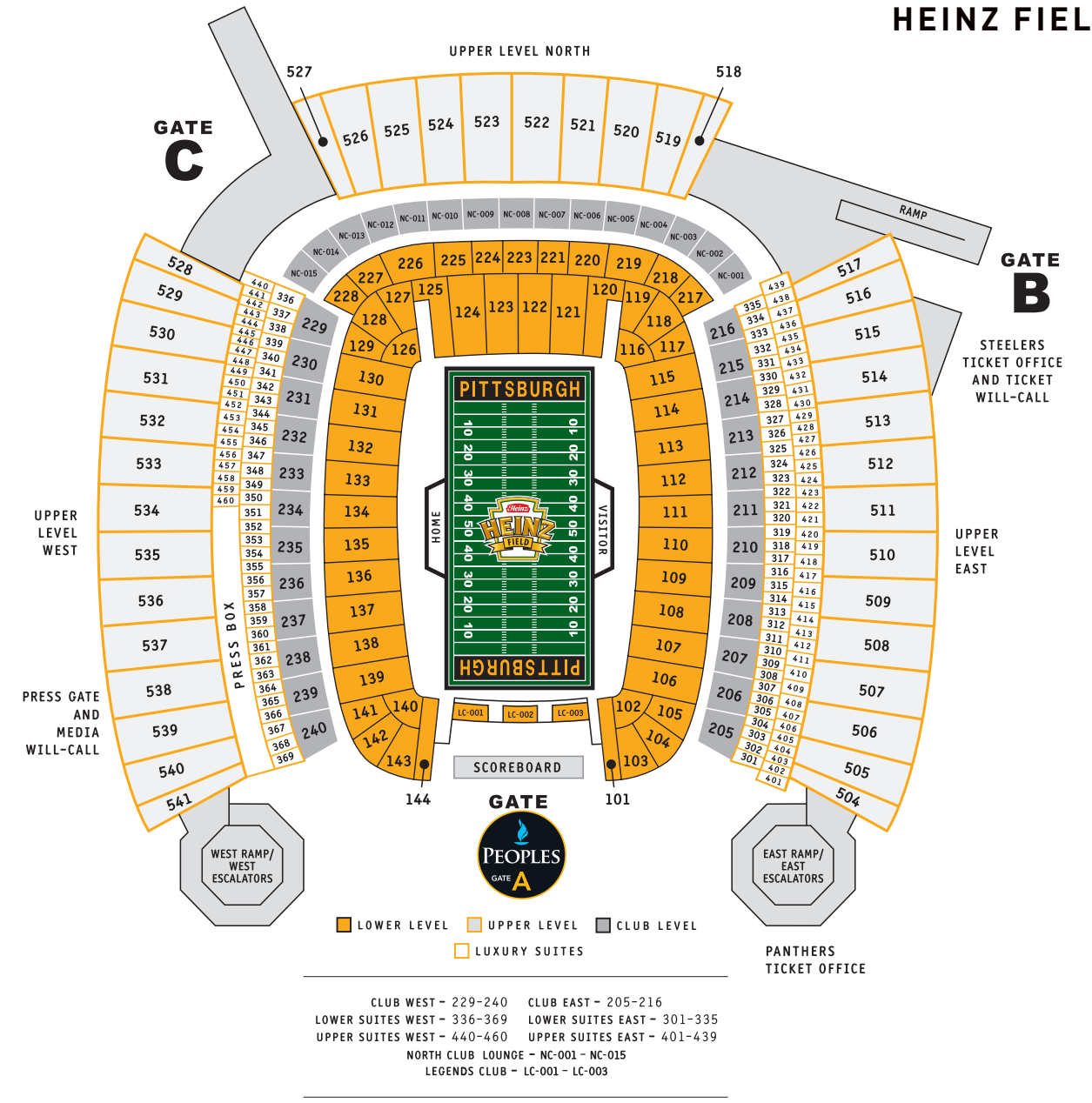
A limited number of wheelchairs are available for transporting guests who are disabled to and from their seating location. If a wheelchair is needed for the duration of the game, guests must supply their own wheelchairs. Wheelchairs cannot be reserved in advance. Wheelchair storage is available at any Guest Services or concierge location.



