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South By Southwest Combines Music, Film, Interactive on Showfloor

January 20, 2011
For 10 days in March, not only will the streets of Austin, Texas, be filled with enthusiasts in town to check out the latest bands and movies at the South By Southwest (SXSW) Music, Film & Interactive Conferences and Festival, but also it will be the first time the event's trade show will marry the music, film and interactive components.

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"This is the first year that SXSW has united the Film & Interactive Trade Show with the Music Trade Show," said Ron Suman, sales and marketing manager for SXSW.

He added that, in order to understand the strategy behind combining the shows, it's important to know that SXSW is three conferences - film, music and interactive - and two festivals. The 10-day period, March 11-20, is split in half, with film and interactive in the first part and music in the second.

The trade show components used to be split into those two parts as well, but, Suman said, "I think we'll all agree that digital technology is the common denominator shared between the three industries of SXSW."



With that in mind, he added, "SXSW has positioned the new SXSW Trade Show in the middle of SXSWWeek, so that every badge has access to the Trade Show, thus perpetuating the development and sharing between the industries."

The overall SXSW event attracts 35,000 attendees, and Suman said approximately 70 percent of them visit the showfloor, sometimes more than once.

"Those that attend usually return three or more times," he added. "The registrants tell us that they attend the trade show to experience the latest technologies, network with similar businesses, find out what other countries are developing and learn about buzz bands."

Attendees to the 128,757 square foot showfloor also have the opportunity to take part in the Meetup Pavilion, the multi-event Next Stage, the SXsaloon and the SXSW Hiring Hub.

In addition, attendees will be able to check out a variety of exhibiting companies, 25 percent of which are international, according to Suman.

"Inside the new SXSW Trade Show (attendees will) discover many international pavilions, online entertainment and services, film commissions and services, print/broadcast/online media, education

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institutions, hardware/software brands, distributors, manufacturers (and) marketing/promotion services," Suman said.

Roy Benear, senior vice president of the Austin Convention & Visitors Bureau, said SXSW has an overall economic impact of \$100 million on the city of Austin, with 35,000-plus room nights booked.

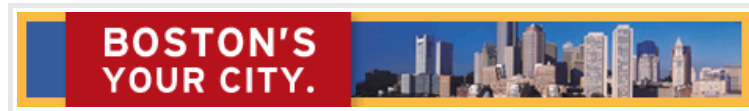
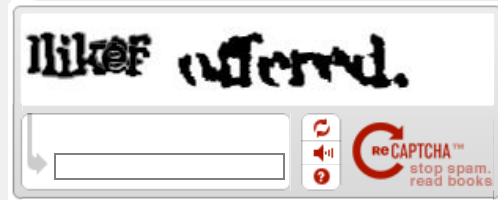
"It has helped to position Austin on the national and international level as a cutting-edge destination," he added. "As a community, we embrace SXSW, and it's something we take a great deal of pride in."

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