

SXSW® 2016 MARKETING

**EARLY BIRD
MARKETING DEADLINES:**

SAVE 20% by September 11, 2015

SAVE 10% by November 20, 2015

SXSW.COM/MARKETING

SXSW should be a staple in every brand's marketing plan...
From massive brands to the up and comers, they're all at SXSW.
– Lilly Crick, Marketing Manager, Media Temple

SXSW
MUSIC 2016
FILM
INTERACTIVE
AUSTIN, TX

MARCH 11-20

OVERVIEW OF SXSW EVENTS



An incubator for cutting-edge technologies and digital creativity, SXSW Interactive features five days of compelling presentations and talks from the brightest minds in emerging technology, scores of exciting networking events and an unbeatable lineup of special programs showcasing the best new websites, video games and startup ideas the community has to offer. SXSW Interactive has become the place to preview the technology of tomorrow.

sxsw.com/interactive



For nine days in March, creatives of all stripes gather at the SXSW Film Conference & Festival to celebrate raw innovation and emerging talent both behind and in front of the camera. Featuring a high caliber and diverse film lineup, conversations with today's most talented creators, one-on-one mentor sessions and more, SXSW Film brings together visionaries from all corners of the entertainment and media industry to share the stories and ideas that will shape the future of filmmaking.

sxsw.com/film



SXSW Music Conference and Festival turns 30! SXSW Music continues to be the premier global stage for musicians and cultural leaders to showcase their latest works. Featuring programming from industry notables, artist-focused workshops and world-class exhibitions, the Austin Convention Center transforms into the epicenter for the music business. At night, SXSW Music brings downtown alive with over 100 stages and more than 2,200 artists from around the world.

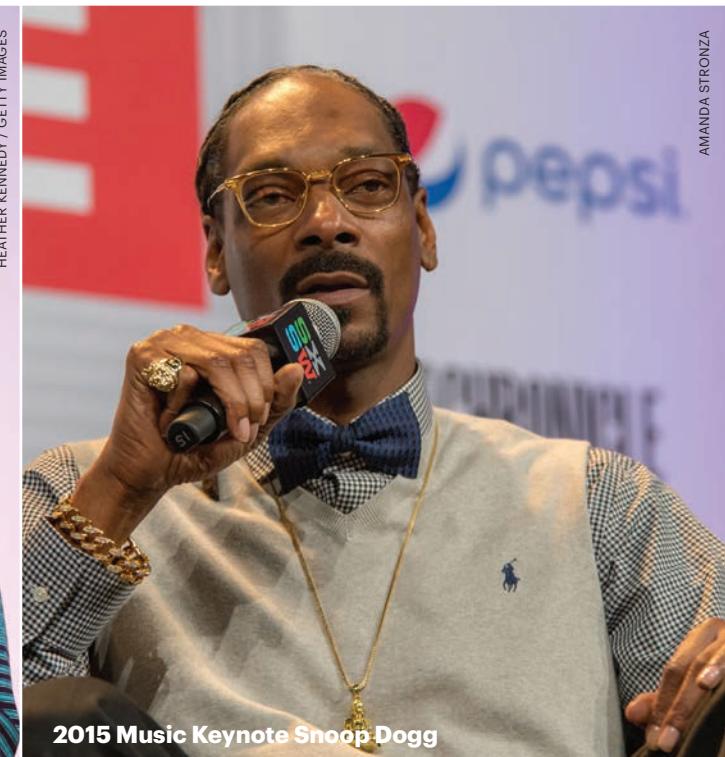
sxsw.com/music



2015 Interactive Keynote Martine Rothblatt



2015 Film Keynote Ava DuVernay



2015 Music Keynote Snoop Dogg

SXSW FAMILY OF EVENTS



JULY 19-22, 2015 | LAS VEGAS, NV

SXSW V2V is an extension and re-imagining of the legendary SXSW experience with an emphasis on the creative spark that drives entrepreneurial innovation. This four day event brings the startup and venture capital communities together with the creative industries that have helped to make SXSW so special.

sxswv2v.com



MARCH 7-10, 2016 | AUSTIN, TX

Education's most energetic and innovative leaders from all backgrounds of the learning landscape including teachers, administrators, university professors, business and policy leaders converge each March at the SXSWedu Conference & Festival. The four-day event is a platform for the growing SXSWedu community to connect, collaborate, create and change how we teach and learn.

sxswedu.com



OCTOBER 5-7, 2015 | AUSTIN, TX

SXSW Eco creates a space for business leaders, investors, innovators and designers to advance solutions that drive economic, environmental and social change. In its fifth year, the conference will feature collaborative events to facilitate direct connections, as well as focused panel sessions and exciting competitions that will introduce attendees to transformative products, technologies and ideas. sxsweco.com



2015 SXSW V2V Keynote Damien Patton



2015 SXSWedu Keynote Charles Best



2014 SXSW Eco Keynote Sylvia Earle

SXSW DEMOGRAPHICS

TOP 10 BUSINESSES AT SXSW 2015

MUSIC:

