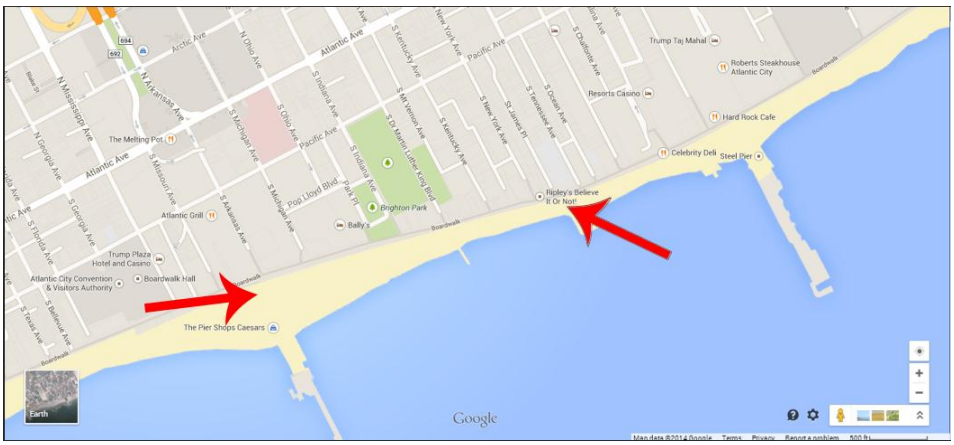
Your Guide to a Great Concert Experience

Welcome to the Blake Shelton and Lady Antebellum Concerts on the Atlantic City Beach located between Caesar's Pier (@ Arkansas Avenue) and Central Pier (@ St. James Place)**.**



Here are some simple guidelines to follow:

- You will need a ticket to attend the event.
- The beach location for the concert will open at 10:00 a.m. and will not be accessible until that time.
- The general admission ticketholders will enter at the Kentucky Avenue beach access. You can only enter the show at this location. All other beach access points between Caesars Pier (@ Arkansas Ave.) and Central Pier (@ St. James Place) will be closed off and secured.
- For our ADA accessible friends, you will be able to enter the beach area at the Bally's Beach Bar Boardwalk entrance near Michigan Avenue.
- Hand stamps will be issued at entry to permit exit and re-entry (only at Kentucky Avenue). Wrist banding will be in place for those seeking to purchase alcoholic beverages.

- Beverages, limited food options and merchandise will be available at the concert site on the beach.

- A medical station will be located at Martin Luther King Boulevard.

- Our beach patrol and lifeguards are there for YOUR safety, please abide by the rules of the beach. If you see someone in the water in distress, IMMEDIATELY notify the closest lifeguard.

- All lost children & lost adults will be taken to the lifeguard station at Michigan Avenue.

- Unattended items will be removed and entrants at Kentucky Avenue will need to go through a security search.

To ensure the comfort and safety of our guests as well as optimal views of the performers please keep in mind:

OK TO BRING:

- Beach Umbrellas (Must be taken down at 3 p.m.)
- Beach towels
- Sand chairs (no higher than 9 inches from the ground). All chairs must be removed from the bag for inspection.
- Small soft side cooler (no larger than 11 ½ x 6 ¾ x 9 ¼)
- Non-professional cameras
- Non-framed backpacks and bags
- Prescription medication (with proper ID)

ENCOURAGED TO BRING:

- Sunscreen
- Sunglasses
- Sun Hat
- Government-issued identification for proof of age.
- Cash, debit card, credit card for concessions and merchandise.
- Water will also be available for purchase, but it is very important to stay hydrated.

LEAVE AT HOME (NOT PERMITTED)

- NO large hard surface coolers.
- NO beach blankets larger than a beach towel.
- NO high back chairs, patio/lounge chairs, or chairs higher than 9” off the ground.
- NO glass bottles or containers
- NO alcohol (with the exception of alcohol purchased on site)
- NO tents or structures
- NO flags, totems

- NO items that might block someone's view
- NO animals (with the exception of documented service animals)
- NO bicycles, skateboards, scooters, or personal motorized vehicles unless an ADA approved device
- NO squirt guns, toy guns, or items that resemble a weapon
- NO weapons
- NO unauthorized or unlicensed vending.
- NO strollers
- NO illegal drugs or drug paraphernalia
- NO fireworks or sparklers
- NO professional cameras
- NO cooking devices or fuel of any kind (including gas, propane and/or charcoal).

For more information on things to do during your stay visit www.doatlanticcity.com. During the concerts be sure to stay in touch with us for up-to-date information via social media. Please be sure to share using hashtags #BlakeAC and #LadyAinAC.

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