



SXSW (South By Southwest) dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. An essential destination for global professionals, the event features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together.

SXSW has over 170 year-round employees and thousands of contract and seasonal workers are engaged in the production of this global event.

**By the Numbers\***

75,000 Conference Attendees

4,967 Speakers over 25 core Tracks of cross-sector conference programming

4,035 Press / Media in attendance

735 Trade Show Exhibitors

2,057 Music Acts from over 66 countries in 100 local Music venues (306 Austin Bands)

455 Film Screenings representing 37 countries on 9 screens in local Film theatres

Exhibitions: Trade Show, Job Market, Gaming Expo, Flatstock Poster Show, Wellness Expo, Marketplace

53,681 Room Nights booked through the SXSW housing desk at 52 hotels

25% of SXSW attendees are international

Top goals for attending SXSW:

Make new business connections

Connect with existing clients and industry partners

**SXSW Edu**

8,113 Conference Attendees from over 40 countries

Free-to-the-public Edu Expo focused on continued and higher education hosted over 7,000 local students, educators and administrator

Top 5 industries represented at SXSW:

Marketing

Film

Music

Education

Computer Technology

Top 5 Attendee Roles:

Director

Manager

Staff : Non-Management

Founder / Co-Founder

C-Level

Notable Speakers from 2018:

Ta-Nehisi Coates

Katie Couric

Nonny De La Peña

Melinda Gates

Ira Glass

Barry Jenkins

Sadiq Khan

Esther Perel

Bernie Sanders

Jake Tapper



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