MARKETING AT SXSW 2020 OVERVIEW
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.

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


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
- Particpating Organizations Identifying as at Startup: 19%

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%

PURCHASING POWER AT WORK
- None: 22%
- Under $1,000: 13%
- $1,000–$9,999: 19%
- $10,000–$49,000: 14%
- $50,000–$99,000: 6%
- $100,000+: 26%

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

DECISION MAKING POWER
- 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

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

TOP 20 PARTICIPATING INDUSTRIES

IN DESCENDING ORDER

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

UNITED STATES 74%
INTERNATIONAL 26%
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

Learn more about SXSW Sponsorship Opportunities
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

Learn more about Promotional Opportunities
 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

### SXSWWorld Advertising

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>Half Page Color</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full Page Color</td>
<td>$6,000</td>
</tr>
<tr>
<td>Two-Page Spread *</td>
<td>$11,500</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$7,000</td>
</tr>
<tr>
<td>Inside back Cover</td>
<td>$7,000</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$9,000</td>
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* Only available for March issues

### Branding

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<tr>
<th>OPPORTUNITY</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>Artist Packet Envelope</td>
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<tr>
<td>Big Bags</td>
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<tr>
<td>Coffee Jackets</td>
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<tr>
<td>Lanyards</td>
<td>from $14,500</td>
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<tr>
<td>Napkins</td>
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<tr>
<td>Volunteer Shirts</td>
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<tr>
<td>Pocket Guides</td>
<td>from $11,000</td>
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<tr>
<td>Hotel Key Cards</td>
<td>from $1,950</td>
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<td>Hotel Door Hangers</td>
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### Transportation

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<tr>
<td>Pedicabs</td>
<td>$1,750 / each</td>
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<tr>
<td>Shuttles</td>
<td>$27,000</td>
</tr>
<tr>
<td>Super Shuttles</td>
<td>from $2,000 / each</td>
</tr>
</tbody>
</table>

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 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 Trade Show

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### SXSW Marketplace

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### SXSW Wellness Expo

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Contact us to speak with a SXSW representative.

Not seeing the size you want? Ask your account representative for more sizing options.
# SXSW 2020 Timeline

### SXSW 2020 Conference Tracks

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<tr>
<td>CLIMATE &amp; SOCIAL ACTION</td>
<td>CONNECTION &amp; CULTURE</td>
<td>EXPERIENTIAL STORYTELLING</td>
<td>GOVERNMENT &amp; POLITICS</td>
<td>MEDIA &amp; JOURNALISM</td>
<td>SPORTS</td>
<td>ADVERTISING &amp; BRAND EXPERIENCE</td>
<td>HEALTH &amp; MEDTECH</td>
<td>STARTUPS</td>
<td>WORKPLACE</td>
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<tr>
<td>FILM &amp; TV INDUSTRY</td>
<td>MAKING FILM &amp; EPISODICS</td>
<td>GAMING INDUSTRY</td>
<td>PROFESSIONAL DEVELOPMENT</td>
<td>XR</td>
<td>DESIGN</td>
<td>FANTASTIC FUTURE</td>
<td>TECH INDUSTRY &amp; ENTERPRISE</td>
<td>FUTURE OF MUSIC</td>
<td>CANNABUSINESS</td>
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### SXSW 2020 Exhibitions

- WELLNESS EXPO
- TRADE SHOW
- VIRTUAL CINEMA
- FLATSTOCK
- SXSW MARKETPLACE
- GAMING EXPO

### SXSW 2020 Festivals

- FILM
- COMEDY
- MUSIC

---

**Primary Access Key**

- ALL SXSW BADGES
- INTERACTIVE & PLATINUM BADGES
- FILM & PLATINUM BADGES
- MUSIC & PLATINUM BADGES
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SXSW.COM

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

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