



AUSTIN, TX MARCH 11-15, 2011
SXSW[®]
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INTERACTIVE

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SXSW INTERACTIVE OPEN FOR BUSINESS FOR 2011 SEASON

Join us in 2011 for compelling presentations, SXSW Trade Show, the 14th Annual Interactive Awards, SXSW Screenburn, SXSW Accelerator and more

Austin, TX, August 2, 2010 – Today, SXSW Interactive opens for business as the registration process for the 2011 event has now commenced. The 2011 SXSW season gets into full swing on Monday, August 9 when the community can register to cast votes for the panels they would like to see at the 2011 conference at <http://panelpicker.sxsw.com/>.

“After reviewing so many fantastic panel submissions, SXSW Interactive is excited to begin planning and bringing together an amazing event,” said Hugh Forrest, SXSW Interactive Festival Director. “Stay tuned for exciting new details and programming for the 2011 festival.”

New for 2011, SXSW Interactive will have more daytime networking meet-ups, to be included as a part of the programming schedule. The SXSW Interactive Awards will broaden its focus to technologies outside of the browser and the ScreenBurn Game Design Competition will become the SXSW ScreenBurn Game Awards. We are also excited to announce that the SXSW Accelerator music-related technology competition will take place during the SXSW Music Conference on Wednesday, March 16.

The application process is now open for both SXSW Accelerator, enter your product or service for a chance to demonstrate it in front of a live audience and panel of industry expert judges. For more information, visit www.sxsw.com/interactive/accelerator. The SXSW Interactive awards is now open for applications to recognize remarkable digital projects from the past calendar year (2010). For more information, visit www.sxsw.com/interactive/awards.

Register to attend today at www.sxsw.com/attend and join us March 11-15, 2011 for the panels, the parties, the 14th Annual Interactive Awards, the SXSW ScreenBurn Arcade, the SXSW Trade Show, SXSW Accelerator and, of course, the inspirational experience that only SXSW can deliver.

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

About SXSW Interactive

The 18th annual [SXSW® Interactive Festival](#) challenges you to envision the future of innovative technology. Featuring five days of compelling presentations from the brightest minds in emerging media and scores of exciting networking events hosted by industry leaders, SXSW Interactive offers an unbeatable line up of special programs showcasing the best new websites, digital projects, wireless applications, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis, SXSW Interactive has become the place to preview of what is unfolding in the world of creative technology. Join us March 11-15, 2011 for the panels, the parties, the 14th Annual Interactive Awards, SXSW ScreenBurn, the SXSW Trade Show, SXSW Accelerator and, of course, the inspirational experience that only SXSW can deliver.

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If you are a member of the press and interested in attending, the press accreditation process will open on Tuesday, September 7. For more details, please visit www.sxsw.com/press.

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