



OFFICIAL EVENT GUIDELINES

New Moon Entrance Details for Autograph Signing & Photo Opportunity

Saturday, October 31, 2009

1. **NO** “camping out” is allowed on Mall of America® property prior to Mall hours. Guests should not be anywhere on Mall of America® property until 6am.
2. Beginning at 6am, guests will be allowed to line up outside the North Entrance to Mall of America®. Guests should remain in a single file line until escorted into the building.
3. At 6am, guests who are in line will be given two options, starting with the beginning of the line. Guests will select either a Nordstrom shopping pass for a chance to have a professional photo taken with select cast members with purchase of \$75 in BP. Merchandise; or a Hot Topic autograph signing with a \$30 New Moon t-shirt purchase (additional details for Nordstrom and Hot Topic listed below)
 - 3a. The first 75 customers to receive a shopping pass and spend \$75 or more in BP. merchandise will receive a VIP packet for a chance to have a professional photo taken with select cast members on Wednesday, November 11 and will receive an autographed commemorative photo holder (photos will be available for pick up in BP. beginning 11/20). Guests will be escorted to Nordstrom in an orderly fashion from the North Entrance. Nordstrom will open at 8:00am.
 - 3b. 500 wristbands will be distributed through Hot Topic. You must purchase a New Moon t-shirt to receive this wristband. Hot Topic will begin selling the t-shirts at 8am on Saturday, October 31. Guests will be escorted into Hot Topic in an orderly fashion from the North Entrance. Your wristband will guarantee you a spot in the autograph line for New Moon Autograph Signing on Wednesday, November 11 at Hot Topic.
4. Guests will not be given the option to choose both.
5. **PLEASE NOTE: The actual New Moon autograph signing will not take place until Wednesday, November 11. More information on this will be posted at a later time. However you must receive your wristband or VIP packet on Saturday, October 31 to attend the autograph signing or photo opportunity.**
6. Guests must hang on to their wristband or VIP packet until Wednesday, November 11 for the autograph signing or photo opportunity. No refunds will be given if you loose your wristband or VIP packet, and you will not be allowed in for the autograph signing or photo opportunity with out it.

7. New Moon t-shirts or New Moon BP merchandise can not be purchased over the phone or in advanced prior to Saturday, October 31 to receive a wristband or VIP packet. You must be present on Saturday, October 31 to receive either. No exceptions.
8. Wristbands and VIP packets will distributed on a first come, first served basis beginning at 8am on Saturday, October 31.
9. One wristband or VIP packet per person, while supplies last. Each person in your party MUST be present to receive a wristband or VIP packet at time of purchase.
10. When you return for the autograph signing or photo opportunity on Wednesday November 11, guests who have a Hot Topic New Moon wristband can line up in the North Entrance to Nickelodeon Universe beginning at 3pm. Guests who received a VIP packet from Nordstrom can begin lining up for the photo opportunity beginning at 3pm in the BP. department located on level 3.
11. Further information regarding the autograph signing or photo opportunity on Wednesday, November 11 will be posted at a later time. Please continue to check www.mallofamerica.com for the most up to date information regarding the autograph signing or photo opportunity.
12. Guests who do not receive wristbands or VIP packet on Saturday, October 31, can attend the New Moon Q & A session on Wednesday, November 11 in the Best Buy® Rotunda. Time is still to be determined.

Guidelines are subject to change at any given time at the discretion of Mall of America® Management for the safety and well being of our tenants and our guests. Those who do not comply with event signing guidelines may not be able to receive a signature.

Any questions regarding the Event Guidelines or Wristband Distribution can be emailed to info@mallofamerica.com subject line "NEW MOON." We will do our best to answer your questions in a timely fashion and to the best of our knowledge.