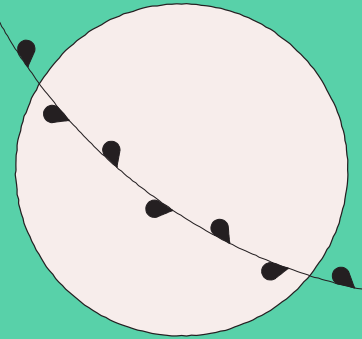
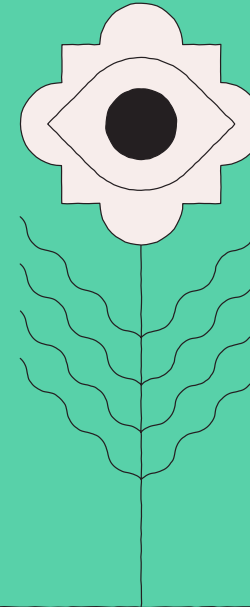
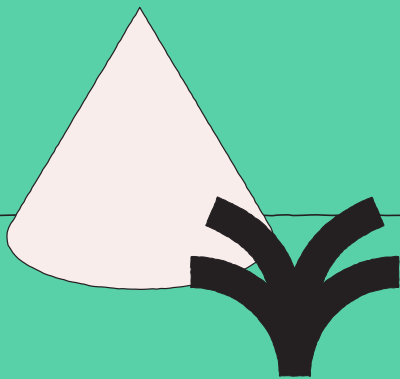
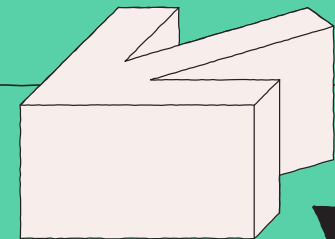
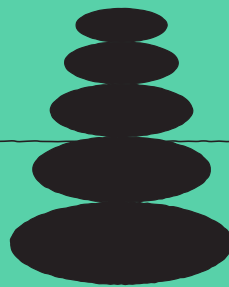
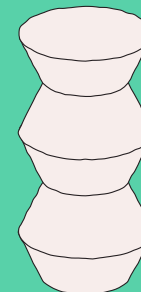


# MARKETING AT SXSW

## 2019 Overview

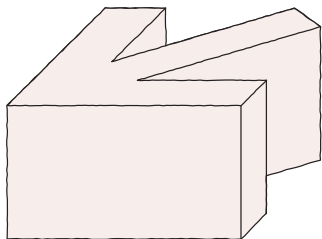
MARCH 8 - 17, 2019

**SXSW**  



# **SXSW was established in 1987 to help creative people achieve their goals.**

In 2018, SXSW empowered 432,500 people from 102 countries with a platform for achievement, inspiration and discovery.



[Learn more about the history of SXSW](#)



photo credit JEALOX Photo / Getty Images

# SXSW CONFERENCE

## Participate. Learn. Network.

“You know a technology has arrived when  
SXSW adds a new track celebrating it.”

– *Fast Company*

The SXSW Conference features 20+  
different tracks that prove  
the most unexpected discoveries happen  
when diverse topics and  
people come together.

2,147 Sessions  
4,967 Speakers  
75,098 Attendees

[See all Conference Tracks](#)