Artist Performer
Label - Indie
Label - Major
Management
Media
Music Publishing
Booking
Event/Convention/Festival
Student/Higher Education
Legal

FILM:

Filmmaker
Film Industry
Production
Media
Talent
Distribution
Student/Higher Education
Publicity
Education Business
Studio

INTERACTIVE:

Advertising
Software Development
Sales/Marketing/PR
Corporation
Non-profit
Finance/Venture Capital
Consultant
Media Electronic
Startup
Health

AGES:

Under 21	1%
21-24	6%
25-34	42%
35-44	32%
45-54	14%
54-64	5%
65+	1%

HOUSEHOLD INCOME:

Under 25k	5%
25-49k	10%
50-74k	15%
75-99k	14%
100-\$149k	21%
150k+	35%

JOB FUNCTION:

Sales/Marketing	18%
Creative Development	24%
Business Development	9%
Management	23%
Communications	10%
Other	16%

PURCHASING POWER:

None	20%
Up to 1k	14%
\$1k-\$9,999	21%
\$10k-\$49,999	12%
\$50k-\$99,999	6%
100k+	27%

AMOUNT OF DECISION MAKING POWER WITHIN ORGANIZATION:

Not in Decision Making Position	5%
Some Decisions	19%
Many Decisions	30%
Specific Department	26%
Ultimate Decision Maker	20%

GENDER:



BUSINESS GOALS FOR SXSW:

Find New Business Opportunities	64%
Connect With Existing Clients	39%
Launch New Product or Service	11%
Hire Talented People	15%
Invest in New Companies	6%
Seek Employment/Contract Work	11%
Seek Investors	22%

PRESS & MEDIA ATTENDANCE

• Music (approx): 3,000 • Film (approx): 2,300 • Interactive (approx): 3,400

SOCIAL MEDIA CONNECTIONS

Twitter: 474,000 followers

Facebook: 451,977 likes

Google+: 529,135 followers, 7,622,338 views

Youtube: 93,401 subscribers; 75,042,913 views

SXSW MUSIC

- Music Festival Showcasing Acts: 2,266; International acts: 553 from 62 foreign countries
- Music Festival Stages: 107
- Music Conference Participants Including Registrants and Artist Wristbands: 30,308 (from 78 foreign countries)

SXSW FILM

- Films Screened: 150 Features; 106 Curated Shorts (from 7,361 submissions)
- Film Conference Participants: 20,252 (from 71 foreign countries)
- Film Festival World Premieres: 102; North American Premieres: 14; US Premieres: 11
- Film Festival Attendance: 76,655

SXSW INTERACTIVE

- Interactive Conference Participants: 33,825 (from 85 foreign countries)
- Interactive Conference Sessions: 1,250
- Interactive Conference Speakers: 2,700

INTERNATIONAL ATTENDANCE

- Number of international attendees by conference:
Music - 3,122; Film - 2,120; Interactive - 5,183
- Number of International Stands in at the Trade Show: 77
- Number of International Films in the SXSW Film Festival: 34 features, 32 shorts
- Number of International Artists at SXSW Music: 553

SXSW EXHIBITIONS AND 2015 ATTENDANCE

- **SXSW Trade Show** Exhibit Spaces: 555; attendance over 4 days (approximate): 70,500
- **SXSW Job Market** Exhibit Spaces: 73; attendance over 2 days (approximate): 6,500
- **SXSW Gaming Expo** Exhibit Spaces: 226; attendance over 3 days (approximate): 56,500
- **SX Create** Exhibit Spaces: 36; attendance over 3 days (approximate): 23,000
- **Music Gear Expo** Exhibit Spaces: 103; combined attendance with Flatstock over 3 days (approximate): 55,000
- **Flatstock 48** Poster Show Exhibit Spaces: 114; combined attendance with Music Gear Expo over 3 days (approx.): 55,000
- **SX Health & MedTech Expo** Exhibit Spaces: 76; attendance over 2 days (approximate): 4,750

SXSW 2016 EXHIBITIONS

THURSDAY March 10	FRIDAY March 11	SATURDAY March 12	SUNDAY March 13	MONDAY March 14	TUESDAY March 15	WEDNESDAY March 16	THURSDAY March 17	FRIDAY March 18	SATURDAY March 19	SUNDAY March 20
SXSW INTERACTIVE FESTIVAL										
SXSW FILM CONFERENCE & FESTIVAL										
SX CREATE										

MARCH 13-16, 2016 | AUSTIN CONVENTION CENTER

SXSW TRADE SHOW

THE EXHIBITION FOR CREATIVE INDUSTRIES

A hub for connection, the SXSW Trade Show brings together the best innovative new companies and established industry leaders from the Music, Film and Interactive fields.

The four-day show encourages targeted connections and new discoveries through niche exhibit categories including Come & Capture, Startup Central, the Digital Music Lounge and the International Pavilion, along with original programming on Next Stage and new product launches on the Pitch Stage.



