



AUSTIN, TX      MARCH 16-20, 2011  
**SXSW**<sup>®</sup>  
SOUTH BY SOUTHWEST<sup>™</sup>  
**MUSIC**

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sxsw.com

## SXSW 2011 Open for Business

August 2, 2010 - Austin, TX - South By Southwest (SXSW) Music and Media Conference and Festival is now open for business at [<http://sxsw.com>]. SXSW 2011 will mark the 25th edition of one of the highest profile and most anticipated global cultural events on the music calendar. SXSW plans to renew that reputation once again, by programming its best event to date. Daytime events at the Austin Convention Center flow into the world-renowned music festival, which showcases over 1900 acts on stages throughout downtown Austin. Conference registrations, hotel requests, and music festival showcase applications are now being accepted. SXSW Music takes place March 16 - 20, 2011 in Austin, Texas.

Registration for SXSW Music allows access to all daytime events at the Austin Convention Center including the keynote address, panels, interviews, workshops, mentor sessions, peer meetings, the expanded four day trade show featuring industries represented at all three SXSW events - Music, Film and Interactive; official SXSW day parties; and priority access into all SXSW nighttime showcases. A new addition this year is the Music Accelerator, a competition in front of a live audience and panel of expert judges with product demonstrations by the most ambitious talents in the world. In addition, registration will allow access to SXsocial, a great tool to aid in planning SXSW meetings and networking throughout the year. Click on <http://www.sxsw.com/music> [<http://www.sxsw.com/music/>] to learn more and to register to attend.

SXSW Music is now accepting showcase applications for acts to perform at the 2011 music festival at [<http://sonicbids.com>]. Apply now for the opportunity to perform for the nearly 13,000 industry representatives, over 2,000 media members, and of course the many fans in attendance. As a showcasing act at SXSW, you'll have an opportunity to play in one of Austin's many live music venues, creating a more unique and in some cases, intimate experience than that of the average outdoor festival. SXSW hosts acts in every stage of their development, including music legends such as Smokey Robinson, Lou Reed, Iggy Pop and Devo. Join the ranks of The White Stripes, Yeah Yeah Yeahs, Norah Jones, the Cold War Kids and so many more, by gaining career changing exposure and publicity from the amazing mix of influential participants that attend SXSW every year.

Sonicbids is the exclusive online musical event submission platform of the 2011 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, however all international acts are encouraged to apply early to allow extra time for visa applications and travel arrangements. All applications must be submitted no later than November 5, 2010. Application fees are \$30 for early submissions, \$40 for applications submitted after October 8, 2010.

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

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

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For more information, please contact Elizabeth Derczo at [[musicpress@sxsw.com](mailto:musicpress@sxsw.com)] or 512/467-7979 x 209.

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