



JAMIE SQUIRE/GETTY IMAGES

U.S. OLYMPIC TEAM TRIALS 2016 RIO



SWIMMING



OMAHASPORTS

EVENT GUIDE



WELCOME TO THE U.S. OLYMPIC TEAM TRIALS - SWIMMING

The U.S. Olympic Team Trials – Swimming is one of the premier events in all sports. This event serves as the ONLY selection meet for the U.S. Olympic Swim Team competing at the 2016 Olympic Games in Rio de Janeiro in the pool.

In 2008, the Trials were recognized by *SportsTravel Magazine* as the Best Amateur Multi-Sport or Multi-Discipline Event. The event was nominated for the award again in 2012 and was also a finalist for the Sports Event of the Year by the *Sports Business Journal* in 2012.

WHAT TO EXPECT:

- 1,800+ of the fastest swimmers in the USA
- 200,000+ tickets purchased
- 300 credentialed media from around the world
- 100,000+ fans in the Aqua Zone
- 8 days live on NBC & NBCSN with 16 hours of TV coverage
- 700 coaches
- 1,000 volunteers

JUNE 26 - JULY 3, 2016 • OMAHA



ORGANIZATION OF THE EVENT

The event is owned by the U.S. Olympic Committee and managed by a Joint Venture of USA Swimming and the Omaha Sports Commission.

USA SWIMMING

As the National Governing Body for the sport of swimming in the United States, USA Swimming is a 400,000-member service organization that serves the sport through its core objectives: Build the base, Promote the sport, Achieve competitive success. The membership is comprised of swimmers from the age group level to the Olympic Team, as well as coaches and volunteers.



OMAHA SPORTS COMMISSION

The Omaha Sports Commission is a not-for-profit entity dedicated to making Omaha one of the premier sports communities in the United States. The Commission works closely with area businesses and community leaders to help recruit and promote amateur sporting events.



U.S. OLYMPIC COMMITTEE

The U.S. Olympic Committee serves as both the National Olympic Committee and National Paralympic Committee for the United States. The USOC supports the U.S. teams for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games, while serving as a steward of the Olympic Movement throughout the country.



TICKETS

The U.S. Olympic Team Trials - Swimming is the hottest ticket in Olympic sports, with sell-outs of 14,000+ expected for all sessions from initial Ticketmaster sales. The event was sold out at press time.

SECONDARY MARKET TICKETS

PrimeSport is the Official Ticket Exchange for USA Swimming and the only approved marketplace for fans to buy and re-sell tickets in a convenient, safe and guaranteed environment.

PrimeSport.com

TV SCHEDULE & WEBCASTS

The Trials will be shown exclusively across NBC networks and mobile platforms. Prelims will be LIVE daily at 10 am Central Time (local) on the NBC Sports Extra app.

Date	Prelims	Time	Finals	Time
Sun., June 26	NBCSN	5-6 pm	NBC	7-8 pm
Mon., June 27	NBCSN	5:30-7 pm	NBC	7-8 pm
Tues., June 28	NBCSN	6-7 pm	NBC	7-8 pm
Wed., June 29	NBCSN	6-7 pm	NBC	7-8 pm
Thurs., June 30	NBCSN	5:30-7 pm	NBC	7-8 pm
Fri., July 1	NBCSN	5-6 pm	NBC	7-8 pm
Sat., July 2	NBCSN	4-5:30 pm	NBCSN	7-8:10 pm
Sun., July 3	None	None	NBC	7-7:30 pm





CENTURYLINK CENTER OMAHA

The CenturyLink Center is the premier entertainment venue in the Midwest and is hosting its third U.S. Olympic Team Trials – Swimming. In addition to the Trials, the venue hosts sporting events like Creighton basketball and NCAA volleyball, plus music acts like Taylor Swift, Zac Brown Band, Rolling Stones, U2, Bruce Springsteen and Lady Gaga.

455 N. 10th Street Omaha, NE 68102

DISABILITY SERVICES

The venue is accessible to disabled patrons, with a variety of seating options, services, elevators, escalators and service animal accommodations. Visit the CenturyLink Center Omaha ADA Information page under the guest services tab at centurylinkcenteromaha.com

SECURITY

For the safety of our fans, bag checks will be conducted along with a metal detector and wand procedure. Please leave extra time to get into the venue.

SPECTATOR LIKENESS

Spectators grant event organizers permission to use spectators' images or likenesses without compensation.

