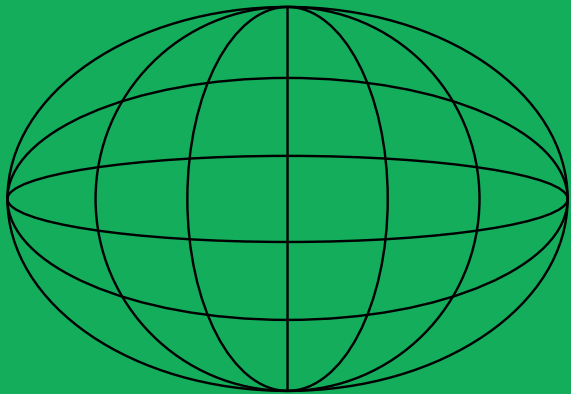


# SXSW<sup>®</sup>



# 20

## MARKETING AT SXSW 2020 OVERVIEW



# 20

AUSTIN •  
MARCH 13-22

# SXSW HISTORY

In 1987, we established SXSW to help creative people achieve their goals.

In 2019, SXSW empowered 417,400 people from 106 countries with a platform for achievement, inspiration and discovery.



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

# SXSW CONFERENCE

Participate. Learn. Network.

*“Now in its 33rd year, SXSW started as a small, local music conference and festival and has mushroomed into one of the biggest and most influential gatherings on the planet.”*

— *USA Today*

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

**In 2019:**

2,128 Sessions

4,799 Speakers

73,716 Attendees

[See all conference tracks](#)





# SXSW FESTIVALS

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

A photograph of a man and a woman smiling at a film festival. The man is wearing a straw hat and a colorful sweater. The woman is wearing a red top. They are standing in front of a yellow background with "SXSW" and "HELLA ARTOIS" visible.

# FILM 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 SXSW, Film Festival attendees can connect with tech and music industry experts for an unparalleled experience at the forefront of discovery, creativity, and innovation.

**In 2019:**

131 Shorts

17 Episodics

133 Features

155 World Premieres

45 Countries Represented

73,000 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.

*"...there's still no better place on earth to be a curious music fan." — Noisey*

**In 2019:**

1,964 Performing Acts

612 International Performing Acts

62 Countries Represented

159,258 Attendees



[Explore the Music Festival](#)



# COMEDY FESTIVAL

Standup. Improv. Sketches. Podcasts.  
Panels. Parties.

Growing from a one-night celebration of comedy's biggest names into a week-long whirlwind of a festival, the SXSW Comedy Festival presents uniquely diverse programming that highlights exceptional emerging and established talent.

[Explore the Comedy Festival](#)

# LOUNGES & PARTIES

Discovery by day. Networking by night.

The evening networking events that make up SXSW range from parties and private events to award presentations and much more.

351 Official Parties & Events

[Learn more about SXSW Lounges and Parties](#)



# SXSW 2019 HIGHLIGHTS

*“...SXSW has a remarkable ability to set the temperature of the times.”*

— **The (London) Times**

*“...it’s still a meeting place for forward-thinking minds and the Music portion of the event continues to maintain its identity as a touchstone for America’s music industry to mingle and make moves.”* — **Forbes.com**

*“...The world’s largest culture fest.”* — **CNET**

*“SXSW is an amazing experience that inspires, educates and excites.”*

— **Vogue Italia**

*“From 700 registrants in 1987 to over 75,000 conference attendees in 2018, South by Southwest (SXSW) has transformed from a relatively small music festival in Austin, Texas, into arguably the world’s most important creative convention celebrating and connecting innovators in technology, art, food, politics and more.”* — **Entrepreneur**

*“It’s a huge feast of musical discovery that brings together bands and fans from around the world.”* — **NPR**



