



SXSW

March 7-16 Austin 2014

Music Film
Interactive

Early Bird Discounts:

20% Discount through September 6

10% Discount through October 18



SXSW 2014 Marketing and Exhibits

PRICING GUIDE

Exhibits

SXSW Trade Show

The Exhibition for Creative Industries

The SXSW Trade Show is a four-day event, showcasing innovators at the forefront of the music, film and interactive fields.

Sunday March 9–Wednesday March 12, 2014

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



SXSW Digital Creative Job Market

The SXSW Digital Creative Job market encourages new employment opportunities by connecting some of the world's most innovative thinkers with equally innovative companies from tech and creative industries.

Thursday March 6–Friday March 7, 2014

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



SXSW Gaming Expo

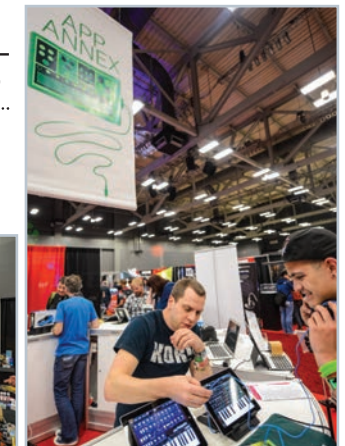
The SXSW Gaming Expo is a free, open to the public arcade, bringing together the diverse threads of popular Geek Culture. The Expo will feature groundbreaking releases, tournaments, demos and more from the world's leading game publishers and hardware manufacturers. Friday March 7–Sunday March 9, 2014

Stand Size	Pipe & Drape	Hard Wall	Stand Size	Gaming Guide Ad Rates (color only)			
Single 10x10	\$1800	\$2250	Endcap 20x10 \$4950	1/2 Page	\$1860	Inside Front Cover	\$4690
Double 20x10	\$2700	\$3375	Endcap 20x20 \$7200	Full Page	\$2765	Inside Back Cover	\$4015
Triple 30x10	\$3600	\$4500	Island 20x20 \$10800			Outside Back Cover	\$5245

SXSW Music Gear Expo

Drawing musicians, fans and industry leaders from across the globe, this free and open to the public exhibition showcases the top gear, instruments and apps for the road, studio and stage. Thursday March 13–Saturday March 15, 2014

Stand Size	Pipe & Drape	Hard Wall	With Corner	App Annex
Single 10x10	\$1800	\$2100	\$2160	Single Space \$1000
Double 20x10	\$2670	\$2990	\$3204	
Triple 30x10	\$3480	\$3985	\$4176	

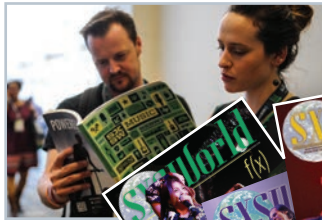


Advertising

SXSW Program Guides

The ultimate source of information for official SXSW events, distributed to all registrants. Now available in both print and digital formats!

Program Guide Ad Rates	Film		Interactive		Music	
	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		\$8446		\$8064	
Inside Back Cover	\$4815		\$7463		\$7463	
Outside Back Cover	\$6098		\$9146		\$8536	



SXSW World Magazine

An insider's discussion of trends, discoveries and breaking news in the entertainment and tech industries. *SXSW World* is published five times annually and mailed to all SXSW registrants. March issues are distributed at SXSW.

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

Custom Opportunities

Make the biggest splash at SXSW 2014 with a customized marketing opportunity - from parties and lounges, to branded bike-shares and food-courts, there's nothing you can't do! Pricing varies. Ask your sales rep for details.



Targeted Opportunities

e.g. Artist Lounge, Press Suites, Speaker Green Rooms

Branding Opportunities

e.g. Shuttle Wraps, Hotel Keycards, Pedicabs, SXcycles, Storage Lockers

Hosting Opportunities

e.g. Evening Events, Parties, Registrant Lounges, Meet Ups



Niche Events and Creative Exhibits

Make your mark with our exciting new events and exhibits focusing on art, film and hands-on creative initiatives such as:

