

## South by Southwest

The South by Southwest® (SXSW®) Conference & Festivals in Austin (TX) celebrate the convergence of the interactive, film, and music industries. Fostering creative and professional growth alike, SXSW® is the premier destination for discovery.

### Conference

The SXSW conference is an amazing conglomeration of people, places, brands, music, tech and film.

### Festivals

The different SXSW festivals take place for 10 days in mid-March Every year, with SXSW Interactive lasting for 5 days, Music for 6 days, and Film & Comedy running concurrently for 9 days.

### Exhibitions

Trade Show, Flatstock, SXSW Marketplace, Job Market, SXSW Create, Gaming Expo, Southbites Trailer Park, Spotlights.

## SXSW Conference and festivals

The SXSW Conference features 25 different tracks that prove the most unexpected discoveries happen when diverse topics and people come together. In 2017, SXSW equipped 421,900 people from 95 countries. There were 2,887 sessions by 5,280 speakers for 70,969 attendees. In addition to its conference, SXSW is known for its four festivals: interactive, film, music, and comedy.

The evening networking events that make up the SXSW Interactive Festival range from parties, award presentations, private events, and more. In 2017, there were 1,084 official parties and events.

The SXSW Film Festival has become known for the high caliber and diversity of films presented, and for its smart, enthusiastic audiences. Running the length of SXSWWeek, Film festival attendees can connect with tech and music industry experts for an unparalleled experience at the forefront of discovery, creativity, and

innovation. SXSW 2017 brought 171 Shorts, 130 Features, of which 83 World Premieres for 70,547 Attendees.

The SXSW Music Festival is the most influential music industry event in the world. Record labels, booking agencies, management and PR firms, export offices, publishers, media outlets, tastemakers, and lifestyle brands converge to see thousands of artists perform in venues all throughout downtown Austin. In 2017, there were 167,800 attendees for 2,085 Performing Acts, of which 544 International acts from 63 different countries.

Growing from a singular night's celebration of comedy's biggest names into a week-long whirlwind of a festival, the SXSW Comedy Festival presents uniquely diverse programming that highlights exceptional emerging and established talent.

## Exhibitions

- SXSW Trade Show:** The all-encompassing exhibition for creative industries.
- Flatstock:** The world's top gig posters and artists.
- SXSW Marketplace:** One big pop-up shop at the center of SXSW.
- Job Market:** Where innovative talent and companies connect.
- SXSW Create:** Hands on creative fun for imaginations of all ages.
- Gaming Expo:** The hub of gaming culture at SXSW.
- Southbites Trailer Park:** Featuring some of the best food trucks around.
- Spotlights:** Highlighting one-one-one connections with promising startups.