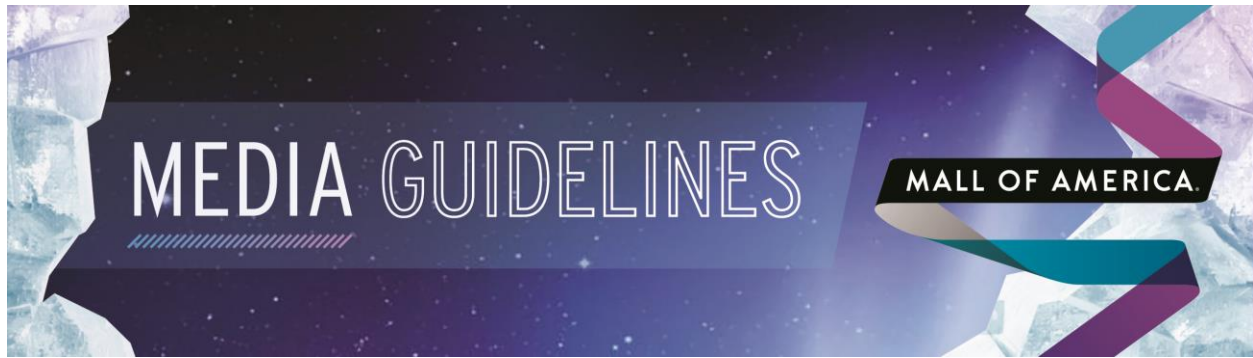


***For further inquiries, contact Mall of America Public Relations at:  
[pr@moa.net](mailto:pr@moa.net) or 952-883-8568***

- All media must have one of the following credentials visible in order to be granted access for filming (video or still) and reporting at Mall of America:
  - NFL credentials
  - Credentials on behalf of the affiliate they are reporting with
  - Mall of America media badge
- Media must have their credentials visible at all times.
- Credentialed media will be allowed to film and or photograph within Mall of America common spaces only, meaning the main corridors of the Mall.
- Filming is not allowed in any tenant spaces (stores, restaurants or attractions) without receiving prior written permission from them.
- If you wish to film inside a store or restaurant, you must contact that store yourself. Mall of America will not facilitate the request. If granted permission, you must be able to present proof of permission in the form of an email from that store, restaurant, or attraction representative.
- Filming in parking ramps is not allowed.
- The only exterior space permitted for filming is the North entrance of Mall of America.
- For filming requests in Nickelodeon Universe or inside other Mall of America attractions, please see the [NICKELODEON + ATTRACTION media guidelines on page 2](#).
- Research, surveys and questionnaires are not allowed at Mall of America.
- “Man on the street interviews” are allowed only if the questions relate to Super Bowl LII, Mall of America, or retail-specific topics.
- All film equipment must be carried. The use of media carts around Mall of America will not be allowed.
- Equipment not being carried must be stowed in a secure location. **Equipment cannot be left unattended.**
- Light setups and electrical cords are not allowed unless coordinated and approved through Mall of America Public Relations. This guideline is in place for the safety of our guests.
- Emergency or any exit doors may not be blocked or obstructed during reporting or filming at Mall of America.
- The use of drones is prohibited both interior and exterior of Mall of America.
- If you are bringing a media truck onsite, you must get approval and coordinate with Mall of America public relations ahead of time.



## **Nickelodeon Universe + Attraction Media Guidelines**

- All media must have one of the following credentials visible in order to be granted access for filming (video or still) and reporting at Mall of America:
  - NFL credentials
  - Credentials on behalf of the affiliate they are reporting with
  - Mall of America media badge
- Media must have their credentials visible at all times.
- Filming on rides must be prearranged through the Mall of America Public Relations (PR) Department. Permission will be granted based on the discretion of the department.
- If permission is granted by the Mall of America PR team, media may use the following guidelines for filming on rides:
  - Media may use a mounted go-pro camera ONLY before hours ONLY on **Pepsi Orange Streak Roller Coaster** and **SpongeBob Rock Bottom Plunge**.
  - Media may use a chest harness go-pro camera before or during hours on **Pepsi Orange Streak Roller Coaster, SpongeBob Rock Bottom Plunge, and the LOG CHUTE**.
  - Media may use a chest harness go-pro camera ONLY BEFORE hours on the **Zip Line** and **Ropes Course**.
- No film equipment will be allowed on or within the ride queue line unless permitted and accompanied by Mall of America PR.
- All film equipment must be carried. The use of media carts throughout Nickelodeon Universe will not be allowed.
- Equipment not being carried must be stowed in a secure location. **Equipment cannot be left unattended.**
- Light setups and electrical cords are not allowed unless coordinated and approved through Mall of America PR. This guideline is in place for the safety of our guests.
- In addition to Nickelodeon Universe, filming is available at the following Mall of America attractions only with prior permission from Mall of America PR:
  - Sea Life Aquarium
  - FlyOver America
  - Crayola Experience
  - Smaaash
  - Moose Mountain Adventure Mini Golf Course
  - Rock of Ages Black Light Mini Golf Course