

### 1 adidas **W**

Grab a few teammates and challenge "Team adidas" to a game of 3-on-3! These 3 don't lose often, so bring your best game. Also, don't forget to check out the NBA Store for official adidas NBA gear.

### 2 adidas Team Information Center

Get answers to all your Jam Session questions here!

### 3 Autograph Stage

Meet and score FREE autographs from your favorite NBA & WNBA Players & Legends

### 4 Bungee Run **W**

Test your shooting skills on mini hoops while battling a vertical bungee cord in this ultimate test of strength & shooting!

### 5 Cartoon Network **W**

Jump on a mega-trampoline, meet your favorite Cartoon Network characters and more!

### 6 Center Court **W**

Home of the NBA All-Star Practice, NBA All-Star Celebrity Game presented by FINAL FANTASY XIII, Sprite Slam Dunk Showdown, NBA D-League All-Star Game and MORE!

### 7 Centro éne - bé - a presented by Milk **W**

Participate in clinics, win cool prizes, and meet your favorite players from Latin America and Spain. Surprise guest appearances by some of the hottest Latin celebrities in town for All-Star! Also don't forget to stop by to get your own Milk mustache picture!

### 8 Defend Your Health Challenge

Test your skills for a chance to win autographed merchandise!

### 9 ESPN Radio & ESPN Deportes

Stop by to hear live daily broadcasts and play the latest EA Sports video games!

### 10 FedEx Ship Site

Don't want to carry your NBA All-Star gear? Ship it home from the FedEx ship site located at the exit of the NBA Store.

### 11 FINAL FANTASY XIII Experience Lounge

Experience the latest installment in the world-renowned FINAL FANTASY series. FINAL FANTASY XIII. THE BATTLE WITHIN BEGINS.

### 12 FOX Sports Southwest Fantasy Play-By-Play

Call the plays just like the pros on FOX Sports Southwest. Check out your play-by-play video at FOXSportsSouthwest.com.

### 13 Gatorade Activity Courts **W**

Watch top Dallas area youth basketball teams participate in the Gatorade NBA All-Star Jam Session Invitational!

### 14 Goldfish Team Xtreme Zone **W**

Show off your All-Star moves, join in NBA FIT Clinics and see NBA stars. Get out and play!

### 15 Haier

Visit Haier's 53' truck to see new bold ultra slim LED TVs, play NBA LIVE 10 and test your basketball skills for a chance to win a new 22" LED TV!

### 16 HP Digital Playground

Touch the future now at the HP Digital Playground, where fans can design and print their own NBA alter-ego using HP TouchSmart technology.

### 17 JOE Joseph Abboud Locker Room Presented by JCPenney

Take a photo in front of an All-Star locker room - featuring product from JOE Joseph Abboud, an exciting men's designer brand available exclusively at JCPenney!

### 18 Kroger Shootout **W**

Show your game in a variety of interactive basketball skills challenges designed for the whole family to enjoy!

### 19 MAVS ZONE

Take a photo with a life-size Dirk bobblehead, explore the Mavs Time Capsule, bid on silent auction memorabilia and more!

### 20 Measure Ups

Measure up your shoe size or compare your height and hand size to your favorite NBA and WNBA Players.

### 21 Naismith International Basketball Foundation

See the "Original Rules of Basketball" written by Dr. James Naismith in 1891, along with historical photos and memorabilia celebrating the game of basketball.

### 22 Naismith Memorial Basketball Hall of Fame

Celebrate the rich history and grand traditions of America's newest national pastime by honoring the game's legends and recalling the game's greatest moments.



### 23 NASA Launch Pad

Join NASA to learn more about science and human space exploration. While on your journey touch a real Moon Rock, learn how NASA technology benefits everyday life, meet ROBONAUT and don't leave without a photo of yourself in outer space!

### 24 NBA 2K10 SPORTS Arcade

Test your skills on NBA 2K10! The NBA 2K10 Arcade will feature gaming kiosks, player appearances and Guinness World Record attempts!

### 25 NBA Cares and NBA FIT Arena **W**

Stop by to learn about the NBA's and players' efforts in the community, including service effort, greening and NBA FIT.

### 26 NBA D-League Call-Up Court **W**

Participate in games, win cool prizes and more - come see the future of the NBA today!

### 27 NBA Kids ZONE **W**

Parents, this is your chance to relax! Kids can play basketball, dunk on mini hoops, play boardwalk games, and much more!

### 28 NBA LIVE 10 Challenge Zone

Test your skills on EA SPORTS NBA LIVE 10! The NBA LIVE 10 Challenge Zone will feature gaming kiosks, player appearances, gaming tournaments and complimentary haircuts.

### 29 NBA Quickshot **W**

See how many shots you can make in an oversized inflatable basketball at NBA Quickshot!

### 30 NBA Store

Purchase your favorite NBA All-Star merchandise at the NBA Store!

### 31 NBA TV

Visit the NBA TV studio set and meet NBA TV and TNT studio hosts as well as experiment with the hottest NBA mobile applications and products.

### 32 Panini

Stop by the Panini booth and pick up your free pack of Adrenalyn XL, an exciting new trading card game that introduces kids to the hobby of card collecting, and for your chance to play Adrenalyn against a pro. Adrenalyn - Collect! Trade! Play!

### 33 Pop-A-Shot

Show off your best shot at the arcade style Pop-A-Shots!

### 34 Slam Dunk Courts **W**

Step up and test your dunk skills on one of Slam Dunk Court's 7', 8', 9', and 10' hoops!

### 35 Sling Shot Jam **W**

Load up oversized sling shots and rapid fire as many basketballs as you can before the buzzer goes off!

### 36 Spalding

Stop by the NBA Store to see how you can purchase the arena experience for your driveway and take advantage of complimentary laser engraving with the purchase of an Official 2010 NBA All-Star Money Ball by Spalding.

### 37 Sport Court Backyard Game Court **W**

Come play on Sport Court's backyard game court! If basketball is your game, look no further. Our unique technology allows you to bring indoor gym performance onto your backyard basketball court.

### 38 Taco Bell Skills Challenge Court **W** Taco Bell Sampling

Test your speed and skill at the Taco Bell Skills Challenge and pick up a FREE taco while you're there!

### 39 Team Coalition

Pledge to Always Buckle Up and Always Have a Designated Driver. Receive a Free Souvenir Photo. Responsibility Has Its Rewards.

### 40 Time Warner Cable: Step Thru the Screen

Time Warner Cable gives fans the opportunity to participate in a LIVE! HD Sports Broadcast experience for a chance to win Mavericks tickets and giveaways.

### 41 T-Mobile 100% Hoops Street **W**

Meet NBA Players, check out the T-Mobile myTouch 3G, dress like D. Wade, golf like Charles Barkley and work out like Dwight Howard.

### 42 Waiver Stations

The noted activities require a signed waiver to participate. Visit the waiver stations for more information and to complete your waiver.

### 43 WNBA Fit Zone **W**

Come participate in a Fit break and see your favorite WNBA Players!

LAYOUT AND INFORMATION SUBJECT TO CHANGE

