

SATURDAY, SEPTEMBER 6, 2008

11:00AM - 4:00PM
Automatic Magazine's Battle of the Shops amateur skate competition
Hall A/Special Events Area at ASR
Automatic Magazine and Adio Footwear

8:00PM
ASR/Virtue after party, performance by Schwayze
Belo, 919 Fourth Avenue
Skinnie Magazine, U4rik Vodka and Upshot Energy Drink

8:00PM
"Water Man" premiere
La Paloma Theatre, 471 S. Coast Hwy 101, Encinitas
Bum Men Productions

8:30PM
Live performances by Witch, Earthless and Assemble Head in Sunburst Sound, \$14, 21+
The Casbah, 2501 Kettner Boulevard

PLACES TO EAT

17 BOND BAR + KITCHEN
333 5th Avenue
(619) 342-0212
Ozzie-inspired party spot.

18 CANDELAS
416 3rd Avenue
(619) 702-4455
Upscale contemporary Mexican.

19 CHIVE
558 4th Avenue
(619) 232-4483
Fusion in a modern atmosphere.

20 CIRO'S PIZZERIA
534 Market Street
(619) 696-0405
Quick, easy & delicious pizza.

21 FLEMING'S
380 K Street
(619) 237-1155
Prime steakhouse & wine bar.

22 GASLAMP STRIP CLUB
340 5th Avenue
(619) 231-3140
DIY grill, Vargas pinup art and late night dining.

THE GUILD
1805 Newton Avenue
(619) 564-7584
Don't miss the burger here.

ISLAND PRIME & C-LEVEL LOUNGE
880 Harbor Island Drive
(619) 298-6802
Catch great SD views at this spot on the water.

23 LOU & MICKEY'S
224 5th Avenue
(619) 237-4900
Seafood and steaks across from the Convention Center.

24 MARYJANE'S
207 5th Avenue
(876) 751-7625
Classic coffee shop in the new Hard Rock Hotel.

25 MISTER TIKI MAI TAI LOUNGE
801 5th Avenue
(619) 233-1183
This Fifth Avenue hotspot is a modern rendition of tiki culture.

26 MONSOON
729 4th Avenue
(619) 234-5555
Authentic North Indian cuisine.

27 NOBU
207 5th Avenue
(876) 751-7625
Celebrity sushi at the Hard Rock Hotel.

28 OCEANAIRE
400 J Street
(619) 858-2277
Seafood in an elegant setting.

29 RAMA
327 4th Avenue
(619) 501-8424
Delicious Thai cuisine in contemporary atmosphere.

30 RED PEARL KITCHEN
440 J Street
(619) 231-1100
Asian fusion and creative drinks.

31 ROCK BOTTOM BREWERY
401 G Street
(619) 231-7000
You can't go wrong with the signature Titan Toothpicks and a beer.

32 ROCKIN' BAJA LOBSTER
310 5th Avenue
(619) 234-6336
Casual Mexican food.

STARLITE
3175 India Street
(619) 358-9766
Intimate & low key dining.

33 SUSHI ITTO
409 F Street
(619) 237-1037
Good sushi, great prices.

ZENBU
7660 Fay Avenue, La Jolla
(858) 454-4540
A little drive, but this San Diego standby is worth it.

PLACES TO DRINK

AIRPORT LOUNGE
2400 India Street
(619) 685-3881
Fancy dress, guest lists, and airport décor.

34 BASIC URBAN KITCHEN + BAR
410 10th Avenue
(619) 531-8869
No frills, just a mellow hangout spot.

35 LIVING ROOM AND VERANDA @ THE W HOTEL
421 West B Street
(619) 231-8220
Have a drink in these newly remodeled lounges.

36 J BAR
616 J Street
(619) 531-0105
Swanky 4th floor outdoor rooftop lounge.

37 JADE THEATER
701 C Street
(619) 814-5125
The Gaslamp's latest upscale club/lounge/restaurant.

38 SWEETWATER SALOON
207 5th Avenue
(876) 751-7625
The new SD hotspot at the Hard Rock Hotel.

39 THIN/ONYX ROOM
852 5th Avenue
(619) 231-7529 Thin. (619) 235-6699 Onyx.
Experience two different vibes in Thin's upscale modern cocktail lounge and Onyx's underground bar.

40 TOP OF THE HYATT
1 Market Place
(619) 232-1234
Don't miss the view, from 40 floors above the bay.

THE WATERFRONT
2044 Kettner Boulevard
(619) 232-9656
A San Diego classic.

41 THE YARDHOUSE
1023 4th Avenue
(619) 233-9273
San Diego's beer mecca- 130 on tap.

PLACES OF INTEREST

42 5 & A DIME
828 G Street
(619) 236-0364
Designer toys, small streetwear labels, and super-exclusive sneaks.

43 ADIDAS
926 5th Avenue
(619) 615-0287
For all of your three stripe needs.

44 BLENDS
726 Market Street
(619) 233-6126
For the sneaker-obsessed.

CASBAH
2501 Kettner Boulevard
(619) 232-4355
Visit www.casbahmusic.com to check show dates.

