

# OVERVIEW OF SXSW EVENTS



### SXSW Music

#### March 11-16, 2014 | Austin, Texas

Now in it's 28th year, the SXSW Music Conference and Festival is the premier global stage for artists seeking to promote 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 brings downtown alive with over 100 stages and more than 2,200 artists from around the world. **sxsw.com/music** 

### SXSW Film

#### March 7-15, 2014 | Austin, Texas

Every March, creatives of all stripes gather in Austin to witness, share and inspire the visions that will galvanize the filmmakers and ideas of tomorrow. The SXSW Film Conference & Festival champions the vitality, innovation and opportunity that drives the entertainment and media landscape, and boldly tackles the evolution of all aspects of "film" today, down to its very definition.

#### sxsw.com/film

## SXSW Interactive

#### March 7-11, 2014 | Austin, Texas

An incubator of cutting-edge technologies, the SXSW Interactive Festival features five days of presentations from the brightest minds in technology and scores of exciting networking events hosted by industry leaders. From creative workshops to big-picture analysis of the future, SXSW Interactive has become the place to experience a preview of what is unfolding in the world of technology. **sxsw.com/interactive** 



"Unlike any other festival, SXSW is unique to everyone who attends... With over 2,200 bands spread out to over 100 venues and five days of music, everyone sees something different and walks away with different joys and discoveries." — NPR Music



"SXSW... is genuine, with a lineup curated by instinct from among thousands and programmed from a place of sincerity. Every time I run into someone in town, they can't help but rattle off the half-dozen films that moved them this week." — Variety



"It is arguably the go-to event for digital creatives and innovators from all over the world to meet and share their ideas." — Entrepreneur

# SXSW FAMILY OF EVENTS

### SXSW V2V

#### August 11-14, 2013 | Las Vegas, Nevada

SXSW V2V offers entrepreneurs from across all creative industries a space to learn the skills, make connections and find the inspiration to take their ideas and talents to the next level. SXSW V2V will extend and re-imagine the legendary SXSW experience with an emphasis on the creative spark that

drives entrepreneurial innovation. Join over 1500 thought leaders for this first-ever SXSW event in Las Vegas.

sxswv2v.com



#### October 7-9, 2013 | Austin, Texas

Seeking solutions for a prosperous future? Find the ideas, companies, and talent that are creating change at SXSW Eco. This third edition will feature conversations with leaders in energy, design, food and agriculture, policy, conservation and business as well as networking, workshops and special events. Learn more about the

technology, business models and social innovation that will drive the future at SXSW Eco.

sxsweco.com

### SXSWedu

#### March 3-6, 2014 | Austin, Texas

Creativity and innovation are driving significant growth in SXSWedu's passionate audience of education stakeholders and practitioners. In just three short years, this thriving event has sky-rocketed from a state-focused talk to a global conference and festival that continues to inspire and engage

education professionals. Connect with teachers and administrators, as well as business and policy leaders.

sxswedu.com







# SXSW DEMOGRAPHICS

#### Ages:

Under 21 1% 21-34 47% 35-44 34% 45-65 18% 65+ 0%





#### Years attended SXSW:

1st Year (2013) 52% 2-4 Years 31% 5-9 Years 11% 10+ Years 6%

### Combined Household Income:

Under \$25k 5% \$25-50k 10% \$50-75k 14% \$75-100k 13% \$100-\$150k 23% \$150-\$200k 35%

#### **Interest in SXSW:**

Industry 75% Fan 25%

#### **Registrants:**

International 20% Domestic 80%

#### **Job Function:**

Sales 10%

Marketing 15%

Business Dev. 8%

Creative 22%

Management 23%

Other 22%

(Owner, Education, IT, Legal, Student)

#### **Purchasing Power:**

\$0-1k 29% \$1-10k 13% \$10-50k 22% \$50-100k 16% \$100k+ 20%

Film

#### **Press & Media Attendance**

Music (approx.): 3,036

Interactive (approx.): 2,939

Film (approx.): 1,927

#### **Social Connections**

Facebook: 328,394 Fans | Twitter: 295,394 Followers

Google+: 170,192 Followers

YouTube: 55,100 Subscribers: 63,894,713 Views; 2,000 videos

#### **Participation**

**SXSW Music:** Festival Showcasing Acts: 2,278;

(597 International acts from 55 countries)

Festival Stages: 113

Conference Participants: 25,119 (from 64 countries)

**SXSW Interactive:** Conference Participants: 30,621

(from 57 countries)