·SXSW Create ·Come and Capture Film Factory ·Startup Alley



Increase your digital presence

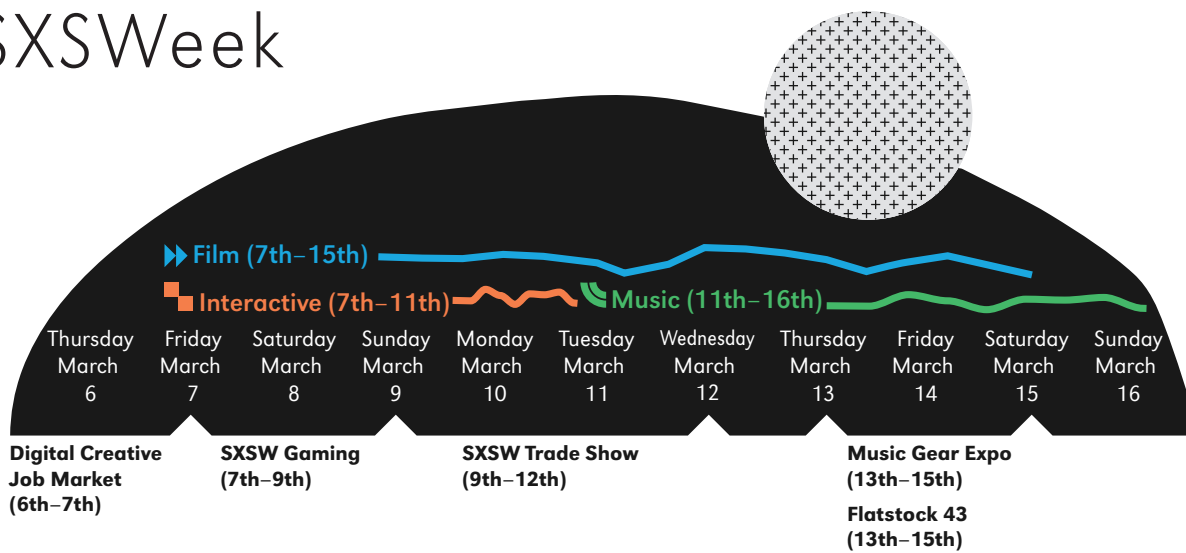
Social Media packages - publicise your event and presence at SXSW 2014 through our social media channels!

Enhanced Trade Show Listings - let attendees know more about your company with the click of a mouse!

Sponsorships

SXSW Super Sponsorships deliver the greatest marketing impact possible, offering category exclusivity and aligning brands with SXSW leading up to, during and after the events through customized program development.





SXSW NORTH AMERICA SALES AND MARKETING

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FILM & COMEDY SALES
Sara Barney
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INTERACTIVE & V2V SALES
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MUSIC SALES
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GAMING SALES
Justin Burnham
jburnham@sxsw.com

ECO SALES
Morgan Catalina
morgan@sxsw.com

DIGITAL CREATIVE JOB MARKET & EDU SALES
Val Link
val@sxsw.com

Demographics

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

Age:		Years Attended:		Gender:		Interest in SXSW:		Household Income:		Job Function:		Purchasing Power:	
Under 21	1%	1st year	52%	Female	41%	Industry	75%	Under \$25k	5%	Sales	10%	\$0-1k	29%
21-34	47%	2-4 years	31%	Male	59%	Fan	25%	\$25-50k	10%	Marketing	15%	\$1-10k	13%
35-44	34%	5-9 years	11%					\$50-75k	14%	Business Dev	7%	\$10-50k	22%
45-65	18%	10+ years	6%					\$75-100k	13%	Creative	22%	\$50-100k	16%
65+	0%			Press and Media Attendance:				\$100-150k	23%	Management	23%	\$100k+	20%
				Music (approx):		3,036		\$150-200k	35%	Other (Owner, Education, Legal, IT, Student)	19%		
				Interactive (approx):		2,939							
				Film (approx):		1,927							

IA Top 10 Businesses	Film Top 10 Businesses	Music Top 10 Businesses
Advertising, Software Development, Agency, Social Media, Sales/Marketing/PR, Electronic Media, Education, Non-Profit, Finance/Venture-Capital, Web Development	Filmmaker, Film Industry, Production, Electronic Media, Education, Actor/Actress, Distribution, Studio, Freelance, Non-Profit	Indie Label, Management, Electronic Media, Radio, Education, Major Label, Event/Convention/Festival, Music Publishing, Television, Venue

SXSW INTERNATIONAL SALES AND MARKETING

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HOUSING

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Attend

Visit sxsw.com/attend to register.



Badge Type	Purchased By					
	September 6	October 18	November 22	January 10	February 7	Walkup Rates
Platinum	\$1295	\$1375	\$1450	\$1525	\$1595	\$1695
Gold	\$995	\$1095	\$1195	\$1295	\$1395	\$1495
Music	\$625	\$650	\$695	\$725	\$750	\$795
Film	\$495	\$525	\$550	\$595	\$625	\$650
Interactive	\$795	\$895	\$995	\$1095	\$1195	\$1295