IGLOO STORE
640 W Beech Street #1A
(619) 234-5855
Designer T-shirts, books and art.

MIXTURE
2210 Kettner Boulevard
(619) 239-4788
Very cool modern furniture and lifestyle boutique.

SAFE RIDES

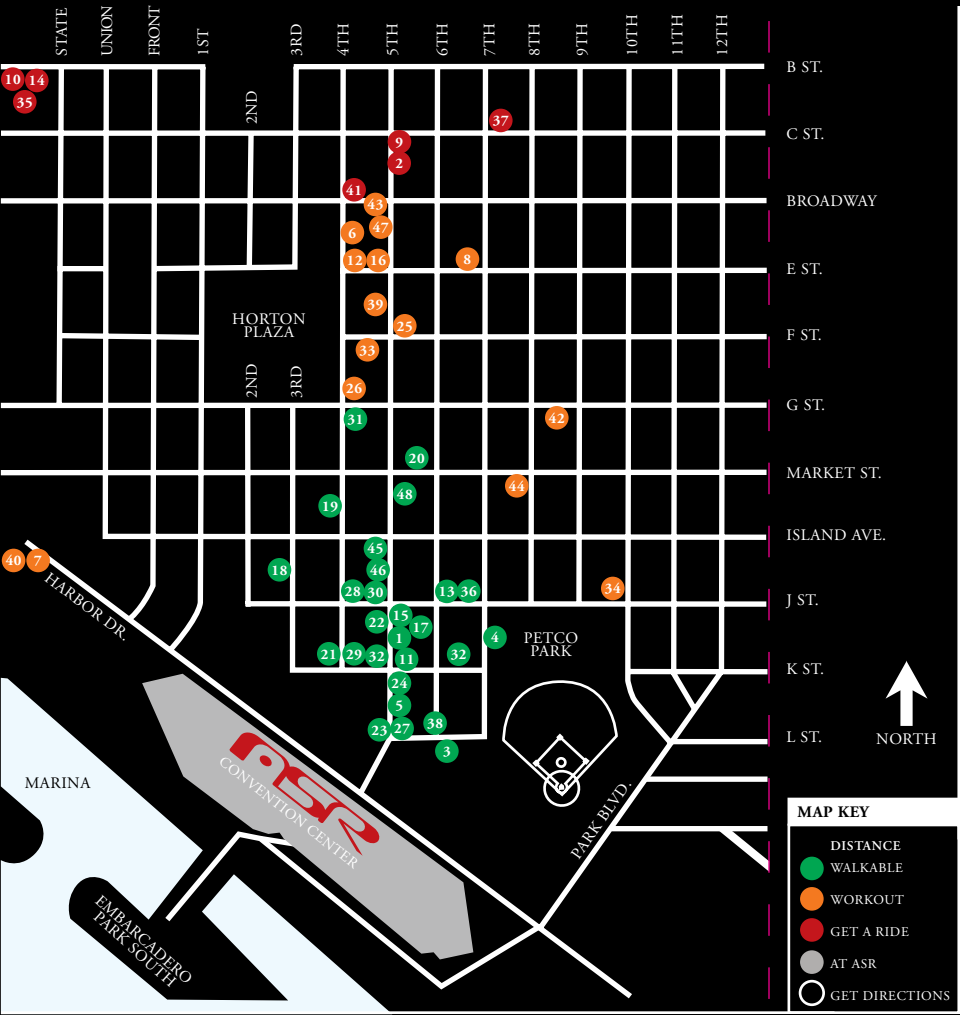
ASR attendees with a designated wristband will receive a free safe-ride home from participating pedi-cabs in San Diego...
Visit the Hurley booth (#2427) for more information.
Hurley, Nike 6.0, Converse, Surfing and ASR.

NIXON PARTY PLANNER
NIXONNOW.COM | ASR BOOTH 2317



NIXON

PARTY PLANNER
ASR SEPTEMBER 4-6, 2008



WEDNESDAY, SEPTEMBER 3, 2008

- 1** 7:00PM
Electric Visual "Hoy" sunglass release party for Matt Hoy, DJ "Cbot" Chris Cote
Bondi Bar, 333 5th Avenue
Electric Visual and Transworld Surf
- 2** 7:30PM
The 2008 Volcom tour @ HOB, featuring Motorhead, Airbourne, Valient Thorr and Year Long Disaster, doors at 7:30pm, show at 8:00pm, 21+
House of Blues, 1055 5th Avenue
Volcom
- 3** 8:00PM
ASR kick-off party and Arro Saari Art Show, DJ and live band, 21+
Analog beach house, 3607 Ocean Front Walk, Mission Beach
Analog