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WHO SHOULD EXHIBIT?

- International Arts Export Offices
- Software/Web Developers and Tools
- Marketing/Promotions/PR
- Education Institutions/Universities
- Manufacturing/Merchandising
- Film Commissions
- Film Services/Gear
- Distribution
- Online Services and Entertainment
- Media Outlets
- Industry Events/Conventions
- Equipment/Hardware
- Publishers
- Industry-Related Non-Profits
- Startup Ventures

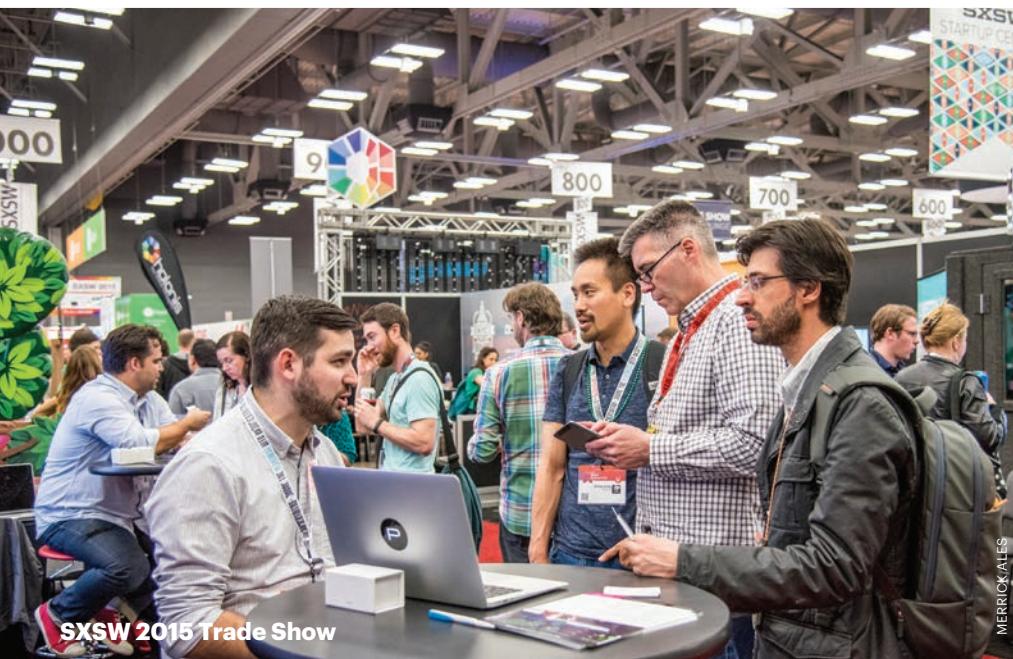
SXSW TRADE SHOW

EXHIBITOR BENEFITS

- One SXSW Platinum Registration
- One basic table and two chairs with stand
- Access to reserved block of hotel rooms for Exhibitors only
- Discount on additional registrations (limited numbers)
- Exhibitor Passes for non-credentialed stand staff (2 per 10x10 unit)
- Hotel Booking Services for stand staff
- Company Profile on SXSW.com
- Listings in SXSW Program Guides and February *SXSWWorld* Magazine
- Opportunities for enhanced listings and additional promotions (additional costs)

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Stand Size	Pipe & Drape	Hard Wall	w/Corner
10x10 Single	\$3,400	\$4,300	\$4,900
20x10 Double	\$5,380	\$6,800	\$7,600
30x10 Triple	\$7,080	\$8,800	\$9,900
20x20 Endcap	---	\$14,750	---
20x30 Endcap	---	\$21,300	---
20x40 Endcap	---	\$28,400	---
20x30 Island	---	\$29,000	---
20x40 Island	---	\$38,500	---
20x50 Island	---	\$47,200	---



PLATINUM CONNECTION

A bespoke international B2B networking service, the Platinum Connection program matches companies from Brazil, the UK, and more with expertly selected US organizations to facilitate 1-on-1 meetings between business leaders.

"The SXSW trade show delivers a great cross section of our user base from musicians, filmmakers, videographers, bloggers, podcasters and music lovers. It gives us a great platform to reconnect and interact with current users and plant the seed with new customers."

— Gary Boss, Marketing Director, Audio-Technica

MARCH 11-13, 2016 | PALMER EVENTS CENTER

SX CREATE

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SX CREATE

Doing creative and revolutionary things with new technologies embodies the spirit of the SXSW Interactive Festival, and nowhere is this more evident than the diverse mix of activities at SX Create. From 3D printing to drones to biohacking and much more, this community event showcases the disruptive solutions that are shaping our future.

In 2015, over 20,000 people took part in SX Create and enjoyed over 35 inspiring exhibitions including: Silicon Labs, Epilog Laser, Raspberry Pi, Sparkfun Electronics, ARM and Dremel.

