



Skip the Concession Lines, Not the Game!

Why use Bypass Lane?

With Bypass Lane, concession lines are a thing of the past. Now you can simply place an order from your seat using your smart device. With Bypass Lane, you can place your order and pay for your food and drink securely by credit card without leaving your seat.

How it works:

Set-Up Account Online Before Event or On Game Day:

1. Go to <https://bypasslane.com/users/new> to register. It's free!
2. Fill in your account information, credit card information, and choose "Stanford" as your favorite team.

NOTE: The first 1,000 Stanford fans to register, will receive \$5.00 credit toward their first Bypass Lane purchase.

Choose Your Mobile Product and Order:

Football, Women's Volleyball, and Basketball fans will have two mobile options for mobile food ordering on game days:

Stanford GameDay Live! in-venue mobile web site (www.StanfordGDL.com)

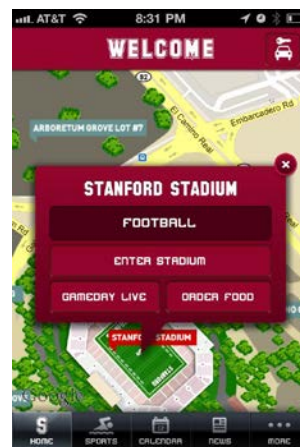
1. When in Stanford Stadium or at Maples Pavilion, visit Stanford Gameday Live! on your WiFi enabled device (www.stanfordgdl.com). To access, you must be connected to the free public "attwifi" network.
2. Go to the "Order" feature within Stanford GameDay Live!
3. Enter the phone number and password you just registered* and start ordering!

**If you haven't pre-registered, when ready to checkout, follow the instructions to create an account with Bypass Lane.*



Use the iCardinal App for iOS or Android (available fall 2011)

1. Download the iCardinal application from the App Store or Android Market, coming fall 2011.
2. Click on "Stanford Stadium" and select the "Order Food" button to go to the Bypass Lane mobile concession ordering feature within the app.
3. Enter the phone number and password you just registered* and start ordering!
**If you haven't pre-registered, when ready to checkout, follow the instructions to create an account with Bypass Lane.*



Pick-up Order:

When your order is ready, a text message will notify you to pick up your order from the dedicated Bypass Lane located at select concession stands. Skip the line, not the game.