**COUNTRY SUPERSTAR**  
**TAYLOR SWIFT**



# SEATING CHART HEINZ FIELD





# STADIUM MAPS

## LOWER LEVEL

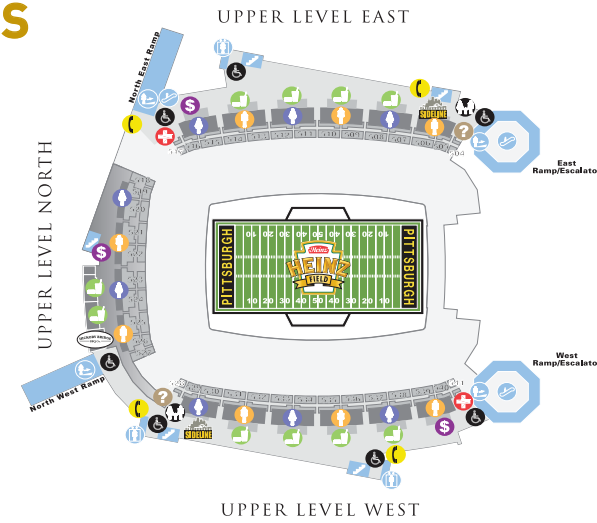


CONCESSIONS, RESTROOMS AND OTHER LOCATIONS

	Restrooms		Restrooms		Telephones		Concessions		Wheel Chair Access		
	Stairs		Family Restrooms		Ramps		ATM's		Tickets		
	Elevators		Escalators		Guest Services		First Aid		Merchandise Stores		

# STADIUM MAPS

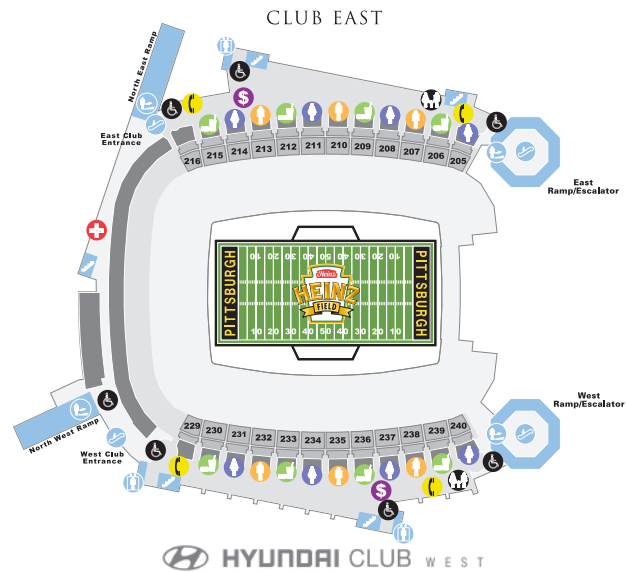
## UPPER LEVEL



CONCESSIONS, RESTROOMS AND OTHER LOCATIONS

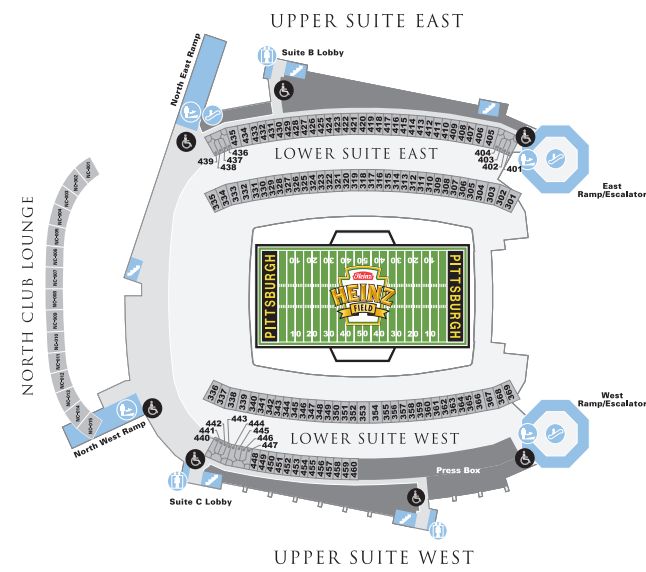
	Restrooms		Restrooms		Telephones		Concessions		Wheel Chair Access		
	Stairs		Family Restrooms		Ramps		ATM's		Tickets		
	Elevators		Escalators		Guest Services		First Aid		Merchandise Stores		