Become an exhibitor to showcase your ideas, tools and designs alongside other leaders in the maker community.

Stand Size	List
10x10	\$2,500
20x10	\$5,000
20x30	\$10,000
30x30	\$15,000



SXSW JOB MARKET



SXSW JOB MARKET

SXSW convenes some of the world's most talented tech and creative professionals, and the Job Market provides the opportunity to explore new employment. A convenient meeting spot for innovative thinkers and equally innovative companies, the Job Market enables these professionals to match their skills with 21st century, cutting-edge employers.

Stand Size	List
Single 10x10	\$3,080
Double 20x10	\$5,000
Triple 30x10	\$6,500
Endcap 20x20	\$7,400
Island 20x20	\$8,500

Online Job Listing	
Two Positions	\$500
Additional Positions	\$100

SAMPLE OF PREVIOUS EMPLOYERS

3M	Intent Media	Saatchi & Saatchi LA
Accenture	Leeo	State Farm
athenahealth	Luna Data Solutions	Target
Capital One	Macy's.com	Team Detroit
Ericsson	Michigan Economic Development Corp	Team One
Esurance	Nelson	Union Pacific Railroad
Gannett	Netspend	Verizon Digital Media
Greater Houston Partnership	OpenTable	VIATeC
IBM Design	Philips Electronics	Visa
Immigration New Zealand	Publicis Groupe	Wellware
infusion	PwC	Work in the Triangle
Ingram Content Group		Yodle

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2015 EMPLOYER STATS

59 total employers
90% of employers would exhibit again
89% of employers' expectations were met
81% of employers expected to fill a position as a result of their participation

2015 CANDIDATE STATS

91% of candidates had a bachelor's degree or greater
77% of candidates had 3+ years experience in their field
31% of candidates had 13+ years experience in their field
76% of candidates are willing to relocate for their career

BREAKDOWN OF CANDIDATES' AREAS OF EXPERTISE

Sales	9%
Customer/Technical Support	5%
Marketing/Advertising	12%
Social Media	9%
Design	7%
UX/UI	11%
Web Development	13%
Software Development	13%
System Admin	4%
Legal	1%
Management	8%
Graphics	4%
Animation	1%
Photography/ Videography/Editing	3%

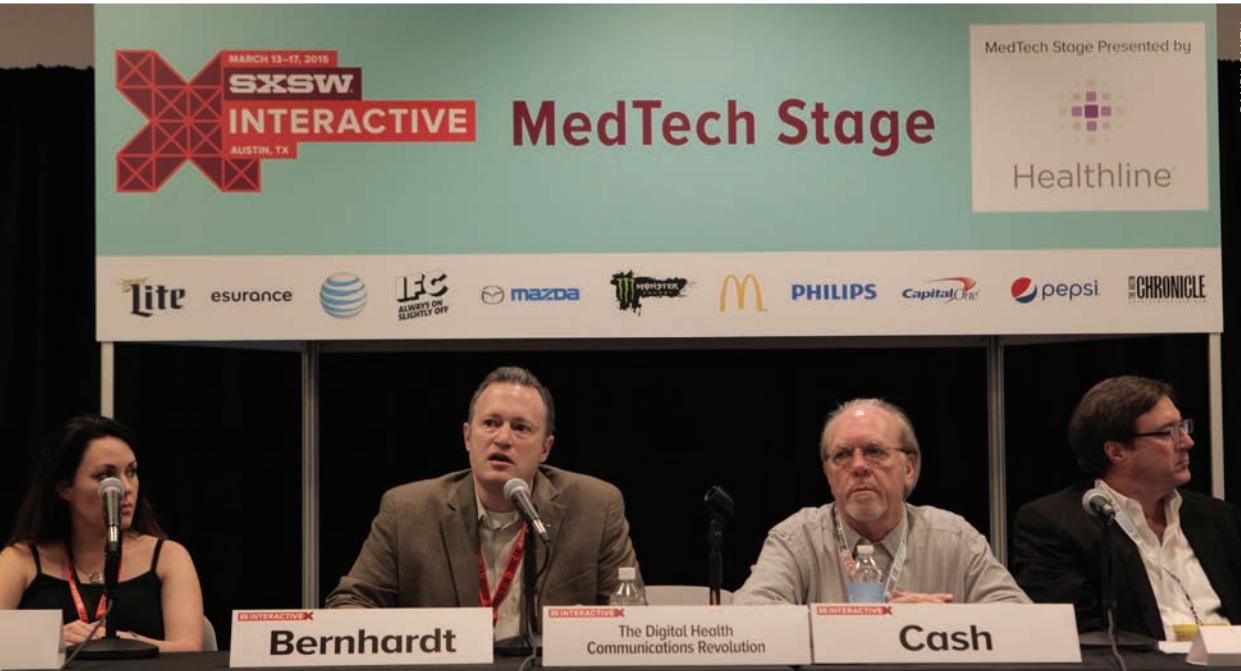
SX HEALTH & MEDTECH EXPO

"The melding of tech and health is everywhere these days, but nowhere is the trend more visible than right now at South by Southwest." – AdWeek, March 14, 2015

SX HEALTH & MEDTECH EXPO

Launched in 2015, the SX Health & MedTech Expo was one of the most popular new additions at last year's event. Its popularity should continue to grow as this vertical in Austin continues to expand (thanks in large part to the new University of Texas Dell Medical School). For the 2016 SX Health & MedTech Expo, we look to increase the number of exhibitors, deepen the discussions and further refine the scope of conference programming.