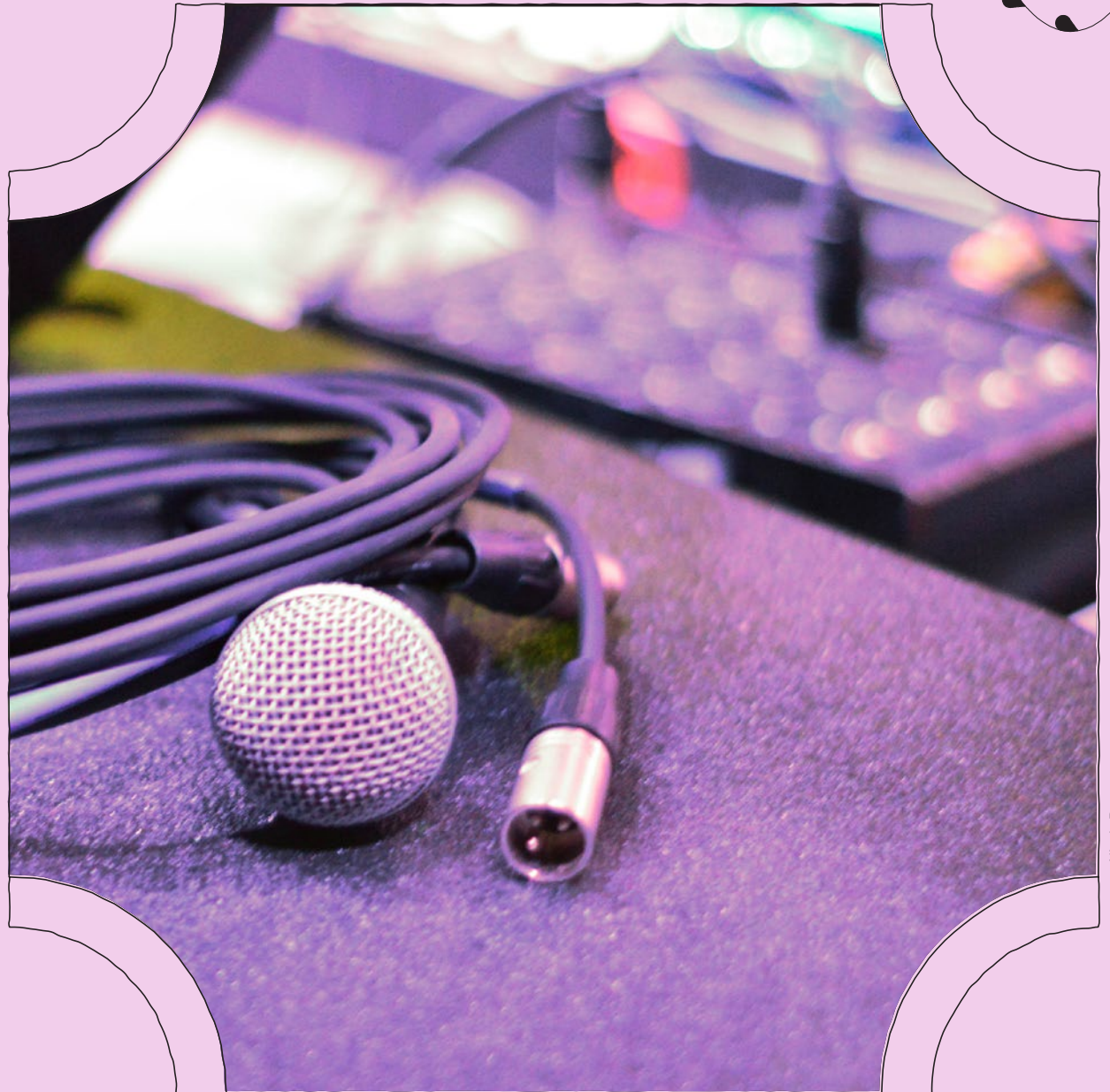


# SXSW FESTIVALS

## **Interactive. Music. Film. Comedy.**

In addition to its conference,  
SXSW is known for its four  
festivals: Interactive, Music,  
Film and Comedy

[See Festival info](#)





# INTERACTIVE FESTIVAL

A photograph of a band performing on stage at the SXSW Interactive Festival. The band members are wearing red jackets and black pants. They are playing drums and brass instruments. The stage is lit with blue and purple lights, and there are confetti and streamers in the air. The background shows a large, dark, industrial-looking structure with many lights.

## Discovery by day. Networking at night.

The SXSW Interactive Festival provides a variety of compelling evening networking experiences that complement the many learning opportunities at the SXSW Conference.

*727 Official Parties & Events*

[Explore the Interactive Festival](#)



A photograph of a man and a woman on a red carpet at the SXSW Film Festival. The woman is in the foreground, wearing a light blue ruffled blouse, looking towards the camera. The man is behind her, looking off to the side. The background is a yellow wall with 'SXSW' and 'BUD LIGHT' logos. String lights are visible at the top.