# CLUB LEVEL



HYUNDAI CLUB WEST

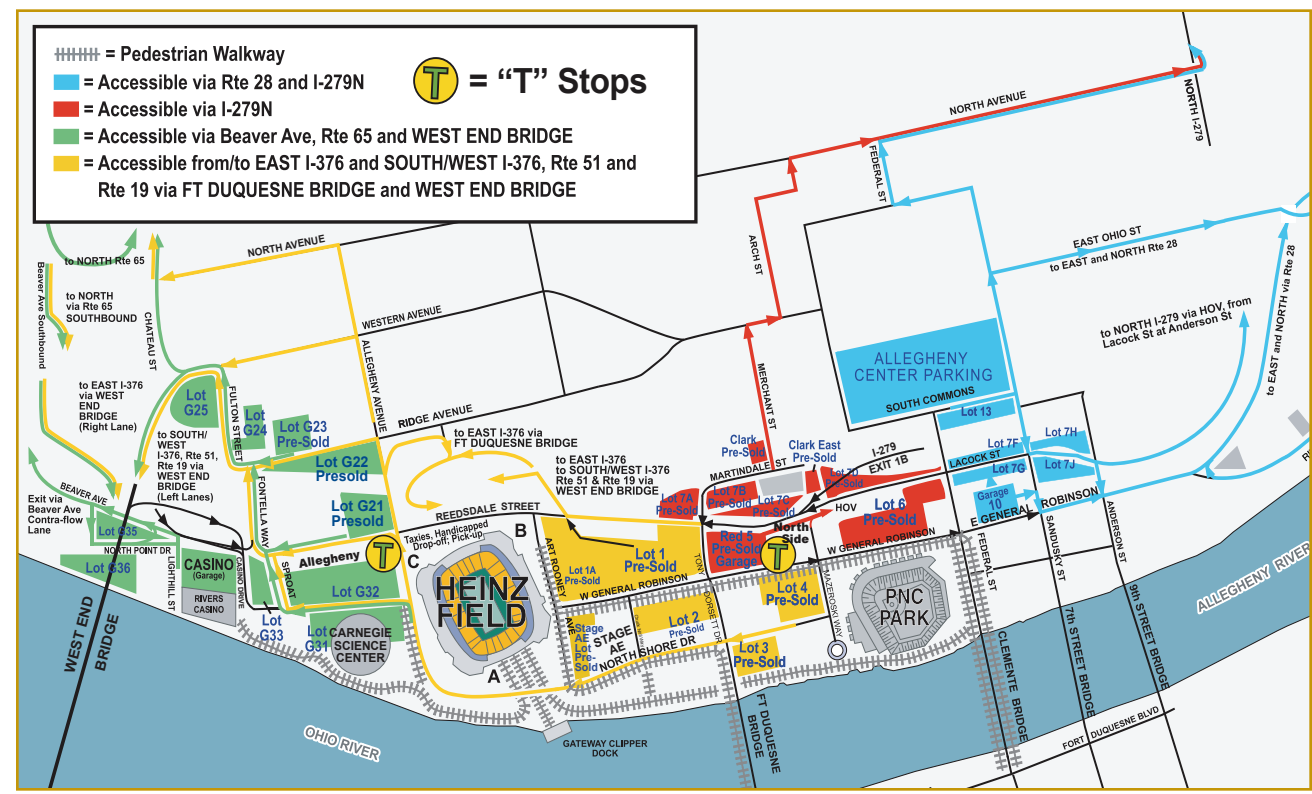
# SUITE LEVEL



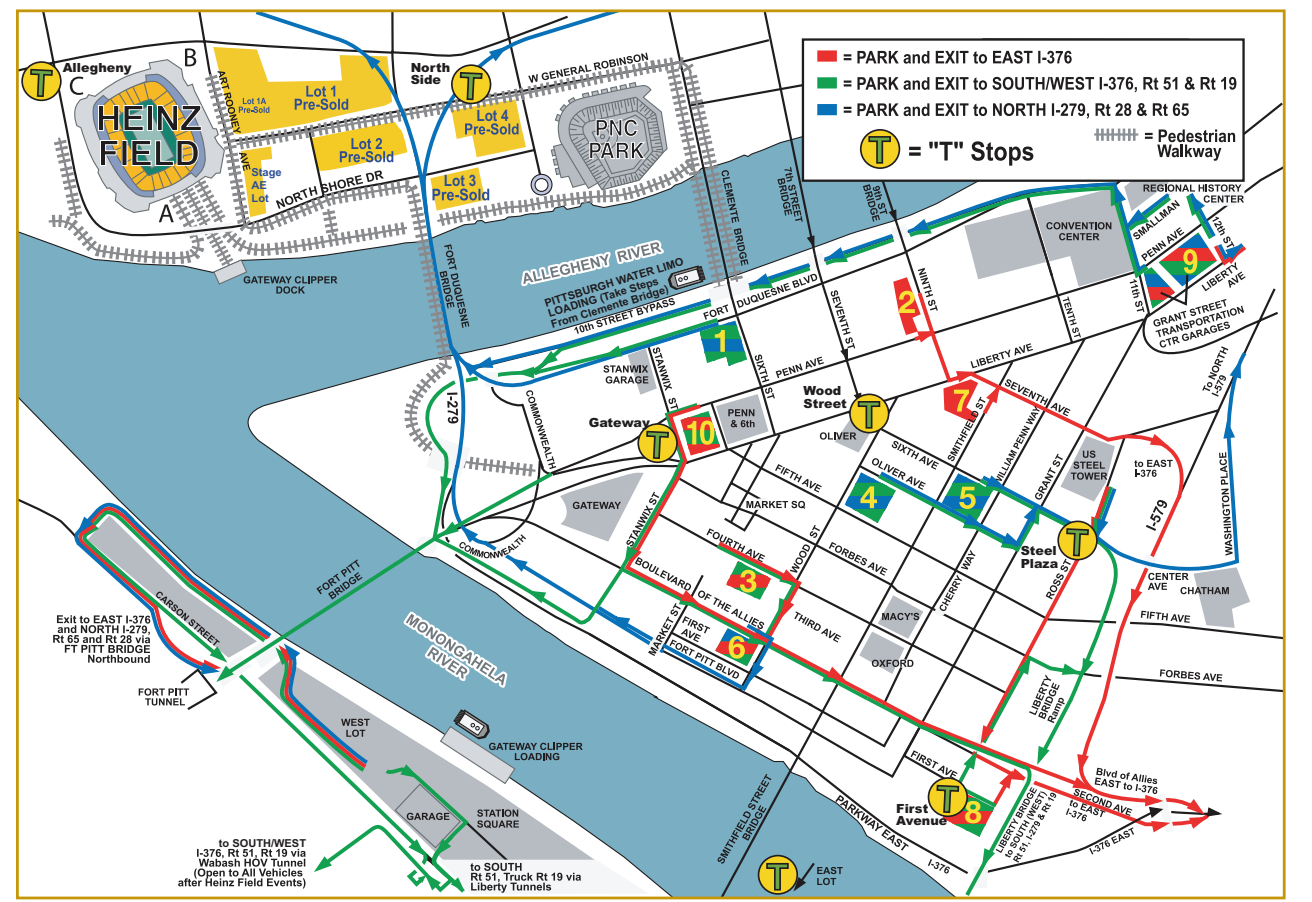


# PARKING & EXITING MAPS: NORTH SHORE & DOWNTOWN

## NORTH SHORE MAP



## DOWNTOWN MAP





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[Facebook.com/HeinzField](https://www.facebook.com/HeinzField)

Visit [Steelers.com](https://www.steelers.com) for the most up to date information.

**HEINZ FIELD • 900 ART ROONEY AVENUE • PITTSBURGH, PA 15212**