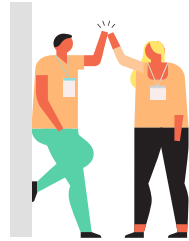
# SXSW 2019 DEMOGRAPHICS

## AGE

<21	2%
21-25	10%
26-34	34%
35-44	28%
45-54	18%
55-64	7%
65+	1%

## GENDER

Male	50%
Female	49%
Other	<1%



## STARTUPS AT SXSW

PARTICIPATING ORGANIZATIONS IDENTIFYING AS AT STARTUP

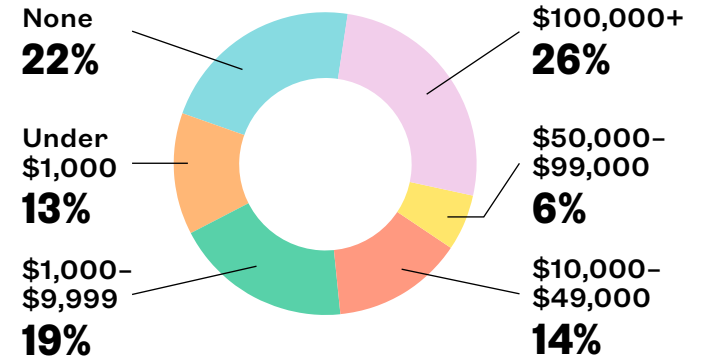
19%

## WORK RESPONSIBILITIES

22%	Management
22%	Creative Development
16%	Sales/Marketing
10%	Business Development
9%	Communications/PR



## PURCHASING POWER AT WORK



## EMPLOYMENT STATUS

74%	Employed
17%	Self-Employed or Freelancer
7%	Student
2%	Not Employed



## ORGANIZATION STRUCTURE

69%	For Profit
11%	Public Sector
11%	Non-Profit
5%	Education
4%	B Corporation



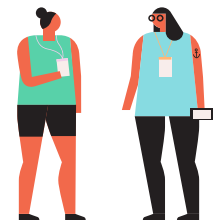
## EMPLOYER / # OF EMPLOYEES

LARGE BUSINESS (500+)	40%
SELF-EMPLOYED &/OR A SMALL BUSINESS OWNER (UNDER 50 EMPLOYEES)	34%
SMALL BUSINESS (OVER 50 & UNDER 250)	17%
MEDIUM BUSINESS (OVER 250 AND UNDER 500)	9%

## DECISION MAKING POWER

WITHIN THE ORGANIZATION

HAVE A HAND IN MANY DECISIONS	25%
DECISION-MAKER FOR MY SPECIFIC DEPARTMENT	25%
ULTIMATE DECISION-MAKER	22%
HAVE A HAND IN SOME DECISIONS	20%
NOT IN A DECISION-MAKING POSITION	8%



# SXSW 2019 DEMOGRAPHICS

## BUSINESS GOALS FOR ATTENDING SXSW

- 59%** Find New Business Opportunities
- 42%** Connect with Existing Clients
- 15%** Seek Employment/Contract Work
- 10%** Seek Investors
- 8%** Launch a New Product or Service
- 7%** Hire Talented People
- 6%** Other
- 5%** Invest in New Companies

## TOP 20 PARTICIPATING INDUSTRIES

IN DESCENDING ORDER

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

## 74% U.S. ATTENDEES

BY REGION

- 17%** Pacific
- 2%** Mountain
- 1%** West North Central
- 25%** West South Central
- 5%** East North Central
- 1%** East South Central
- 2%** New England
- 13%** Mid-Atlantic
- 8%** South Atlantic

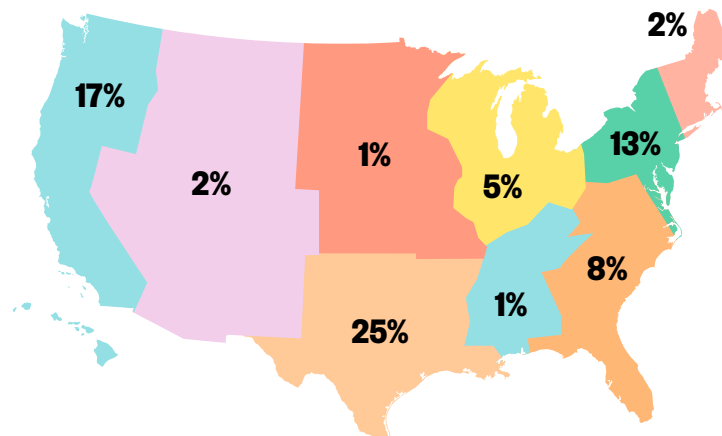
## SXSW ATTENDEES

- UNITED STATES **74%**
- INTERNATIONAL **26%**

## TOP 20 COUNTRIES

(105 COUNTRIES REPRESENTED)