# FILM FESTIVAL

## Raw Innovation. Emerging Talent.

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 SXSW Week, Film Festival attendees can connect with tech and music industry experts for an unparalleled experience.

*174 Shorts  
139 Features  
145 World Premieres  
72,872 Attendees*

[Explore the Film Festival](#)



# MUSIC FESTIVAL

## The Destination for Music Discovery

Every year, the SXSW Music Festival is the most influential music industry event in the world.

*2,057 Performing Acts.  
569 International Performing Acts.  
66 Countries Represented.  
161,000 Attendees.*

[Explore the Music Festival](#)





# COMEDY FESTIVAL

**Standup.  
Improv. Sketch.  
Podcasts. Panels.  
Parties.**

“Comedy is an increasingly large and visible part of the South by Southwest experience. This feels in keeping with SXSW’s idea of convergence (or thinking of it as one big cultural festival) — comedy has something for everyone, be they here for film, music or interactive.”

*– My Statesman from Austin  
American-Statesman*

[Explore the Comedy Festival](#)





# Some SXSW 2018 Highlights

“The respect for artistry is still real and deeply felt at SXSW.”

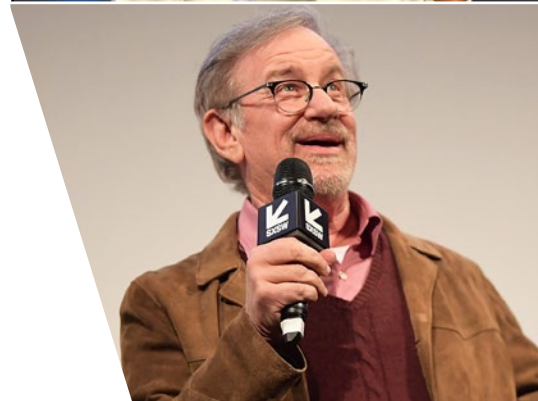
– *Ad Age*

“The 10-day event, in which more than 70,000 registered attendees explored various entertainment disciplines — film, television, music and interactive entertainment — has always had a rebellious spirit, be it celebrating underground music or disruptive technologies.”

– *Los Angeles Times*

“The South by Southwest Festival is a convergence of the music, tech, and film industries. It’s where the greatest creative minds in the country go to view each other’s work, network, and collaborate on future projects.”

– *Refinery 29*



# SXSW 2018 Demographics

## AGE

<21	1%
21-24	6%
25-34	37%
35-44	31%
45-54	18%
55-64	6%
65+	1%

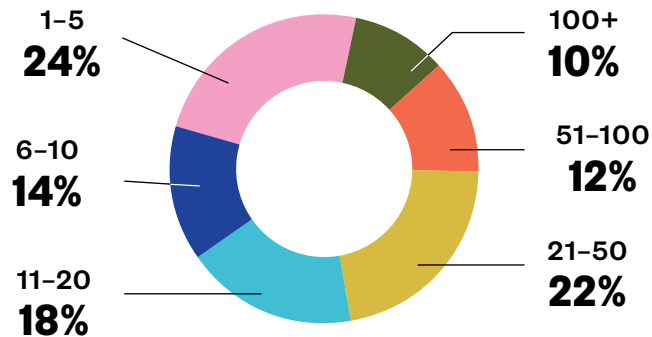
## GENDER

Male	52%
Female	47%
Other	<1%



## ORGANIZATION YEARS IN BUSINESS

21% of Participating Organizations Identify as a Startup



## EMPLOYER / # OF EMPLOYEES

LARGE BUSINESS (500+)	38%
SELF-EMPLOYED &/OR A SMALL BUSINESS OWNER (UNDER 50 EMPLOYEES)	35%
SMALL BUSINESS (OVER 50 & UNDER 250)	19%
MEDIUM BUSINESS (OVER 250 AND UNDER 500)	8%

