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

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

See Festival info
Discover 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
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 SXSWWeek, 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
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
Explore the Comedy Festival

“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
“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%

**EMPLOYMENT STATUS**
- Employed: 73%
- Self-Employed or Freelancer: 20%
- Student: 5%
- Not Employed: 2%

**ORGANIZATION STRUCTURE**
- For Profit: 70%
- Public Sector: 11%
- Non-Profit: 10%
- Education: 5%
- B Corporation: 4%

**ORGANIZATION YEARS IN BUSINESS**
- 1-5: 24%
- 6-10: 14%
- 11-20: 18%
- 21-50: 22%
- 51-100: 12%
- 100+: 10%
- None: 21%

**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%

**PURCHASING POWER AT WORK**
- None: 21%
- Under $1,000: 13%
- $1,000-$9,999: 20%
- $10,000-$49,000: 13%
- $50,000-$99,000: 5%
- $100,000+: 28%

**WORK RESPONSIBILITIES**
- Management: 27%
- Creative Development: 23%
- Something Else: 17%
- Sales / Marketing: 15%
- Business Development: 10%
- Communications / PR: 8%

**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

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

TOP 20 PARTICIPATING INDUSTRIES IN DESCENDING ORDER

- Marketing/Advertising
- Film/Television
- Music
- Education
- Computer Technology
- Press/Media
- Non-Profit
- Health/Wellness
- Computer Service
- Financial Services
- Design
- Government
- Consumer Goods
- Web/Internet Services
- Event Services
- Digital Entertainment
- Legal Services
- Food & Beverages
- Gaming/Games
- Apparel & Fashion
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
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
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
Sign up for our newsletter for the latest SXSW news.

sxsw.com

QUESTIONS? CONTACT US FOR MORE INFORMATION. SALES@SXSW.COM