- |                |                   |
|----------------|-------------------|
| Brazil         | Mexico            |
| United Kingdom | France            |
| Japan          | Republic of Korea |
| Germany        | China             |
| Canada         | Spain             |
| Australia      | Belgium           |
| Norway         | Switzerland       |
| Netherlands    | Finland           |
| Sweden         | Poland            |
| Denmark        | New Zealand       |



# SXSW SPONSORSHIPS

**Align with SXSW at the highest level**

# SXSW SPONSORSHIPS

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

## SXSW works closely 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 media while influencing tens of thousands of consumers
- Align with SXSW in international marketing campaigns



# SXSW PROMOTIONAL OPPORTUNITIES

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

# SXSW PROMOTIONAL OPPORTUNITIES

SXSW offers businesses and organizations, whether 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



# SXSW PROMOTIONAL OPPORTUNITIES

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

## Branding

- Printed Items
- Digital Items
- Transportation
- Advertising

## Events & Activations

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

## Exhibitions

- Printed Guides
- Exhibition Opportunities
- Stage Sponsorships





# SXSW 2020 ADVERTISING & BRANDING PRICING

## SXSWorld Advertising

AD SIZE	PRICE
Half Page Color	\$3,500
Full Page Color	\$6,000
Two-Page Spread *	\$11,500
Inside Front Cover	\$7,000
Inside back Cover	\$7,000
Outside Back Cover	\$9,000

\* Only available for March issues

## Branding

OPPORTUNITY	PRICE
Artist Packet Envelope	\$9,500
Big Bags	\$45,000
Coffee Jackets	from \$8,500
Lanyards	from \$14,500
Napkins	from \$20,000
SXSW Map	\$21,000
Volunteer Shirts	\$43,000
Pocket Guides	from \$11,000
Hotel Key Cards	from \$1,950
Hotel Door Hangers	from \$1,150

## Transportation

OPPORTUNITY	PRICE
Pedicabs	\$1,750 / each
Shuttles	\$27,000
Super Shuttles	from \$2,000 / each

[Contact us to speak with a SXSW representative](#)



# SXSW EXHIBITIONS



**Connect and network  
with your target audience**

# SXSW EXHIBITION OPPORTUNITIES

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

## **SXSW Trade Show**

The all-encompassing exhibition for creative industries within film, music, technology, 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



[Learn more about exhibition opportunities](#)

# SXSW 2020 EXHIBITION PRICING

## SXSW Trade Show

STAND SIZE	Pipe & Drape	Island	Corner
10X10	\$3,600	—	—
20X10	\$7,000	—	\$8,000
30X10	\$10,200	—	\$11,100
20X20 Endcap	\$15,600	—	—
20X30 Endcap	\$23,400	—	—
20X20	—	\$20,400	—
20X30	—	\$30,600	—
20X40	—	\$40,800	—
20X50	—	\$50,000	—
20X60	—	\$58,800	—
20X70	—	\$68,600	—
20X80	—	\$78,400	—
50X50	—	\$115,000	—
50X60	—	\$135,000	—

## SXSW Marketplace

STAND SIZE	Pipe & Drape	Island	Corner
10X10	\$1,200	—	—
20X10	\$2,400	—	\$2,700
30X10	\$3,600	—	\$4,050
20X10 Endcap	\$3,000	—	—
20X20 Endcap	\$6,000	—	—
20X20	—	\$7,600	—
20X30	—	\$10,200	—

## Gaming Expo

STAND SIZE	Pipe & Drape	Island	Corner
10X10	\$1,500	—	\$2,150
20X10	\$2,400	—	—
30X10	\$4,400	—	\$5,900
20X10 Endcap	\$3,800	—	—
20X20 Endcap	\$6,800	—	—
20X20	—	\$8,800	—
20X30	—	\$12,600	—
20X40	—	\$16,000	—

## SXSW Wellness Expo

STAND SIZE	Pipe & Drape	Island	Corner
10X10	\$1,400	—	\$1,800
20X10	\$2,800	—	—
30X10	\$4,200	—	\$5,000
20X10 Endcap	\$4,200	—	—
20X20 Endcap	\$6,600	—	—
20X20	—	\$8,200	—
20X30	—	\$12,000	—
20X40	—	\$15,200	—

