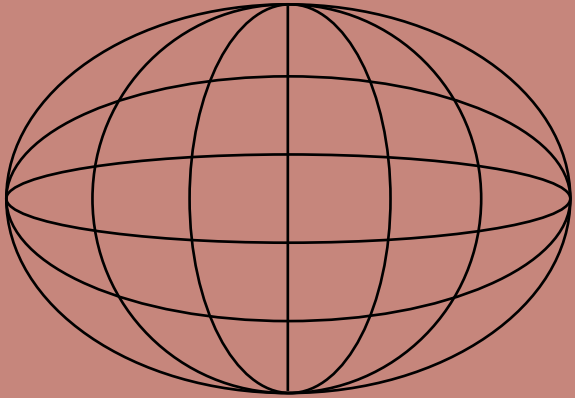


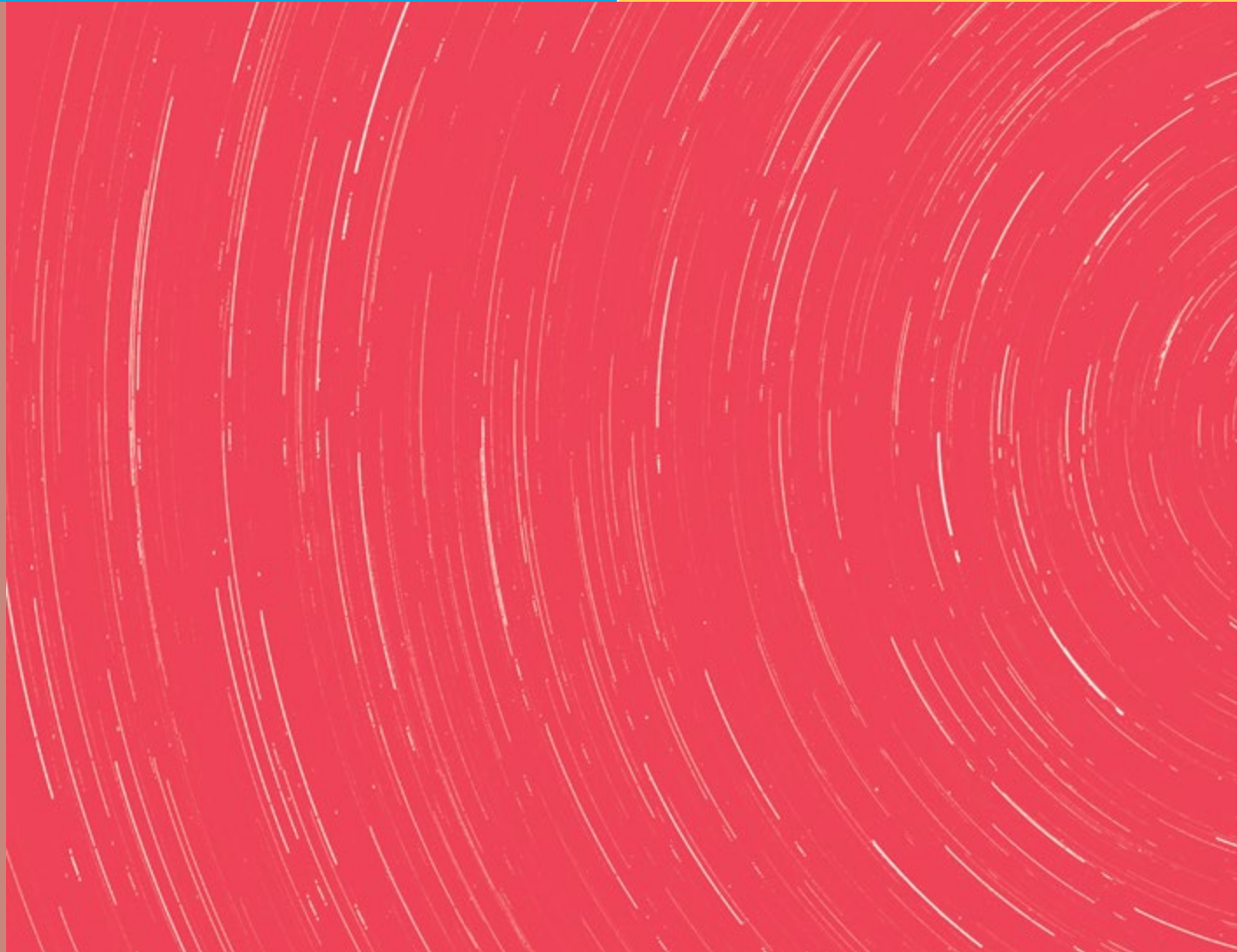
SXSW

AUSTIN •
MARCH 13-22

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WHAT SHOULD YOU EXPECT AT SXSW 2020?

OPPORTUNITY

With over 70,000 registered attendees in 2019, each SXSW registrant represents opportunity. At SXSW, your brand has the opportunity to tell a story, present your pitch, and to secure SXSW's educated and creative community as new clients.



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HOW DO YOU CAPTURE THIS OPPORTUNITY?

PREPARATION & ENGAGEMENT

Make the most out of your SXSW experience by crafting an attendance goal. Familiarize yourself with the SXSW schedule and recognize where your brand will be able to leverage its story or product. Once you're here, don't be afraid to network and connect with SXSW's diverse audience.



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WHO CAN BENEFIT FROM SXSW?

In short, anyone with a clear goal can benefit from SXSW. When attending SXSW, you'll see several companies that are ready to launch their career path to the next level, whether that's jumping from a domestic or international venture or resetting a product or brand's narrative. The attendee profile of SXSW makes it a prime opportunity for these transitions.



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SXSW ATTENDEES

The attendees of SXSW are young, influential, international and ready to do business:

- 72% are between 21-44
- 92% make or influence major decisions at their workplace
- 1 of every 4 attendees is from outside the USA
- 59% list finding new business as their #1 attendance goal



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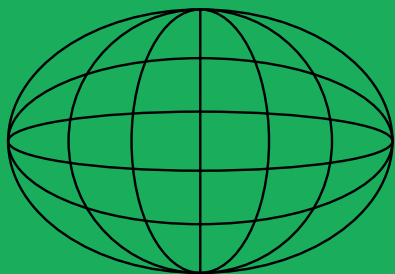
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THANK YOU!

We hope to see you at SXSW 2020.

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