## EMPLOYMENT STATUS

73%	Employed
20%	Self-Employed or Freelancer
5%	Student
2%	Not Employed



## ORGANIZATION STRUCTURE

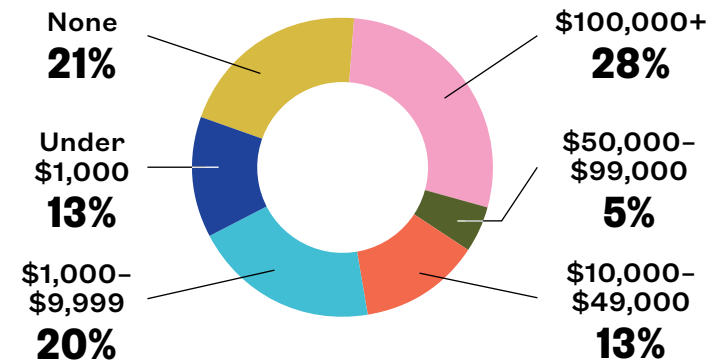
70%	For Profit
11%	Public Sector
10%	Non-Profit
5%	Education
4%	B Corporation



## WORK RESPONSIBILITIES

27%	Management
23%	Creative Development
17%	Something Else
15%	Sales / Marketing
10%	Business Development
8%	Communications / PR

## PURCHASING POWER AT WORK



## DECISION MAKING POWER

WITHIN THE ORGANIZATION

HAVE A HAND IN MANY DECISIONS	28%
DECISION-MAKER FOR MY SPECIFIC DEPARTMENT	26%
ULTIMATE DECISION-MAKER	24%
HAVE A HAND IN SOME DECISIONS	17%
NOT IN A DECISION-MAKING POSITION	5%



# SXSW 2018 Demographics

## BUSINESS GOALS FOR ATTENDING SXSW

- 67%** Find New Business Opportunities
- 49%** Connect with Existing Clients
- 16%** Seek Employment/Contract Work
- 12%** Seek Investors
- 10%** Hire Talented People
- 10%** Launch a New Product or Service
- 5%** Invest in New Companies

## TOP 20 PARTICIPATING INDUSTRIES

IN DESCENDING ORDER

- |                       |                       |
|-----------------------|-----------------------|
| Marketing/Advertising | Design                |
| Film/Television       | Government            |
| Music                 | Consumer Goods        |
| Education             | Web/Internet Services |
| Computer Technology   | Event Services        |
| Press/Media           | Digital Entertainment |
| Non-Profit            | Legal Services        |
| Health/Wellness       | Food & Beverages      |
| Computer Service      | Gaming/Games          |
| Financial Services    | Apparel & Fashion     |

## 78% U.S. ATTENDEES

BY REGION

- 18%** Pacific
- 2%** Mountain
- 1%** West North Central
- 26%** West South Central
- 5%** East North Central
- 1%** East South Central
- 2%** New England
- 13%** Mid-Atlantic
- 7%** South Atlantic

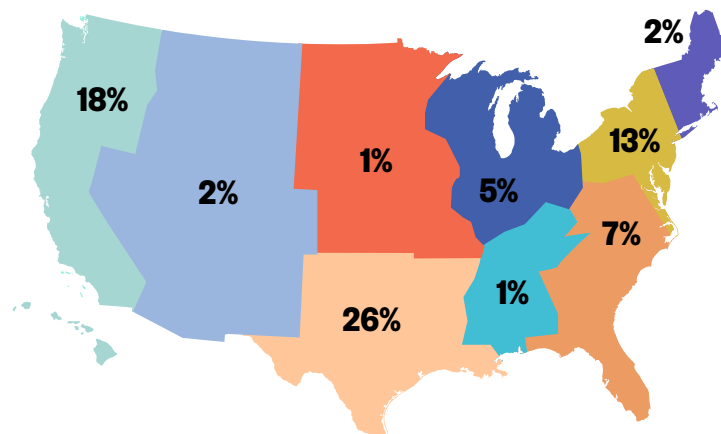
## SXSW ATTENDEES

- UNITED STATES 75%**
- INTERNATIONAL 25%**

## TOP 20 COUNTRIES

(94 COUNTRIES REPRESENTED)

- |                |                   |
|----------------|-------------------|
| United Kingdom | Finland           |
| Canada         | Denmark           |
| Mexico         | Netherlands       |
| Brazil         | Germany           |
| Austria        | Ireland           |
| Belgium        | Turkey            |
| Spain          | China             |
| France         | Japan             |
| Norway         | Republic of Korea |
| Sweden         | Australia         |





# SXSW SPONSORSHIP



**Align with SXSW at the highest level**



# SXSW Sponsorship

SXSW Sponsorships deliver the greatest marketing impact, aligning brands with SXSW leading up to, during, and after the events. The SXSW sponsorship team offers valuable support and guidance to develop a custom program to fit your brand's needs.