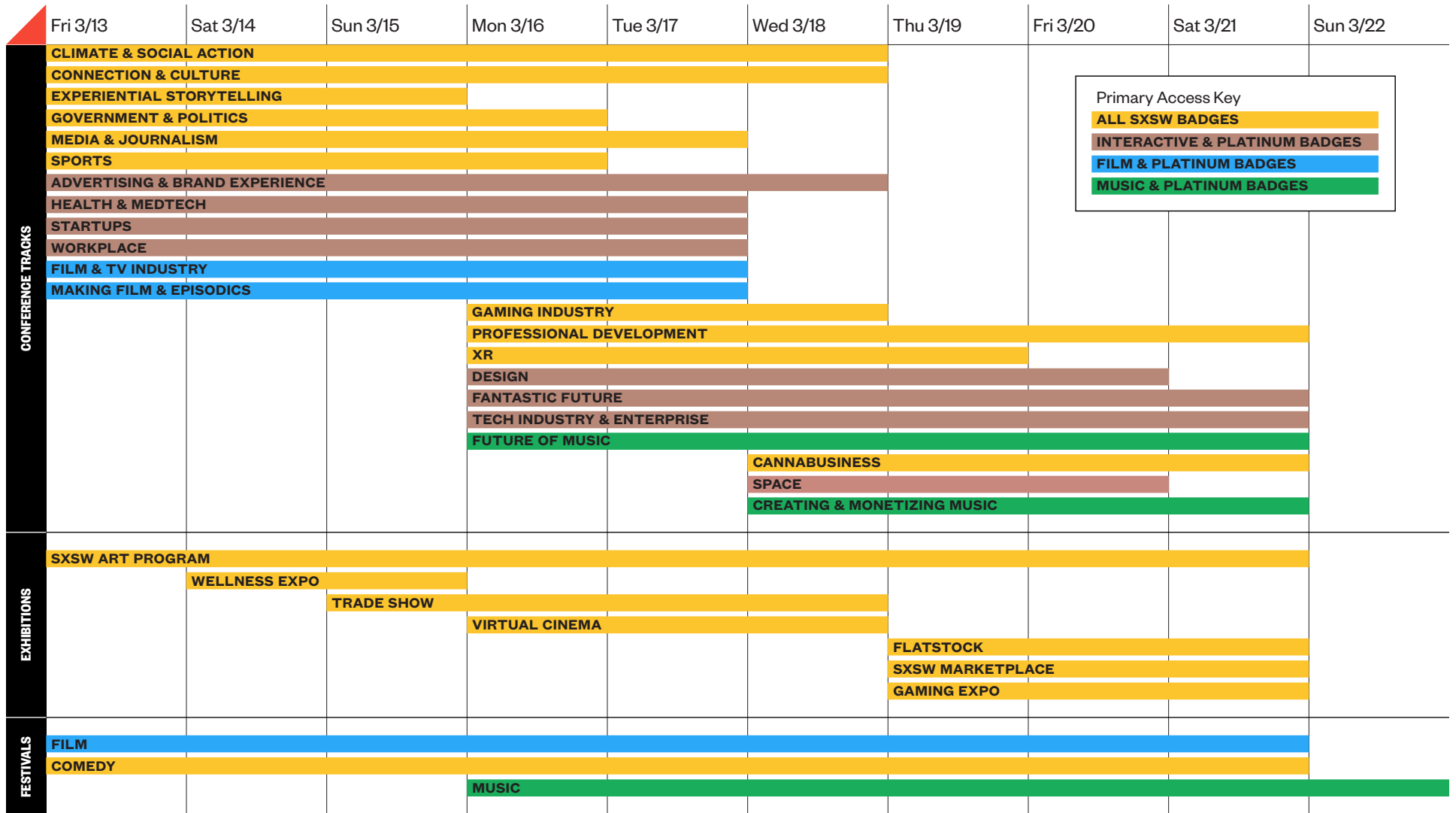
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Contact us to speak with a SXSW representative



# SXSW 2020 TIMELINE

**SXSW 2020 Conference Tracks | SXSW 2020 Exhibitions | SXSW 2020 Festivals**



# 2020

To get the latest SXSW news and event updates, sign up for our newsletter.  
**SXSW.COM**

