

**\*\*FOR IMMEDIATE RELEASE\*\***

**SOUTH BY SOUTHWEST TRADE SHOW: THE EXHIBITION FOR CREATIVE INDUSTRIES  
ANNOUNCES FIRST ROUND OF EXHIBITORS**

**October 5, 2011 - Austin, TX** - South by Southwest (SXSW) Conferences and Festivals is pleased to announce the first round of exhibitors appearing at the 26<sup>th</sup> Annual SXSW Trade Show: The Exhibition for Creative Industries.

Following unprecedented growth in 2011, SXSW will further develop and expand the united Trade Show in 2012 to include new participating countries, innovative businesses, and dynamic programming. The SXSW Trade Show is unique for its international focus, with several countries participating for the first time and plays host to a deep integration between returning businesses and cultural commissions. The SXSW Trade Show will also feature networking opportunities via curated Meet Ups, the ever popular exhibitor Block Party, and the Next Stage, a live performance space offering a sampling of SXSW Interactive, Film and Music happenings.

"The Trade Show has long been at the heart of networking, innovation and global business development at SXSW," said Amy Wanke, SXSW Sales & Marketing Manager. "This list of exhibitors not only highlights the tradition, but further illustrates the growing integration among the Music, Film and Interactive industries represented at SXSW."

We are please to announce our first round of exhibitors:

2Checkout.com Inc  
ACLU of Northern California  
Advertising Database Inc  
Affiliate Summit Inc  
Alliance Entertainment  
Analog Creative Inc  
Angers Loire Valley  
Aquent  
Artist Signal  
Backbone Networks  
Berlin Music Commission eG  
Blekko  
blueAid Limited  
Brown Paper Tickets  
Calyp  
Canadian Blast  
Canon  
Capital Factory  
Centre for Digital Media  
Chevrolet  
Cinemeridian  
Cool Blue Company  
COPYCATS Media  
cPanel  
Das Keyboard  
Design That Rocks  
Evernote  
Explore.org  
Extensis  
FFFavs / I Just Shared  
Film Florida  
[fk@soft.net](mailto:fk@soft.net)  
Fluent  
Fonepole  
Geospike  
German Pavilion  
Goucher College  
GuideWell  
Henge Docks  
Hitchery

IdN Magazine  
ImMediaTag  
IndieFilmz.com  
Inkdit  
Intergi Entertainment  
Iron Mountain  
Israeli Consulate  
iTriage  
Knight Foundation  
LightCMS  
Line Plot Productions  
Linode  
Louisiana Entertainment  
Lunarpages Internet Services  
Marketo  
Marvell  
Maximum Positive  
MAXON Computer Inc  
Memphis Music  
Merf Music Group  
Mimoco  
Mississippi Music Trails  
Mobio Technologies Inc  
Mophie  
Music From Ireland  
NetBase  
New Riders  
New Zealand Music Industry Commission  
Newtek  
O'Reilly Media  
One Light Music Productions  
Oniracom  
OtterBox  
Planet Quebec  
Pollstar Magazine  
Posse  
Premonix  
Privacy Identity Innovation  
Questionmine  
Rackspace  
Red Laser  
Robert Half International  
SAGIndie/Screen Actors Guild  
SavvyPhone  
Seagate Technology  
ServerBeach  
ShoutEm Inc  
Shoutlet  
Silverpop  
Sitecore  
SlideRocket  
SoftLayer Technologies  
Solomon Page Creative & Marketing  
Sonicbids  
SoundExchange  
Sounds Australia  
Sounds From Spain  
Space Camp  
Space Dog Books  
St Edward's University  
Swedish Music Export  
Tableau Software  
Take the Interview  
Techweek  
Telerik

Texas Film Commission  
Texas Music Office  
The Connexion  
The Guardian  
The Hoth Corp  
The Manufacturing Company  
The New York Times  
Tokyo International Music Market  
Topseos  
TuneUp Media  
Twonky  
UKTI  
Umbraco  
University of Michigan Procurement  
Vista Financial Planning Group LLC  
Volusion  
WeVideo  
Womzit  
WordPress  
Wristbands.net

### **About the SXSW Trade Show**

The SXSW Trade Show is where the future of media is defined. This unique, four-day exhibition connects leaders in the Music, Film and Interactive industries with the companies and agencies needed to succeed. With features like the Next Stage and Meet Up Pavilion, you won't want to miss the action at the The Exhibition for Creative Industries.

Located in the Austin Convention Center, the SXSW Trade Show will run Monday, March 12 – Wednesday, March 14 from 11am-6pm and Tuesday, March 15 from 11am-4pm.

For more information, please visit: [http://sxsw.com/trade\\_shows/about](http://sxsw.com/trade_shows/about) and [sales@sxsw.com](mailto:sales@sxsw.com).

### **About SXSW Conferences & Festivals**

The South by Southwest® (SXSW®) Conferences & Festivals (March 9-18, 2012) offer the unique convergence of original music, independent films, and emerging technologies. Fostering creative and professional growth alike, SXSW® is the premier destination for discovery.

Year after year, the event is a launching pad for new creative content. New media presentations, music showcases and film screenings provide buzz-generating exposure for creators and compelling entertainment for audiences. Conference panel discussions present a forum for learning, business activity thrives at the Trade Shows and global networking opportunities abound. Austin serves as the perfect backdrop for SXSW®, where career development flourishes amid the relaxed atmosphere. Intellectual and creative intermingling among industry leaders continues to spark new ideas and carve the path for the future of each ever-evolving field, long after the events' conclusion. Highlights from the 2011 Interactive festival included the following presentations from Blake Mycoskie (TOMS Shoes), Felicia Day ("The Guild"), J. Craig Venter (Founder of J. Craig Venter Institute), Al Franken (US Senator, Minnesota) and Marissa Mayer (Google). The Film Festival and Conference presented the world premiere films including, Duncan Jones' "Source Code," Jodie Foster's "The Beaver" and Joe Cornish's "Attack the Block" as well as speakers, Paul Reubens aka Pee Wee Herman and director Todd Phillips. Highlights from the Music Festival and Conference included showcases from Raphael Saadiq, TV on the Radio and Fitz and the Tantrums, and speakers Yoko Ono, Duran Duran and Bob Geldof.

SXSW® 2012 is sponsored by Chevrolet, IFC, PepsiCo, Sonicbids and The Austin Chronicle. For more information, visit [www.sxsw.com](http://www.sxsw.com).

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