Stand Size	List
Single 10x10	\$1,800
Double 20x10	\$2,880
Endcap 20x20	\$5,000



SXSW GAMING EXPO

EXHIBIT

Drawing developers, manufacturers and fans from all facets of the gaming community, the Gaming Expo is the epicenter for geek culture at SXSW. In 2016, SXSW Gaming will feature a number of new parties, networking events and marketing opportunities along with the much loved exhibition, stages, panels and competitions.

Showcase your company's new software, accessories and more as a 2016 Gaming Exhibitor!

EXHIBITOR BENEFITS

- One SXSW Platinum Registration
- Discount on additional registrations (limited quantities)
- Exhibitor passes for non-credentialed stand staff (2 per unit)
- Hotel Booking services for stand staff
- Company profile on sxsw.com
- Listings in SXSW Gaming Guide & February SXSWorld Magazine
- Stands outfitted with chairs, table and carpet.

ADVERTISE

The SXSW Gaming Guide is the definitive resource for all things Gaming at SXSW 2016. Distributed to all expo attendees, advertising in this handy print tool allows you to reach the thousands of manufacturers, business leaders and fans at the event, while aligning your brand with SXSW Gaming's world renowned programming. 2015 Distribution: 15,000



SXSW 2015 Gaming Expo



SXSW 2015 eSports Tournament Stage

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Stand Size	Pipe & Drape	Hard Wall
Single 10x10	\$1,800	\$2,250
Double 20x10	\$2,700	\$3,375
Triple 30x10	\$3,600	\$4,500
Sm Endcap 20x10	---	\$4,950
Lg Endcap 20x20	---	\$7,200
Island 20x20	---	\$10,800

Additional sizes may be negotiated

Gaming Guide Ad Rates (color only)

1/2 Page	\$1,860	Inside Front Cover	\$4,690
Full Page	\$2,765	Inside Back Cover	\$4,015
		Outside Back Cover	\$5,245

SXSW MUSIC GEAR EXPO

MUSIC GEAR EXPO

Now in its seventh year, the Music Gear Expo continues to expand with a host of cool activations to complement the popular exhibitor spaces. Special spaces include: the Stompbox – a curated selection of guitar effects pedals; the Synthesizer Space – featuring the best analog and modular synthesizers on the market; App Annex – innovative music creation apps; plus the Gear Lounge, Gear Expo Store and the Flatstock Stage. Open to all registrants, showcasing artists and Guest Pass holders, the Expo has become the key destination for musicians, buyers, gear and tech aficionados at SXSW. It is located adjacent to the popular Flatstock poster show on Level 1 of the Austin Convention Center.



RANDY AND JACKIE SMITH



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WHO SHOULD EXHIBIT?

- Music Instrument Manufacturers
- Pro Audio
- Music Creation Apps
- DJ Gear
- Music Accessories Manufacturers
- Tour Specialty Companies
- Music Studios
- Music Education



EXHIBITOR BENEFITS

- One SXSW Music Registration
- Discount on additional registrations
- Exhibitor passes for non-credentialed stand staff (2 per unit)
- Hotel booking services for stand staff
- Company profile on [sxsw.com](#)
- Listing in SXSW Music Program Guide and February issue of *SXSWorld Magazine*
- Opportunity to sell on site at the the Expo Store or your stand
- Opportunity to curate slots on Flatstock Stage

Stand Size	Pipe & Drape	Hard Wall	w/Corner
10x10 Single	\$1,900	\$2,100	\$2,300
20x10 Double	\$3,040	\$3,344	\$3,680
30x10 Triple	\$3,648	\$4,014	\$4,440
20x10 Endcap	---	\$4,200	---
20x20 Endcap	---	\$7,600	---
20x20 Island	---	\$8,000	---
20x30 Island	---	\$10,800	---

"The Gear Expo attendees are a great mix of professional touring musicians, production professionals, producers and hobbyist musicians. It's a really good trade show for meeting such a diverse group of existing and potential customers."

— Brad Zell, QSC Audio Products

PROGRAMMING ACCESSIBLE TO MORE THAN ONE TYPE OF BADGE

SXSW CONVERGENCE

SXSPORTS MARCH 11-13, 2016

SXSW introduced SXsports® in 2014 as a Convergence track of the annual event. The three-day, sports-focused programming is open to all Interactive and Film registrants, and features panel sessions, film screenings and more. Championing a broader perspective on the world of sports unique to SXSW, SXsports explores cultural impact and the human experience, tackles the future of sport in all its forms, and embraces technology and innovation. Rooted in one of the most influential cultural events in the world, SXsports offers the sports industry singular access to creative leaders, early adopters and die-hard fans from across the sports, entertainment and technology industries.