CAMERAS

Any photographs, videotape or other audio and/or visual recordings of the event (including live streams) created by a spectator may be used solely for such spectator's personal non-commercial use, and may not be posted on the Internet. See the back of your event ticket for more info.

DROP-OFF/PICK-UP AREAS

A convenient drop-off and pick-up area is located on the West side of the building on 10th Street and the South side on Capitol Street for cars, taxis, ride-sharing services (ex. Uber, Lyft), limousines and buses. No parking is permitted in this area.



WANT COMPETITION INFO?

For coach and competitor info, find our Official Event Information Guide at USASwimming.org/Trials

FIRST AID

First Aid locations are located in the Convention Center (Grand Hall just outside Hall C); and Arena (Outside Section 116, Section 101 next to the Bud Zone and Section 205 & Section 221).

ATM LOCATIONS

There are four ATMs. All tickets, concessions and merchandise are Visa exclusive at the event. ATM locations include the Convention Center (Grand Hall outside Hall B); and Arena (Next to Guest Services behind Section 116, Section 126 near the Bud Light Zone and Section 108).

PROHIBITED ITEMS

The following items are not permitted into CenturyLink Center Omaha:

- No professional cameras (4" or greater)
- No audio/video recording
- No laser pointers
- No outside food or drink (20 oz. or smaller empty clear plastic bottles will be allowed for water)
- No large bags or back packs larger than 14" x 14" x 6"
- No large umbrellas
- Noise making devices of any kind (i.e. bells, whistles, horns, etc.)
- No fireworks
- No illegal drugs and alcohol
- No weapons of any kind, including lawfully concealed firearms
- No chains or spikes
- No tablets or selfie-sticks
- Masks are prohibited and may not be worn at any time while inside the arena
- No drones
- No hover boards
- Any item deemed to compromise public safety



O, SAY CAN YOU SWIM?

USASWIMMING.ORG/TRIALS



Josh Schneider –
2015 Pan American Games
Gold Medalist

PARKING

Parking is available in Lots B, C & D as well as a connected parking garage at the CenturyLink Center Omaha.

- \$8 for surface parking and \$12 for the garage
- \$20 for recreational vehicles and buses in Lot D
- Accessible parking is available in all lots

BMW OWNER PARKING

BMW is offering VIP parking for BMW owners after the conclusion of the College World Series. BMW owner parking is located in Lot D. If you are traveling from out of town and won't be driving your BMW, then just bring your BMW key or key fob and show it to the attendants in the designated parking areas. Parking is on a first-come, first-served basis.



The Ultimate
Driving Machine



#SWIMUNITED



AQUA ZONE

The Aqua Zone is the ultimate fan experience for fans and is located in Exhibit Hall C. This 100,000-square foot area will feature activities for the whole family, including surf riding, log rolling, rock wall climbing, virtual reality, swimming treadmills and more! All of these are digitally connected so fans can share socially and enter for a chance to win a BMW lease for the year! This FREE admission fan experience is open to the public and will have 30 different exhibitors and fun, interactive experiences. Highlights include:

AUTOGRAPHS & SELFIE STATIONS

We will feature more than 50 Olympic stars – current and legends – to sign autographs and pose for pictures throughout the week. The full, detailed autograph schedule is updated frequently and posted at USASwimming.org/Trials

AQUA ZONE HOURS (CENTRAL TIME)

Friday, June 24	3 pm – 8 pm*	* = Sneak Preview Day.
Saturday, June 25	12 pm – 5 pm	If you are reading this,
Sunday, June 26	11 am – 7 pm	you are invited!
Monday, June 27	11 am – 7 pm	
Tuesday, June 28	11 am – 7 pm	
Wednesday, June 29	11 am – 7 pm	
Thursday, June 30	11 am – 7 pm	
Friday, July 1	11 am – 7 pm	
Saturday, July 2	11 am – 7 pm	
Sunday, July 3	11 am – 7 pm	

AQUA ZONE REWARDS PRESENTED BY BMW

This is your Key to Win! Earn Points for every activity in Aqua Zone when you sign in via your mobile phone or any of our onsite ambassadors. One lucky winner will win a one year lease for a new BMW X1. Save time and pre-register at USASwimming.org/Trials.



#SURFOMAHA presented by Marriott Rewards

The centerpiece of the Aqua Zone will be the #SurfOmaha experience. It's a constant wave where fans can boogie board or surf. This is a premium event that requires a fee and pre-registration. Slots to surf with Olympic swimmers are also available. Sign-up now at USASwimming.org/Trials

BRING YOUR SWIMSUIT!