THURSDAY, SEPTEMBER 4, 2008

- 3** 12:00PM – 2:00PM
Tim Fish Time Out: fish tacos and free drinks
Tin Fish, 170 6th Avenue
FMF, Ethika and Spy Optics
- 4** 3:00PM
Seventeen/ASR runway show featuring the season's trends as styled by Seventeen Magazine's editors, with hair by Robert Cromean's Salon and make-up by Addicted Cosmetics
Hall E/Seventeen Style Hall at ASR
Seventeen Magazine
- 5** 4:30PM – 6:00PM
Malakye, casting call and cocktail party
Booth #3839 at ASR
MalakyeB2B
- 6** 5:00PM – 7:30PM
IASC reception, cocktails and special musical guest, Skate Book signing event and silent auction to benefit the Go Skateboarding Foundation
Upstairs East Terrace Outside at ASR
IASC
- 7** 5:00PM – 8:00PM
Active store opening, invite only
319 7th Avenue
The Skateboard Mag, Foam Magazine and Neff Headwear
- 8** 6:00PM – 8:00PM
Virtue VIP reception, use attendee or Virtue exhibitor badge for entry
The Edge and Legends Ballroom @ The Hard Rock Hotel, 207 5th Avenue
Tito Ortiz and Punishment Athletics
- 9** 7:00PM
"Life As A Movie" premiere presented by Benji Weatherley, doors at 7:00pm, movie at 8:30pm, invite only, 21+
Confidential, 901 6th Avenue
Analog, ANON and Gratis
- 10** 7:00PM – 10:00PM
Riviera SD Magazine's 4th Anniversary Party featuring L'Space fall runway show, live music by The Drowning Men, specialty cocktail by vitaminwater and Effen Vodka
KIN Lounge @ The Manchester
Grand Hyatt Hotel, 1 Market Place
vitaminwater and Effen Vodka
- 11** 8:00PM
ASR party for Surf Aid International, performances by Justin James and Carbine, South Coast fashion show
Bareback Grill Coalamp, 624 E Street
SurfShot and SouthCoast
- 12** 8:00PM
Insight "Dopamine" launch party
Kava Lounge, 2812 Kettner Boulevard
Insight
- 13** 8:00PM
Under the Influence- the premiere of "The Bluebird Movie" and "No Correct Way", doors at 8:00pm, first movie at 10:00pm, free beer
Modus Bar and Lounge, 2202 4th Avenue
Bluebird and Rome SDS

- 9** 8:00PM
COONS launch party, doors at 8:00pm, show at 9:00pm with performances by Social Distortion and Reverend Horton Heat, 21+
House of Blues San Diego, 1055 5th Avenue
Converse
- 10** 8:30PM
"These Days" Film Premiere
Wave House, 3146 Mission Boulevard, Mission Beach
Transworld
- 11** 9:00PM
PARTY featuring Taxi live and DJs Ikah Love and Thadical, performance by Early Man, complimentary Cols 45 and Sake2Me all night, 21+
Merge, 2191 Main Street Suite M
VICE, Von Zipper and Allyance
- 12** 9:00PM
Don Julio Agave Lounge, "Minds In The Water" premiere benefiting Surfers for Cetaceans at 9:00pm presented by ASR, Surfer Magazine and Fuel TV, charity auction, invite only, 21+
W Hotel, 421 West B Street
Etnies and Active
- 13** 9:00PM – 11:00PM
"Changes" film premiere
Bondi Bar, 333 5th Avenue
Busty
- 14** 10:00PM
Vapors Magazine presents The 10 Deep x Shut collabo jumpoff, 21+
Red Circle Bar, 420 E Street
Vapors, 10 Deep and Shut

FRIDAY, SEPTEMBER 5, 2008

- 15** 3:00PM
Seventeen/ASR runway show styled by Seventeen Magazine
Hall E/Seventeen Style Hall at ASR
Seventeen Magazine
- 16** 4:30PM
Tweak Bird performance
Booth #3531 at ASR
Volcom
- 17** 5:30PM
The Skateboard Art of Jim Phillips and 35th anniversary of Santa Cruz Skateboards party featuring DJ RSI1, autograph signing and free beer
Meeting Room 6A at ASR
Fuel TV, Sabre Vision and Tech Deck
- 18** 6:00PM
"Bustin' Down The Door" reception with Shaun Tomson, invite only
Outside Upper Mezzanine at ASR
Bustin' Down The Door, ScreenMedia and Abrams
- 19** 8:00PM
"Dude Cruise" premiere
Hotel Solimar, 455 6th Avenue
Irony Brothers, DC Shoes and VAS Entertainment
- 20** 8:30PM
"That's It, That's All" premiere, doors at 8:30pm, movie at 9:30pm, invite only
Anthology, 1337 India Street
Red Bull and Quiksilver
- 21** 9:00PM
World premiere of "See What I See" by Runway Films and "Aesthetica" by Standard Films plus DJs Scooter and Lavelle, Mikey Beats, G-Roy and Schoeny, 21+
W Hotel, 421 West B Street
Monster Energy, TK Productions and Spy
- 22** 9:00PM
Sun Diego party featuring performances by Hyper Crush, Ultraviolet Sound and DJ Fishfonics, 21+
Bondi Bar, 333 5th Avenue
Sun Diego Boardshops, Skull Candy and Spy