SXSTYLE MARCH 11-13, 2016

With an ever-growing presence from the fashion and tech community at SXSW, SXstyle offers a platform for creatives in these communities to come together, innovate, and celebrate the industry. Exploring the complex ties between fashion, art, culture, and technology, SXstyle will feature three days of panel sessions, networking opportunities, and evening events touching on topics like wearable tech, 3D printing, innovative design, the future of retail, virtual sizing, and more.



Live BS Report taping at SXsports 2015

Paul Qui at SouthBites 2015

Convergent programming exists throughout the event and embodies some of the most unique elements of SXSW.

SOUTHBITES MARCH 12-14, 2016

In its second year, the SouthBites program creates a platform for food artisans to connect and explore ways in which technology can be leveraged to transform the food industry. SouthBites channels the key SXSW principles of creativity, community, culture and technology to form a comprehensive program complete with panels, mixers, meetups, and more. From system-level, agricultural advancements to startups and apps geared towards helping foodies more easily discover the food landscape around them, we'll host it all. This three-day-long program will look at a community of innovators through the lens of food.

SXSW COMEDY MARCH 11-19, 2016

Music, Film and Interactive cultures collide at SXSW Comedy. From standup to sketches and improv to podcasts and panels, SXSW Comedy features a diverse, captivating and sometimes controversial range of programming. Pushing the envelope since 2008, highlights from previous years include: Aisha Tyler, Fred Armisen, Hannibal Buress, Tim Heidecker, Sarah Silverman, Reggie Watts and many, many more. The event continues to evolve and is set to include a variety of targeted marketing opportunities in 2016, including parties, lounges, advertising and beyond.



Panel at SXstyle 2015



Improv4Humans at SXSW Comedy

SXSW ADVERTISING



SXSW PROGRAM GUIDES

SXSW Music, Film and Interactive program guides are the ultimate resource for the 2016 conferences. With session details, screening times and editorial pieces on the event, they provide insight into many facets of SXSW and function as both an onsite directory and a lasting souvenir. Available in both print and digital formats, advertising in a conference program guide allows you to reach the full range of SXSW registrants in the conference of your choice.

2015 Distribution:

Music: 15-17K; Film: 15-17K; Interactive: 25-27K

Program Guide Ad Rates

	B & W	Color
1/2 Page	\$2,080	\$3,602
Full Page	\$3,670	\$5,818
Two Page Spread	---	\$10,880
Inside Front Cover		\$9,112
Inside Back Cover		\$8,434
Outside Back Cover		\$9,646

SXSWORLD MAGAZINE

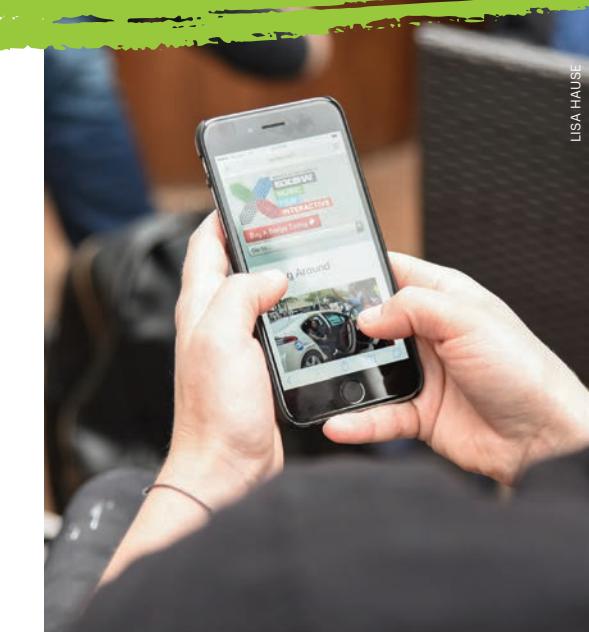
An insider's discussion of trends, discoveries and breaking news in the entertainment and tech industries, SXSWorld is mailed to every SXSW registrant and available online via sxsw.com/sxsworld. March issues are distributed onsite at the event.



Published five times per year:

- November
- February
- March (SXSW #1)
- March (SXSW #2)
- May

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SOCIAL MEDIA PACKAGES

Harness SXSW's global web following to promote your official SXSW event. By purchasing a social media package you will receive one blog on sxsw.com, plus a linked mention on SXSW's Twitter feed.