There are new attractions where fans can get wet such as riding #SurfOmaha, log rolling and testing your swimming speed in a Master Spa, so bring a swim suit or find one from our retail selection!

USASwimming.org/Trials

MASTER CALENDAR



	PRELIMS: 10am CDT	FINALS: 6:45pm CDT	TELEVISED PRELIMS	TELEVISED FINALS	HOURS	EVENTS
FRIDAY, JUNE 24					3 - 8 pm sneak preview day	
SATURDAY, JUNE 25					Noon - 5 pm	
SUNDAY, JUNE 26	400 IM - M 100 Fly - W 400 Free - M 400 IM - W 100 Breast - M	400 IM - M* 100 Fly - W^ 400 Free - M* 400 IM - W* 100 Breast - M^	5 - 6 pm	7 - 8 pm	11 am - 7 pm	8:30 pm Sundae Sunday with the Olympians
MONDAY, JUNE 27	100 Back - W 200 Free - M 100 Breast - W 100 Back - M 400 Free - W	100 Fly - W* 200 Free - M^ 100 Breast - W^ 100 Breast - M* 400 Free - W* 100 Back - M^ 100 Back - W^	5:30 - 7 pm	7 - 8 pm	11 am - 7 pm	Private Event for coaches presented by Competitor Swim
TUESDAY, JUNE 28	200 Free - W 200 Fly - M 200 IM - W	200 Free - W^ 200 Free - M* 100 Back - W* 100 Back - M* 100 Breast - W* 200 Fly - M^ 200 IM - W^	6 - 7 pm	7 - 8 pm	11 am - 7 pm	8:30 pm Breakfast (for Dinner) with the Olympians
WEDNESDAY, JUNE 29	100 Free - M 200 Fly - W 200 Breast - M	100 Free - M^ 200 Free - W* 200 Fly - M* 200 Fly - W^ 200 Breast - M^ 200 IM - W*	6 - 7 pm	7 - 8 pm	11 am - 7 pm	8:30 pm Wine & Craft Brew Tasting with the Olympians
THURSDAY, JUNE 30	100 Free - W 200 Back - M 200 Breast - W 200 IM - M	200 Breast - M* 100 Free - W^ 200 Back - M^ 200 Fly - W* 100 Free - M* 200 Breast - W^ 200 IM - M^	5:30 - 7 pm	7 - 8 pm	11 am - 7 pm	8:30 pm Private Event for 2016 National Team & Olympic Team Families presented by Deloitte
FRIDAY, JULY 1	50 Free - M 800 Free - W 100 Fly - M 200 Back - W	50 Free - M^ 200 Breast - W* 200 Back - M* 200 Back - W^ 200 IM - M* 100 Free - W* 100 Fly - M^	5 - 6 pm	7 - 8 pm	11 am - 7 pm	Private Event for Olympians presented by BMW
SATURDAY, JULY 2	50 Free - W 1500 Free - M	200 Back - W* 100 Fly - M* 800 Free - W* 50 Free - M* 50 Free - W^	4:00 - 5:30 pm	7 - 8:10 pm (on NBCSN)	11 am - 7 pm	Private Event For Coaches
SUNDAY, JULY 3	No Preliminaries	50 Free - W* 1500 Free - M*		7 - 7:30 pm	11 am - 7 pm Team Autograph Day, Time (TBD)	8:30 pm Fireworks, BBQ & Apple Pie

* = Final ^ = Semifinal, NOTE: Prelims will be LIVE daily at 10 am Central Daylight Time (local) on the NBC Sports Extra app.



BUILDING CHAMPIONS 5K

- USA Swimming Foundation's Building Champions 5k Fun Run at 7:30 am, Sunday, July 3.
- College World Series Championship Days include June 27, 28 and possibly June 29. USASwimming.org/Trials



Visit
OMAHA
VisitOmaha.com

10 FUN THINGS TO DO IN OMAHA

Here are some exciting (and delicious) adventures outside the swimming competition.