## SXSW WORKS WITH SPONSORS TO:

- Reach target demographics by honing activation approach
- Integrate sponsor products and offerings
- Achieve marketing objectives and amplify sponsor initiatives
- Garner the attention of thousands of influential industry tastemakers and press figures while influencing tens of thousands of consumers
- Align with SXSW in international marketing campaigns

[Learn more about Sponsorship Opportunities](#)



credits, l to r: Jordan Hefler, Waytao Shing Leticia Smith, Jordan Hefler, Jordan Hefler, Leticia Smith



# **SXSW PROMOTIONAL OPPORTUNITIES**

**Promote your brand through an  
array of custom opportunities**



# Promotional Opportunities

SXSW offers businesses and organizations—large or small—opportunities to get in front of creative, highly educated early adopters. With official events and exhibitions, you'll be able to reach your target audience to get exceptional results.

## BY MARKETING AT SXSW, YOUR BRAND CAN:

- Target a specific industry or demographic
- Showcase a new product or service
- Reach thousands of influencers, media outlets, and consumers while making strong B2B connections
- Host a custom activation or activate within an official event
- Increase engagement

[Learn more about Promotional Opportunities](#)





# Promotional Opportunities

The following opportunities are a few ideas of what's possible with SXSW.

## BRANDING

- Printed items
- Digital items
- Transportation
- Advertising

## EVENTS & ACTIVATIONS

- Lounges
- Awards & Stages Sponsorships
- Interactive Festival Events & Parties
- Film Festival Events & Parties
- Music Festival Events & Parties
- Private Events

## EXHIBITIONS

- Printed Guides
- Exhibition Opportunities
- Stage Sponsorships

Contact us to speak with a SXSW representative





# SXSW EXHIBITIONS



**Connect and network  
with your target audience**



# SXSW Exhibitions

In addition to its conference and festivals, SXSW hosts numerous, world-class exhibitions.

## SXSW TRADE SHOW

The all-encompassing exhibition for creative industries within Interactive, Film, Music, and more

## FLATSTOCK

The world's top gig posters and artists

## SXSW MARKETPLACE

One big pop-up shop for fashion, art, and more at the center of SXSW

## SXSW WELLNESS EXPO

Fueling minds, bodies, and souls through the growing wellness industry

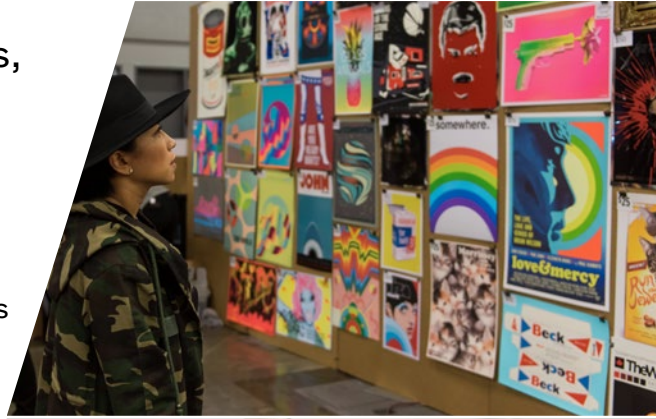
## GAMING EXPO

The hub of gaming culture at SXSW

## STARTUP SPOTLIGHT

Highlighting one-one-one connections with promising startups

[Learn more about Exhibition Opportunities](#)



credits, l to r: Samantha Burkardt, Laura Lindley, Laura Lindley, Nicky Lochman, Merrick Ales, Matt Bradford, Randy & Jackie Smith



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MORE INFORMATION. [SALES@SXSW.COM](mailto:SALES@SXSW.COM)