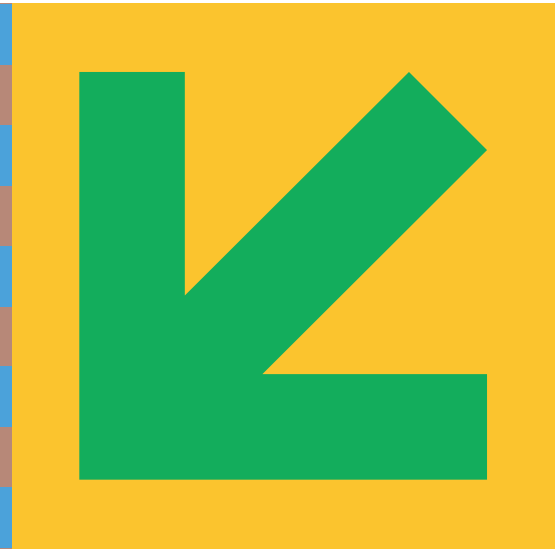
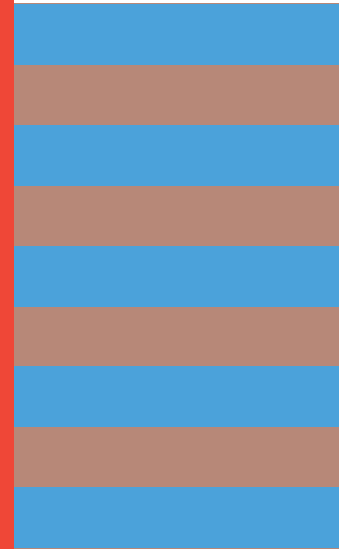
If you'd like more information or have any questions, please contact us.

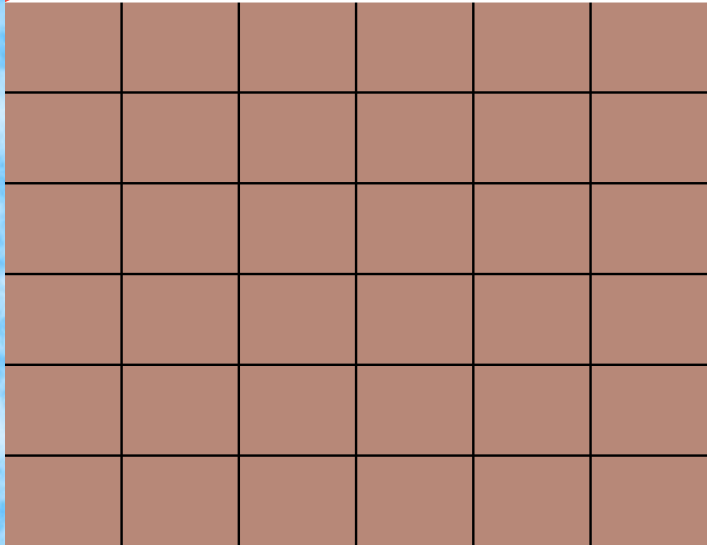
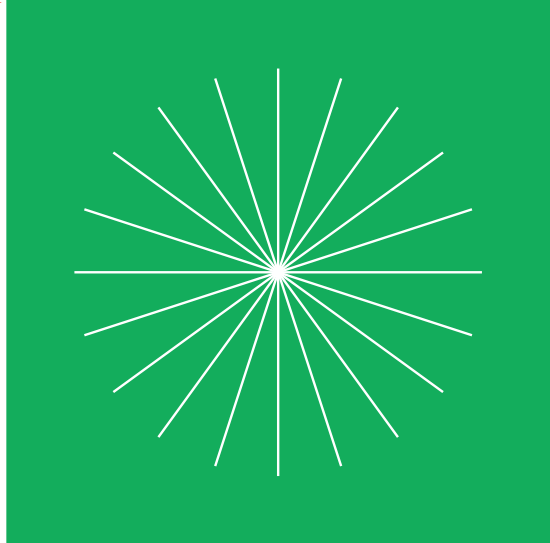
**SXSW Sponsorship**

[sponsorinfo@sxsw.com](mailto:sponsorinfo@sxsw.com)

**SXSW Sales**

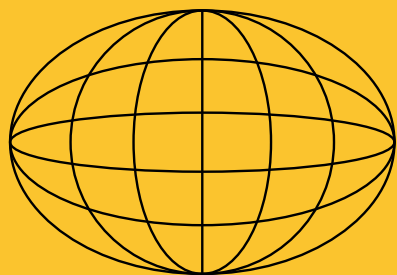
[sales@sxsw.com](mailto:sales@sxsw.com)





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