



MARCH 8-17 2013

AUSTIN TX

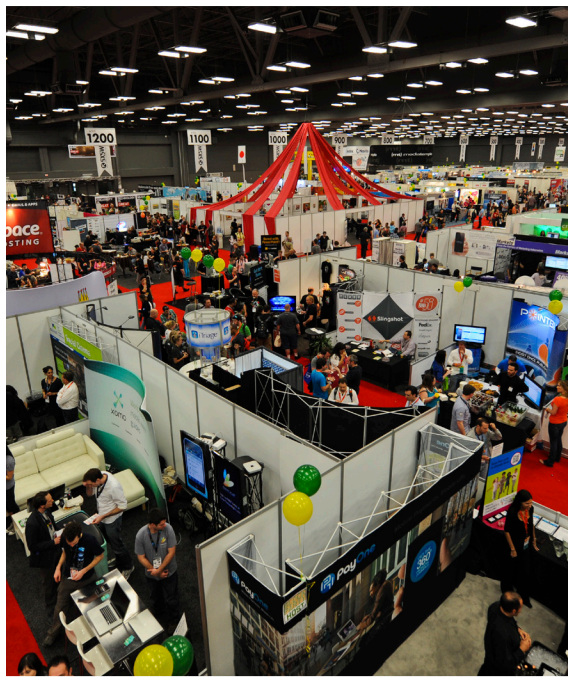


MUSIC FILM



INTERACTIVE

# Block Party



## Block Party

### Days/Hours:

When: Tuesday, March 12, 4pm – 6pm

Where: SXSW Trade Show, Exhibit Halls 3 & 4

The Block Party is one of the most beloved aspects of the four-day Trade Show and a great way to meet and show off to our registrants. With so many other trade shows focused solely on business, we see the Block Party as a great way for willing exhibitors to express themselves and engage a potential audience in a less formal fashion.

The idea for the Block Party was based off the well known "pub crawls" but instead of traveling from one pub to the next, registrants will move between participating exhibitors who will be serving complimentary food and beverages. This open house atmosphere creates a relaxed and convivial environment for conversation and networking.

### Instructions for Participants:

To join, simply inform your Sales Account Executive by Jan. 16th that you would like to participate.

### Booth Menu Inquires and Orders:

512-404-4147

Deadline to place your order: March 1, 2013.

Participating exhibitors will receive extra promotions via Block Party advertising in SXSW print and online materials as well as special call outs provided by SXSW onsite during the event.





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Booth Menu Inquires & Orders:

512-404-4147

Deadline to place your order: March 1, 2013

## Booth Package Services

### Package 1:

Selection of Hard Candies  
Two Dozen Blondies or Lemon Bars  
Two Dozen Fresh Baked Gourmet Cookies  
48 Assorted Sodas  
24 Assorted Still and Sparkling Bottled Water  
24 Assorted Starbucks Frappuccino or Espresso  
Doubleshots

SXSW Booth Package Price: \$450.00 Inclusive

### Package 3:

Your Choice of (2) Items from the Options Menu  
One Domestic Keg  
One Bartender

SXSW Booth Package Price: \$950.00 Inclusive

### Package 2:

24 Bags of Assorted Gourmet Kettle Chips  
Your Choice of (1) Item from the Options Menu  
72 Domestic Bottled Beers  
One Bartender

SXSW Booth Package Price: \$650.00 Inclusive

### Package 4:

Your Choice of (3) Items from the Options Menu  
50 Domestic Bottled Beers  
50 Imported Bottled Beers  
6 Bottles of House White Wine  
6 Bottles of House Red Wine  
One Bartender

SXSW Booth Package Price: \$1250.00 Inclusive

### Options Menu:

#### **Snack Bar Display (Serves 50)**

Tri Color Tortilla Chips with Green Chili Salsa  
Chilled Roasted Vegetable Dip with Pita Points  
Buttermilk Ranch Dip with Fresh Kettle Chips

#### **Assorted Cold Canapés (100 Pieces)**

#### **Antipasti Display (Serves 100)**

#### **Toasted Mini Bagel Salad Sandwiches (Serves 50)**

Smoked Chicken Salad with Red Flame Grapes and Toasted Almonds  
Curried Dill Albacore Tuna Salad  
Green Chili Pimento Cheese Salad

#### **Emparadero Boleo Cubano Sandwich Tray (Serves 50)**

Chorizo Spice Rubbed and Slow Roasted Pork, Thinly Sliced and Layered on Cuban Bread with Honey Cured Ham, Swiss Cheese, Green Leaf Lettuce, Vine Ripe Tomato and Spicy Jalapeno Mustard

#### **Texas Muffuletta Sandwich Tray (Serves 50)**

Aged Hard Salami, Sliced Capicola Ham, Mortadella, Asadero Cheese, Pickled Jalapeno Olive Spread and Roasted Red Pepper Mayonnaise on a Sesame Seed Silver Dollar Roll

#### **Cookies and Brownies (Serves 50)**

Assortment of Gourmet Cookies and Brownie Triangles Garnished with M&M's

#### **Mini Dessert Extravaganza (100 Pieces)**

Selection of Mini Infused Mousse, Trifles and Cheesecake Truffles in Individual Mini Cups with Fresh Fruit Purees

