American Airlines Center

Select-A-Seat
EVENT DATE: 11/17/26

MEMO DATE: 11/12/26

Event Information:

Tuesday, November 17, 2026
Mavericks Select-A-Seat

Event Begins:	5:00pm	Est. Attendance	100
Est. End of Event:	9:00pm	Broadcast	N/A
Doors:	Michelobe Ultra		
Location(s):	Bowl, Michelobe Ultra, & Patron		

EVENT TIMELINE

Tuesday, November 17, 2026

5:00pm	Event Begins
9:00pm	Event Ends

LEVY

Levy bartender to serve popcorn and drinks in Michelob Ultra

PARKING INFORMATION

Guest will park in Lexus for free

24 HOUR SECURITY

Please set up the mag in the Michelobe Ultra Club

OPERATIONS SET UP

Please drop (4) sign holders in the Ultra Club

Guest Services

Please staff the Michelobe Ultra door for guest entry.
Patron Club will be a waiting area for the Sales reps

MAINTENANCE / ELECTRICAL

Normal Airflow in the building

IT

Please connect the scorers table for the Mavericks to use during the Select-A-Seat

HOUSEKEEPING

There will be food and drinks served in Ultra Club throughtout the event

AUDIO / VISUAL

Screens and Scorers Table on with the Select-A-Seat graphic
Music on in the Bowl
Rings on with Section Numbers
TVs with the Select-A-Seat Graphic on in the Mich Ultra and Patron Clubs