Conference Sessions: 1,034

**SXSW Film:**Conference Participants: 16,290

(from 58 countries)

Films Screened: 133 Features; 110 Curated Shorts

#### **SXSW Exhibits:**

SXSW Trade Show: 571 Exhibit Spaces; Attendance over four days

(approx.): 65,000

SXSW Gaming Expo: 147 Exhibit Spaces; Attendance over three days

(approx.): 40,000

Music Gear Expo: 73 Exhibit Spaces; Attendance over four days

(approx.): 27,000

#### - THE TOP 10 BUSINESSES REPRESENTED AT SXSW 2013 -

#### Music

Indie Label Management Electronic Media

Radio Education Major Label

Event/Convention/Festival

Music Publishing Television

Venue

#### **Interactive**

Web Development

Advertising
Software Development
Agency
Social Media
Sales/Marketing/PR
Electronic Media
Education
Non-Profit
Finance/Venture Capital

Filmmaker
Film Industry
Production
Electronic Media
Education
Actor/Actress
Distribution
Studio
Freelance

Non-Profit

# SXSW 2014 EXHIBITS

Digital Creative Job Market | SXSW Gaming Expo SXSW Trade Show | Music Gear Expo | Flatstock

THURSDAY March 6	FRIDAY March 7	SATURDAY March 8	SUNDAY March 9	MONDAY March 10	TUESDAY March 11	WEDNESDAY March 12	THURSDAY March 13	FRIDAY March 14	SATURDAY March 15	SUNDAY March 16
	eative Job									
Mai	rket 									
	sxs	SW Gaming E	хро							
		sxsw	Interactive F	estival						
				SXSW File	m conference	& Festival				
				SXSW Tr	ade Show					
						SXSW	/ Music Conf	erence & Fest	ival	
							sxsv	V Music Gear	Expo	
								Flatstock		



# SXSW TRADE SHOW

### The Exhibition for Creative Industries

**Trends and Breakthroughs in Media Begin at SXSW.** The SXSW Trade Show is a celebration of convergence! The four-day event showcases innovators across the Music, Film and Interactive industries and features attractions like original programming on the Next Stage, informal meet ups at the Meet Up Pavilion, a dedicated Startup Networking Corner, and a major international business hub. It is located in the center of SXSW at the Austin Convention Center.

20% Discount through September 6 10% Discount through October 18

"South by Southwest broadly is about bringing people from a wide array of business and creative disciplines together to figure out the future...

It's a forward-thinking event."

— Wired.com, March 18, 2013

### Who Should Exhibit?

International Arts Export Offices

Software/Web Tools

Marketing/Promotions/PR

Associations/Organizations

Education/Universities

Manufacturing/Merchandising

Film Commissions

Online Entertainment

Industry Events/Conventions

Distribution

Equipment/Hardware

Media Outlets

Film Services/Gear

Management

**Publishers** 

Industry-Related Non-Profits

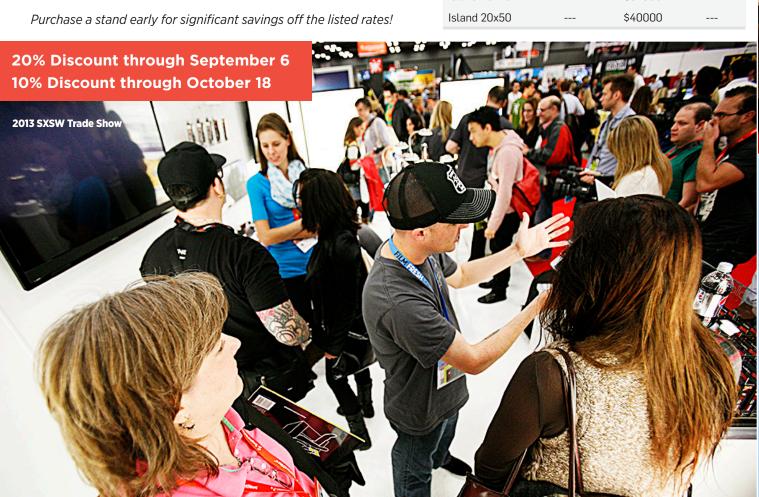
**Talent Agencies** 

# SXSW TRADE SHOW

### **Exhibitor Benefits**

- One SXSW Platinum registration
- Discount on additional registrations (limited quantities)
- Hotel booking services for stand staff
- Company profile on SXSW.com
- Listings in SXSW Program Guides & February SXSWORLD Magazine
- Opportunities for enhanced listings (additional cost)

Stand Size	Pipe & Drape	Hard Wall	w/Corner
Single 10x10	\$2880	\$3600	\$4160
Double 20x10	\$4560	\$5760	\$6400
Triple 30x10	\$6000	\$7440	\$8400
Endcap 20x20		\$12500	
Endcap 20x30		\$18000	
Endcap 20x40		\$24000	
Island 20x30		\$24750	
Island 20x40		\$32500	
Island 20x50		\$40000	





#### What our registrants are saying:

"I love the trade show. It's honestly one of the more valuable spaces to learn about the latest technology products and interact with the folks behind them."

