



2013 SXSW Trade Show

THE EXHIBITION FOR CREATIVE INDUSTRIES

A four-day showcase of the future of media and the groups working at the forefront.

Sunday March 10–Wednesday March 13, 2013
Exhibit Halls 3 & 4, Austin Convention Center

MUSIC **FILM**
INTERACTIVE

Stand Size	Pipe & Drape	Hard Wall
Single 10x10	\$2400	\$3000
Double 20x10	\$3800	\$4800
Triple 30x10	\$4800	\$6200
Sm Endcap 20x10	---	\$6600
Lg Endcap 20x20	---	\$9600
Island 20x20	---	\$14200

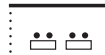
SINGLE STAND

- 10' x 10' space
- Two Exhibitor Passes



SMALL ENDCAP

- 20' x 10' open space
- Four Exhibitor Passes



DOUBLE STAND

- 20' x 10' space
- Four Exhibitor Passes



LARGE ENDCAP

- 20' x 20' open space
- Eight Exhibitor Passes



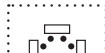
TRIPLE STAND

- 30' x 10' space
- Six Exhibitor Passes



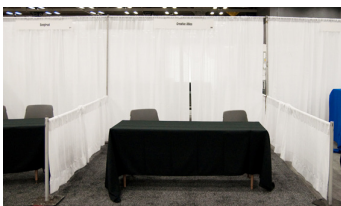
ISLAND

- 20' x 20' open space
- Eight Exhibitor Passes



**Furniture and carpet not included*

Examples of Trade Show Booth Configurations:



Linear 10 x 10 Pipe and Drape



Linear Pipe and Drape side view



Linear Hard Wall



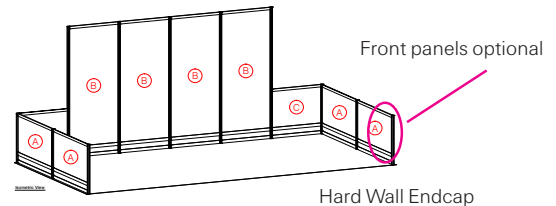
20 x 20 Endcap

2012 SXSW Trade Show Statistics:

- 302 Trade Show Exhibitors
- 59 International Exhibitors
- 583 Trade Show Spaces
- 65,000 Trade Show Attendees

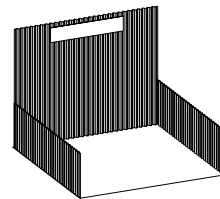
Included with Trade Show Booth:

- An expanded profile and logo on SXSW.com
- 35-word listing in each of the three SXSW Program Guides
- Logo and listing in the February issue of *SXSWORLD* Magazine
- Two (2) Exhibitor-Only Passes per 100 sq ft of space
- One (1) Platinum Registration with the option to purchase additional registrations at a discounted rate
- Access to select hotel rooms held for exhibitors with a conference registration. Booth workers without a conference registration may also have access to book rooms at SXSW hotels outside of the immediate downtown area.

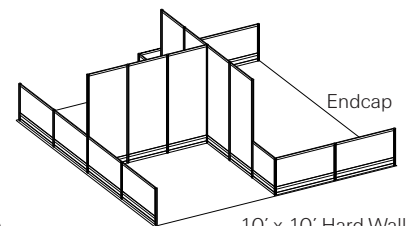


MIS Pull List / Panels Only

I.D.	Qty	Type	Size	Area (SqFt)	Description	Material	Color
A	4	Wall Panel	57-3/4" x 27"	10.83	1-1/2M x 3'-0" Panel	TBD	TBD
B	4	Wall Panel	38-1/8" x 87"	23.03	1M x 8'-0" Panel	TBD	TBD
C	2	Wall Panel	38-1/8" x 27"	7.15	1M x 3'-0" Panel	TBD	TBD



Pipe and Drape



10' x 10' Hard Wall

Useful information:

Credentials: A Platinum Registration, or other type of Festival Registration is often referred to as a "badge". Badges have access to the Trade Show, as well as festival programming and are assigned to a specific person with a photo attached. Exhibitor Passes grant access to the Trade Show only, are not name-assigned and are for people working your booth. They don't grant admission to anything other than the Trade Show. Hotel Booking info for non-registrant booth workers will follow after payment has been made.

Booth Sharing: For a fee of \$500 a company may share a booth with another company only if the second company is a subsidiary or distribution partner. Booth space must be 20x10 or larger. Please talk to your Account Executive to learn more.

Occupancy: Exhibitors are expected to staff and maintain a presence during all operating hours of the Trade Show. A penalty fee will be assigned for early departure.

Overhead Signage: Only endcap or island configurations have the option of signage hung from the ceiling directly over the booth. Please refer to the 'Exhibit Design' section in your stand contract.

Booth Design: Booths larger than 10' x 10' as well as any stand planning a design out of the ordinary must submit a design out for approval by February 8th. Booth design must maintain clear sightlines.

Cancellation: A penalty fee of \$1000 will be assessed to any company who cancels their exhibition space with in 14 days of the first day of the show.