



SXSW Conferences and Festivals

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SXSW 2010 Open For Business

Austin, Texas - August 3, 2009 - The twenty-fourth South By Southwest (SXSW) Music and Media Conference and Festival is now open for business. Geared toward music industry professionals from around the world, SXSW is a unique opportunity to make lasting connections within the entertainment industry. A keynote address anchors four days of panels, interviews, workshops, mentor sessions, peer meetings, and the trade show. Daytime events at the Austin Convention Center flow into the world-renowned music festival, which showcases over 1800 acts on stages throughout downtown Austin. Conference registrations, hotel requests, and music festival showcase applications are now being accepted. SXSW Music takes place March 17 - 21, 2010 in Austin, Texas.

Registration for SXSW Music allows you access to all daytime events at the Austin Convention Center, entry into official SXSW day parties, the Trade Show which opens on Wednesday and runs through Friday and priority access into all SXSW nighttime showcases. In addition, registration will allow you to access the 2010 Online Registrants Directory, a great tool to aid in planning your SXSW meetings and networking throughout the year. Click on <http://sxsw.com/music> to learn more and to register to attend.

SXSW is now accepting showcase applications for music acts to perform at the 2010 music festival. Sonicbids is the exclusive online musical event submission platform of the 2010 SXSW Music Festival. To apply, go to <http://www.sxsw.com/music/shows/apply>. Unlike in the past, this year there will not be a separate international and domestic deadline. All applications must be submitted no later than November 6, 2009. Application fees are \$30 for early submissions, \$40 for applications submitted after September 25, 2009.

For more information on every aspect of SXSW, please go to <http://www.sxsw.com>

SXSW Music is sponsored by Miller Lite, Sonicbids and The Austin Chronicle.

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