"Very good cross section of services and products, lots of interesting things going on!"

"The trade show was one of the best parts of SXSW. Great to see all the new ideas coming out. Good networking spot as well."

"I enjoyed the trade show. More relevant to me than others I've been to. Fun to meet vendors of products I use."

# DIGITAL CREATIVE JOB MARKET

### Find Talent at SXSW

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

Stand Size	Pipe & Drape
Single 10x10	\$2600
Double 20x10	\$4800







#### Sample of 2013 Exhibitors:

Aetna

Bloomberg

Capital One

Charles Schwab

Crispin Porter+Bogusky

**DIRECTV** 

Intel

Opower

Retailmenot Inc.

T3

Target

**TripAdvisor** 

Walt Disney Animation

#### What our clients are saying:

"SXSW is the biggest event for creative and digital talent. It's is a huge talent draw... the best of the best go to SXSW every year..."

- Jennifer Boulanger, Opower

"SXSW is where the best minds in digital come together every year"

— Eddie Baeb, Target

"Disney Animation is all about art and technology... and we are about both these disciplines, artists and engineers. This is one of the few places that merge the two."

Dawn Rivera-Ernster, Walt Disney Animation
 Studios

## SXSW GAMING

**The SXSW Gaming Expo** brings together the diverse threads of popular geek culture – from the cross-console video game world to comics, toys and board games. And it's all under one roof at SXSW. Join us at the Palmer Events Center for the most exciting gaming exhibition around.

### **Exhibit Benefits**

- One SXSW Gold Registration
- Discount on additional registrations (limited quantities)
- Hotel booking services for stand staff
- Company profile on SXSW.com
- Listings in SXSW Gaming Guides & February SXSWORLD Magazine
- Stands outfitted with table, chairs and carpet

Pipe & Drape	Hard Wall
\$1800	\$2250
\$2700	\$3375
\$3600	\$4500
	\$4950
	\$7200
	\$10800
	\$1800 \$2700

Additional sizes may be negotiated

"The three-day SXSW Gaming Expo has grown massively in the past few years.

The video game crew has clearly found a niche at the Austin fest."

— PopWatch, Entertainment Weekly

#### Who Should Exhibit?

Video Game Publishers

Video Game Developers

Video Game Studios

Comic Book Publishers

Comic Book Artists

Anime Distributors

Toy Makers

**Animated Programs** 

SciFi Content

TableTop Publishers & Designers

Video Game Accessory Manufacturers

Hardware Manufacturers

**Industry Services** 

**Industry Schools** 



## SXSW GAMING

### Advertise

**The SXSW Gaming Guide** is the definitive resource for all things gaming at SXSW. Distributed to all SXSW registrants and public attendees, it has the low-down on everything happening at SXSW Gaming –from panels, parties, and tournaments to exhibition info and special demos. Advertising in this handy guide guarantees

Gaming Guide Ad Rates (color only)					
1/2 Page	\$1860	Inside Front Cover	\$4690		
Full Page \$2765		Inside Back Cover	\$4015		
		Outside Back Cover	\$5245		

massive exposure and aligns your brand with this fast-growing SXSW event. (Distribution: 35,000)

### Sponsor

SXSW Gaming features an array of custom activation possibilities during SXSW. Whether you are seeking cross-conference integration as a top level event sponsor or looking to host a lounge, happy hour or evening event, SXSW Gaming offers your brand unique placement at the confluence of industries featured at SXSW.









#### What our clients are saying:

"Coming on the heels of our largest product launch of the year, we left thoroughly impressed with the scope and footprint of SXSW Gaming. We're definitely intending to return!" — Justin Kranzl, Senior PR Manager, Square Enix

"SXSW Gaming was an invaluable business partner in helping us make our SXSW event successful. The opportunity to bring eSports to SXSW helped create an activation that was a tremendous success with standing room only. It was a pleasure working with SXSW Gaming, and I look forward to doing so again." — Errol Pinto, Director Content Production, Blizzard Entertaiment

"SXSW Gaming just killed it in making our company's first year at SXSW a success. SXSW Gaming is the event you want to be working with when the stakes are high."