2016 Rate: \$5,000

Ad discount per ad for additional runs

SXSW DISCOUNT PACKAGES

TRADE SHOW PACKAGE #1	10x10 HW	20x10 HW	20x20 End Cap
Trade Show Booth	\$4,300	\$6,800	\$14,750
Expanded Listing	\$2,500	\$2,500	\$2,500
Lead Retrieval	\$500	\$500	\$500
Full page SXSWWorld	\$5,580	\$5,580	\$5,580
Full page Program Guide	\$5,818	\$5,818	\$5,818
Social Media Post	\$5,000	\$5,000	\$5,000
SXswag/Guest Pass	\$5,000	\$5,000	\$5,000
Ten Platinum Registrations	\$17,450	\$17,450	\$17,450
TOTAL VALUE	\$46,148	\$48,648	\$56,598
DISCOUNTED PACKAGE PRICE	\$40,000	\$42,200	\$46,600
TRADE SHOW PACKAGE #2	10x10 HW	20x10 HW	20x20 End Cap
Trade Show Booth	\$4,300	\$6,800	\$14,750
Expanded Listing	\$2,500	\$2,500	\$2,500
Lead Retrieval	\$500	\$500	\$500
TOTAL VALUE	\$7,300	\$9,800	\$17,750
DISCOUNTED PACKAGE PRICE	\$6,500	\$8,000	\$13,000
TRADE SHOW PACKAGE #3	10x10 HW	20x10 HW	20x20 End Cap
Trade Show Booth	\$4,300	\$6,800	\$14,750
1/2 page Horizontal SXSWWorld	\$3,472	\$3,472	\$3,472
1/2 page Horizontal Program Guide	\$3,602	\$3,602	\$3,602
Social Media Post	\$5000	\$5000	\$5000
TOTAL VALUE	\$16,374	\$18,874	\$26,824
DISCOUNTED PACKAGE PRICE	\$13,000	\$14,000	\$19,000
ADVERTISING PACKAGE	Half Page	Full Page	
SXSWWorld	\$3,472	\$5,580	-
Program Guide	\$3,602	\$5,818	-
Social Media Post	\$5000	\$5000	-
TOTAL VALUE	\$12,074	\$16,398	-
DISCOUNTED PACKAGE PRICE	\$9,600	\$11,400	-
STARTUP PACKAGE			
One spot in Startup Central (One Day)	\$1,500	-	-
One spot in Startup Spotlight	\$1,500	-	-
One Platinum Badge	\$1,745	-	-
TOTAL VALUE	\$4,745	-	-
DISCOUNTED PACKAGE PRICE	\$2,250	-	-

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CREATIVE MARKETING AT SXSW

PREMIER MARKETING OPPORTUNITIES

Infuse your 2016 marketing plans with a creative twist.

- Mobile branding opportunities - Pedicabs, Shuttles, and SXcycles
- Events such as parties, cocktail receptions, private dinners, and awards shows
- Relaxation and networking hubs like Filmmaker, Speaker, and Registrant lounges
- Stage sponsorships for Comedy, Music, and Gaming
- Digital integration through Mobile Application, SXSWfm, and SXswag
- Highly visible branding opportunities like lanyards, volunteer shirts and the famed Big Bags – a SXSW staple
- Activations surrounding trending programming such as SXAméricas, SXsports, SXstyle, SXgood, SouthBites, SXSW Comedy, Future of Entertainment, and Startup Village.



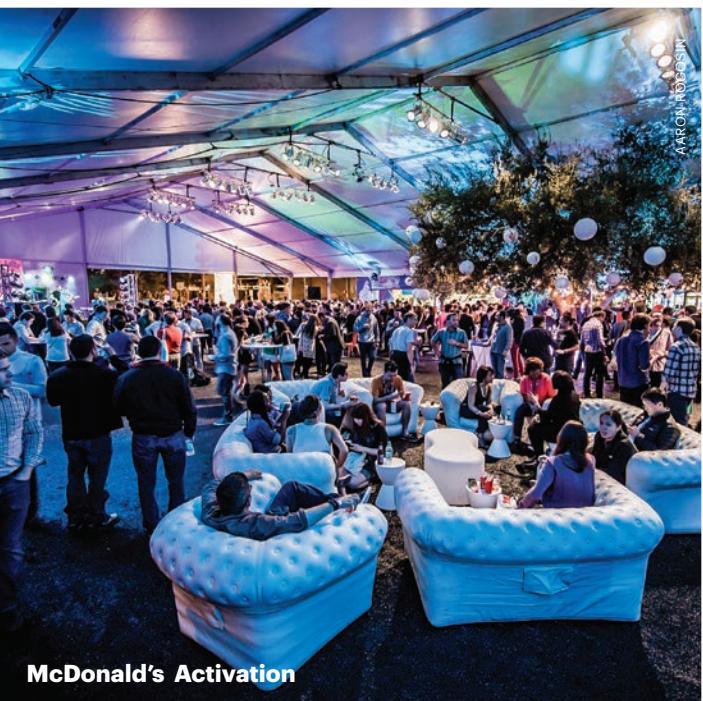
SXSW SUPER & MAJOR SPONSORSHIPS

ALIGN WITH SXSW AT THE HIGHEST LEVEL

SXSW Super and Major Sponsorships deliver the greatest marketing impact possible, aligning brands with SXSW leading up to, during and after the events. SXSW works closely with sponsors to:

- Reach target demographics
- Hone activation approach
- Amplify sponsor initiatives
- Integrate sponsor products and offerings
- Achieve marketing objectives
- Garner the attention of thousands of influential industry and press figures
- Influence tens of thousands of general consumers
- Align with SXSW in international marketing campaigns

SXSW's sponsorship team offers valuable support and guidance throughout the SXSW season. Contact sponsorinfo@sxsw.com for more information on developing a custom program to fit your brand's needs.



