Public Transportation (20 - 40w)
The city center is 22 km from San Francisco International Airport (SFO), and you can get there by either train or bus. There's a Bart Station Airtrain that goes from inside the airport, or the Public Bus that leaves from terminal 3 to the city center.

Taxi (20 - 40w)
To get from San Francisco Airport to Cow Palace by cab will cost about 35 dollars, 45 dollars to the city center, or 55 dollars to Fisherman's Wharf. You also have to pay a 2 dollar surcharge to leave the airport by taxi.