— Chip Mosher, VP Marketing, comiXology

## SXSW MUSIC GEAR EXPO

## Exhibit | Sell | Promote

2014 marks the fifth annual Music Gear Expo, a show that runs the gamut from well-known luthiers to indie amp builders, from analog instruments to tablet-based apps. With the additions of the Gear Expo Store, the Gear Expo Lounge and the popular new App Annex (devoted solely to music apps), the Expo has become a destination for musicians, buyers, gear and tech aficionados. The Expo is adjacent to the renowned Flatstock Poster Show and open to all SXSW registrants, showcasing artists, and

the general public.

App Annex	
Single Space	\$1000

- One SXSW Music registration
- Discount on additional registrations (limited quantities)
- Hotel booking services for stand staff
- Company profile on SXSW.com
- Listing in SXSW Music Program Guide and February issue of SXSWORLD
- Opportunity to sell on-site at the Gear Expo Store or your booth
- Opportunity to connect with SXSW showcasing artists
- Promotion of event to public via Austin radio, television, print and fliers
- Opportunity to curate slots on the new Flatstock Stage

Stand Size	Pipe & Drape	Hard Wall	w/Corner
Single 10x10	\$1800	\$2100	\$2160
Double 20x10	\$2670	\$2990	\$3204
Triple 30x10	\$3480	\$3985	\$4176



#### **HAVE A MUSIC CREATION APP?**

Ask about our special App Annex option!

#### Who Should Exhibit?

Music Instrument Manufacturers

Pro Audio

Music Creation Apps

DJ Gear

Music Accessories Manufacturers

#### What our clients are saying:

"The Gear Expo allowed us access to a wider variety of customers than any other trade show and we were able to connect with new customers who came to the conference from far away countries in Africa, Europe and Asia, as well as North America."

Alan Veniscofsky, TELEFUNKEN

"The exposure and brand awareness as a result of the expo has been amazing. We were also fortunate to have legendary guitarist Phil X swing by our booth and jam with us! We are going to build him a custom Bohemian!"

- Adam Lee, Bohemian Guitars

"It is a show that is constantly evolving and is one of our favorite events."

David Kaye, Taylor Guitars

"We appreciate all the effort the SXSW team has put in to make the Expo a real benefit for vendors and musicians."

- Carolyn Sills, Santa Cruz Guitar Company

## ADVERTISING

## SXSW Program Guides

Program guides are the go-to printed source for all things SXSW during SXSWeek, and easily the most visible publication during the event and long after.

Distribution: Film - 16,000-18,000 Music - 18.000-20.000

Interactive - 25,000-27,000

Program Guide	FILM		INTERACTIVE		MUSIC	
Ad Rates	B & W	Color	B & W	Color	B & W	Color
1/2 Page	\$1584	\$2340	\$2376	\$3510	\$1840	\$3188
Full Page	\$2520	\$3931	\$3738	\$5834	\$3248	\$5148
Two Page Spread		\$6127		\$9920		\$9628
Inside Front Cover	\$5449		\$84	446	\$80	064
Inside Back Cover	\$4815		\$7463		\$7463	
Outside Back Cover \$609		)98	\$9146		\$8536	



## Social Media Package



Need to raise your brand awareness at SXSW? Take advantage of the official SXSW social media channels with this great promotional package featuring dedicated blog posts. The blog post will not only be on the SXSW website but on our Facebook and Twitter feed as well!

\$5,000 per blog entry

## SXSWORLD Magazines

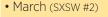
SXSWORLD Magazine gives an in-depth look into the film, music and interactive industries, as well as cross-industry convergence topics, trends in education and sustainability and insider info to SXSW events. It is published five times per year, with print, mobile and online editions available. *Circulation:* ≈ 45.000











May







SXSWORLD Ad Rates (color only)	Standalone Magazine Ad	2x 10% off	3x 20% off	4x 30% off	5x 40% off
1/2 Page	\$3073	\$2766	\$2458	\$2151	\$1844
Full Page	\$4938	\$4444	\$3950	\$3457	\$2963
Two Page Spread	\$9254	\$8329	\$7403	\$6478	\$5552
Inside Front Cover	\$5926	\$5333	\$4740	\$4148	\$3556
Inside Back Cover	\$5714	\$5143	\$4571	\$4000	\$3429
Outside Back Cover	\$6138	\$5524	\$4910	\$4297	\$3683