1. **Explore** 28 acres of African Grasslands at Omaha's Henry Doorly Zoo and Aquarium.
2. **Stroll** the Old Market Entertainment District's cobblestone streets lined with shops, pubs and distinctive restaurants.
3. **Take a walk** on "Bob" – Omaha's tweeting, Instagramming, one-of-a-kind pedestrian bridge, connected to more than 150 miles of trails. Chat with Bob at [@BobTBridge](#).
4. **Hop aboard** fully-restored train cars and sip on an old-fashioned phosphate at The Durham Museum.
5. **Try** the Reuben Sandwich in the city where it was created. Yes, it was invented in Omaha.
6. **Eat** like an athlete and get your protein from one of Omaha's legendary steakhouses.
7. **Enjoy** free admission to view 11,000 works of art by Monet, Rembrandt, Chihuly and more at the Joslyn Art Museum.
8. **Float** down the Elkhorn River with Tubing & Adventures.
9. **Check** out the Model Railroad Garden at Lauritzen Gardens. A favorite among lil' engineers, see G-scale model trains travel twiggy trestles.
10. **Interact** with Omaha's public art throughout the city. Pose with larger-than-life jugglers, see bison stampeding through buildings and pose with "mouthy" sculptures.

Dive into Omaha and learn more at [VisitOmaha.com](#)

Attention Swim Fans!

DOWNLOAD THE **SAVINGS** OMAHA SAVINGS APP

FREE

Discounts to
top Omaha
attractions

The Amazing
Pizza Machine

The Durham Museum

Fontenelle Forest

Joslyn Art Museum

Lauritzen Gardens

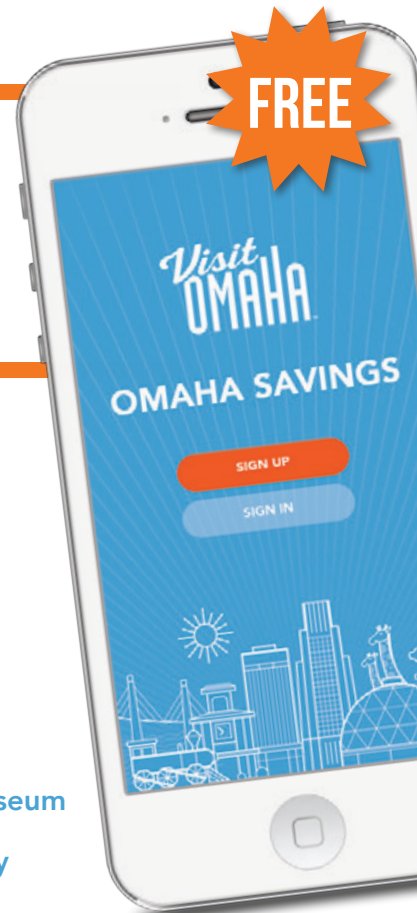
Omaha Children's Museum

Omaha's Henry Doorly
Zoo and Aquarium

Strategic Air Command & Aerospace Museum

Village Pointe Shopping Center

Wildlife Safari Park





USA SWIMMING HOUSE

This new hospitality venue will be the social hub for public and private events after Finals each night. Creating a “House” is part of the Olympic Games experience, so we are bringing that experience to the Trials. It will be located in the 5,000-square foot upstairs of The Old Mattress Factory Bar and Grill, within a short walk of the CenturyLink Center at 501 N. 13th Street, Omaha, NE, 68102. The historic building built in 1883 will be a popular destination for post-finals entertainment, including our outdoor balcony – The “Myrtha Pool Deck.” The following nights and themed-events are designated as fan nights and open to the public (start time ~8:30 pm nightly after Finals):

SUNDAY, JUNE 26 - SUNDAE SUNDAY WITH THE OLYMPIANS

Build your own sundae with your favorite Olympic legends.

TUESDAY, JUNE 28 - BREAKFAST (FOR DINNER) WITH THE OLYMPIANS

Who doesn't like breakfast for dinner, especially when you can meet Olympic legends?

WEDNESDAY, JUNE 29 - WINE & CRAFT BEER TASTING WITH THE OLYMPIANS

Whether or not you know the difference between a pinot and a shiraz or a pilsner and an IPA, come experience a fun, interactive tasting event with Olympic legends.

SUNDAY, JULY 3 - FIREWORKS, BBQ & APPLE PIE

Enjoy a taste of Americana with a front row view of the fireworks display from our balcony (aka the Myrtha Pool Deck) brought to you by the Omaha World Herald and TD Ameritrade.