SXSW.COM/ATTEND

ATTEND SXSW



SXSW 2015 Interactive Opening Party

HOTELS

SXSW offers a variety of great housing options for every taste and budget.

Confirm your marketing presence now to get the best rates and selection on all of Austin's fine hotels.

sxsw.com/housing

CONFIRM EARLY
FOR BEST RATES &
HOTEL SELECTION!

REGISTER AT sxsw.com/attend

Register now to save big on badges and hotels! (Registration fees are non-refundable.)

Become a sales client today and receive discounts on additional registrations.

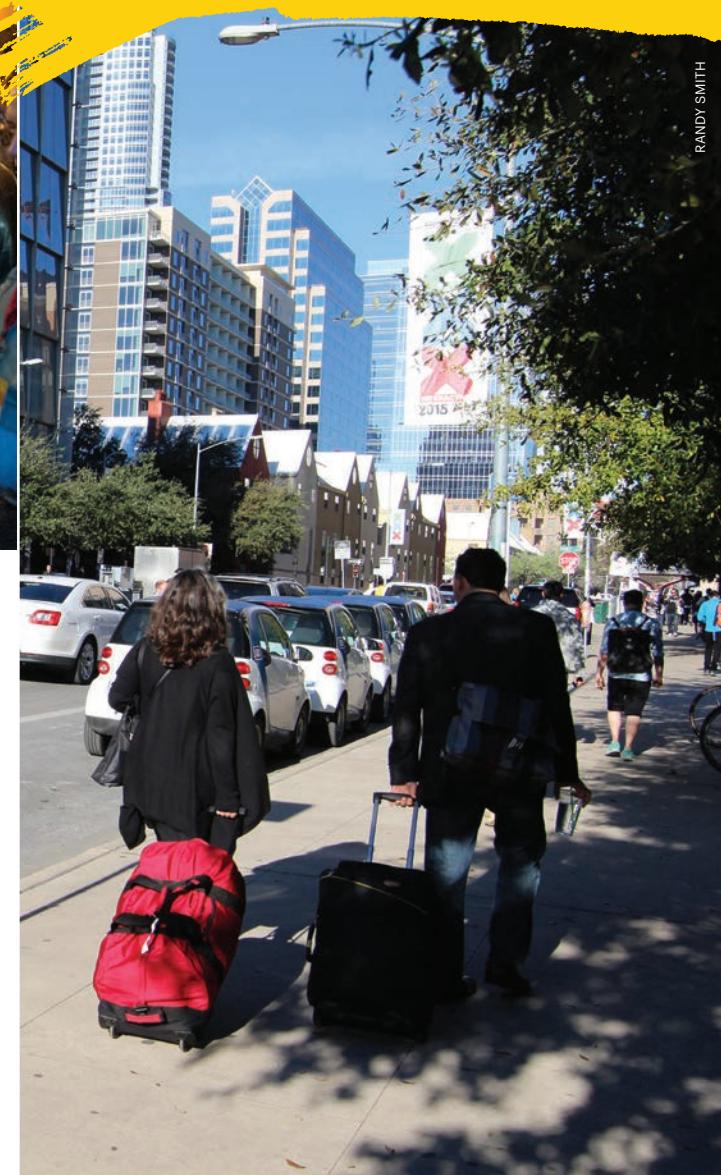
TRANSPORTATION

Getting around at SXSW can be tricky, but don't worry – we've got you covered! With hotel shuttles, conference venue shuttles, pedicabs and Austin B-Cycle program, there are plenty of ways to get around. Ask about marketing opportunities for transportation.

sxsw.com/attend/getting_around/overview

BADGE SELECTION	REGISTRATION DEADLINES					
	September 11	October 23	November 20	January 15	February 12	Walkup Rate
Platinum	\$1345	\$1425	\$1495	\$1575	\$1645	\$1745
Gold	\$1025	\$1125	\$1225	\$1295	\$1395	\$1495
Music	\$650	\$695	\$725	\$750	\$795	\$895
Film	\$525	\$550	\$575	\$625	\$650	\$695
Interactive	\$825	\$925	\$1025	\$1095	\$1195	\$1295

Platinum = Music + Film + Interactive / Gold = Film + Interactive



RANDY SMITH

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March 11-19, 2016	SXSW Film (Austin)
March 15-20, 2016	SXSW Music (Austin)



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