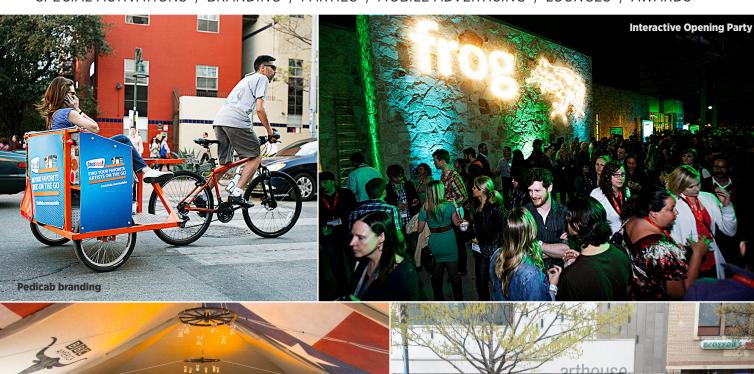
Ad discount per ad for additional runs

# CREATIVE MARKETING

## Premier Marketing Opportunities

SXSW is a launching pad. Make the biggest splash at SXSW 2014 with a customized marketing opportunity. From branded bikes to official parties, there's nothing you can't do. To harness the power of a customized brand activation, contact us today!

SPECIAL ACTIVATIONS | BRANDING | PARTIES | MOBILE ADVERTISING | LOUNGES | AWARDS



**Film Festival Shuttle** 







# SUPER SPONSORSHIP

## Align your brand with SXSW

SXSW Super 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
- Integrate sponsor products and offerings
- Achieve marketing objectives
- Draw the attention of thousands of influential industry and press figures
- Provide opportunities to reach tens of thousands of general consumers
- Align with SXSW in international marketing campaign

SXSW's sponsorship team offers valuable planning support throughout the season leading up to the events. Contact us for more information on developing a custom program to fit your brand's needs.





**IFC Crossroads House** 

## ATTEND SXSW

## Register: sxsw.com/attend

Register now to save big on badges and hotels! **sxsw.com/attend** (registration fees are non-refundable)

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

### 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

## 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 the SXcycles bike share program there are plenty of ways to get around. Ask about marketing opportunities for transportation!

sxsw.com/attend/getting\_around/overview

## International Air Travel

#### **Transatlantic Air Travel**

Contact Media Travel for great offers on airfare from Europe and the UK! Carol Winter: carol@mediatravel.com +44 20 7627 2200

#### **South Pacific Air Travel**

Entertainment Travel Partners can help you find the best deal on airfare from Australia and New Zealand to Austin, Texas. Brad Thomas: bradt@travelpartners.com.au +61 2 9280 3767 "Austin's chilled-out attitude, as evidenced by its accommodation of a multi-headed mega-festival, creates something important: an easy setting in which locals and visitors from around the world can meet each other, bounce ideas around, and make business contacts." — Boston Globe, February 27





# SXSW CONTACTS

#### **SXSW US & Canada Sales**

SXSW MUSIC	Luann Williams   luann@sxsw.com
SXSW FILM	Sara Barney   sara@sxsw.com
SXSW INTERACTIVE	Katie King   katie@sxsw.com
SXSW GAMING	Justin Burnham   jburnham@sxsw.com



#### **SXSW International Sales**

SXSW Europe & International Business

Development + SXSWedu Sales Mirko Whitfield | mirko@sxsw.com

UK & Ireland MUSIC +

Una Johnston | una@sxsw.com SXSW Eco European Manager

SXSW Brazil Tracy Mann | tracy@sxsw.com

SXSW Australia & New Zealand Phil Tripp | tripp@sxsw.com

Hiroshi Asada | contactus@sxsw-asia.com SXSW Japan

#### **SXSW Major & Super Sponsorships**

Scott McNearney | mcnearney@sxsw.com

#### **SXSW V2V Sales**

Katie King | katie@sxsw.com

#### SXSW Eco Sales

Morgan Catalina | morgan@sxsw.com

sales@sxsw.com

#### **General Questions?**

#### **SXSW Calendar**

SXSW V2V (Las Vegas) Aug 11-14, 2013

Oct 7-9, 2013 SXSW Eco

March 3-6, 2014 SXSWedu

SXSW Interactive March 7-11, 2014

SXSW Film March 7-15, 2014 March 11-16, 2014 SXSW Music

#### **SXSW US Headquarters**

P.O. Box 685289

Austin TX 78768

512/467-7979



#### **SXSWedu Sales**

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