PRE-REGISTER

These events require an additional fee and pre-registration, so sign-up now as space is limited. Cash bar beverages offered include beer, wine, mixed drinks, soda, juice and water. USA Swimming House is kid-friendly as long as minors are accompanied by an adult. USASwimming.org/Trials

PRIVATE EVENTS

There will be a series of private events after Finals at USA Swimming House including: a coaches reception presented by Competitor Swim (June 27); an event for the 2016 National Team & 2016 Olympic Team Families presented by Deloitte (June 30); a U.S. Olympic Team reunion presented by BMW (July 1); and a wine & craft beer tasting event for coaches (July 2). To find out more on these events, write to us at marketing@usaswimming.org.



MERCHANDISE

THE SHOPPING EXPERIENCE WILL BE THE LARGEST IN TRIALS HISTORY USA SWIMMING SUPERSTORE

This 12,000-square foot super store in the Aqua Zone (Exhibit Hall C) is the main retail location to find U.S. Olympic Trials event products, plus apparel and equipment from Arena, Speedo, TYR and USA Swimming. Open during Aqua Zone hours with extended hours of 8am - 9pm on competition days.

VENUE KIOSKS

U.S. Olympic Trials event products will be available throughout the competition venue at various kiosks.

USA SWIMMING HOUSE

A collection of merchandise exclusive to USA Swimming House will also be available every day throughout the event on the first floor lobby store and publically accessible each day/evening. Store hours 11am - 10pm during competition days.

Make sure and bring your Visa as the event is Visa exclusive!



ABOUT THE POOL

The U.S. Olympic Trials will be held in a temporary pool constructed by Myrtha Pools. There is a second pool in the adjacent convention center that is used for athlete warm-up. The competition pool is an "Olympic Sized Pool" that is 50-meters in length and 26-meters wide with 10 lanes (eight used for finals).

This stainless-steel engineering feat takes just over two weeks to build and fill and will be deconstructed after the event. The pool technology will then be transported for permanent pool installations. The competition pool is going to West Fargo (ND) School District for a permanent install and the warm-up pool going to Santa Ynez (CA) Aquatic Community Foundation.

Omega timing and video back-up will be used to ensure the same standards as the Olympic Games.

AREA MAP



ADA ACCESSIBLE/
PARKING



GENERAL
PARKING



HOTELS



LOT
ENTRANCES



MAIN
ENTRANCES





STAY CONNECTED

It's a mobile world and there are many ways to stay connected during your visit to Omaha.

#SwimTrials16

DECK PASS APP

This is your key to Aqua Zone Rewards, a chance to win a BMW X1 lease and access to all fan activities.

Available on [iTunes Store](#) and [Google Play](#)



USASWIMMING.ORG

The home for results, video content and the most current calendar of activities.

USASwimming.org/Trials

FACEBOOK

Posts, photos, videos and more.

[Facebook.com/USASwimming](https://www.facebook.com/USASwimming)

TWITTER

Tweets, photos, videos and more.

[@USASwimming](https://twitter.com/USASwimming)

[@USASwimLive](https://twitter.com/USASwimLive)

INSTAGRAM

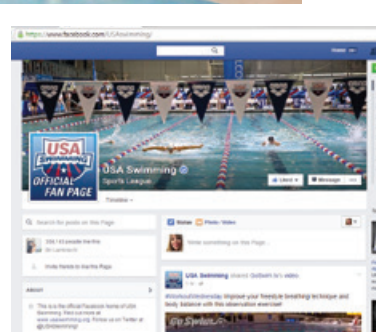
Photos, videos and more.

[@USASwimming](https://www.instagram.com/USASwimming)

AT&T SOCIAL DECK

Follow the social conversations.

usaswimming.org/attsocialdeck



NBC SPORTS LIVE EXTRA APP

Watch the prelims live exclusively through NBC.

Available on [iTunes Store](#) and [Google Play](#)

DECK PASS LIVE! PRESENTED BY AT&T

A live, online, daily desk show will preview each day's action and take viewers behind the scenes of the Trials. The show will be streamed live at USASwimming.org/Trials

OMAHA WORLD HERALD

In our partnership with the Omaha World Herald there will be many ways to follow the action and stay connected including:

- Commemorative Program
- Daily Newspaper Wrap
- Heat Sheets
- Omaha.com



THE LAST GOLD

THE GREATEST UNTOLD STORY IN THE
HISTORY OF OLYMPIC SWIMMING

IN THEATERS JULY 11



A DOCUMENTARY FILM FROM USA SWIMMING.
SHOW TIMES AT [THELASTGOLD.COM](http://TheLastGold.com)