



P.O. Box 685289 | Austin, Texas | 78768  
T: 512.467.7979 | F: 512.451.0754  
sxsw.com

## **SXSW Gaming Announces New Dates and Location for 2016**

***March 17-March 19 in the Austin Convention Center***

***Virtually Reality / Augmented Reality Track of Programming Added***

**Tuesday, July 14, 2015, AUSTIN, TEXAS** -- SXSW Gaming is thrilled to embrace new dates, new location and new programming elements for March 2016 in Austin. These new elements build off record-breaking attendance of 55,000 gaming consumers and industry professionals at the 2015 SXSW Gaming Expo.

After four successful years at the Palmer Events Center, [SXSW Gaming](#) will now occur Thursday, March 17 through Saturday, March 19 in the Austin Convention Center in downtown Austin during the second half of the SXSW Week. The Gaming Expo, including all gaming-related sessions and the Gaming Awards, is free and open to the public with a SXSW Guest Pass.

In addition, with the increase in popularity, industry demand and innovative happenings in the virtual reality and augmented reality space, SXSW will offer a [VR/AR track](#) of programming to coincide with the SXSW Gaming festival dates. These sessions are open to all Interactive, Film, Gold, Music and Platinum badges and occur Wednesday, March 16 and Thursday, March 17.

"We've been aggressive in growing SXSW Gaming because we believe that gaming has so much to offer the world," said Justin Burnham, Producer of SXSW Gaming. "With the move to the Austin Convention Center during the second part of SXSW Week, attendees can now interact more closely and experience first-hand the crossover content between the gaming, film and music communities."

SXSW Gaming is comprised of a world-class [Gaming Expo](#), the third-annual [Gaming Awards](#) and three days of professional programming. The Gaming Expo showcases everything from AAA to indie, video games to tabletop and esports to comics and will include a Tournament Stage, [Geek Stage](#), Free Play PC Arena, Tabletop Experience and Indie Corner.

Programming highlights from previous years include Palmer Luckey, founder of Oculus, David Polfeldt, managing director at Ubisoft Montreal, Chris Bruzzo, CMO of EA, Robert Kirkman, creator of The Walking Dead, and many more.

The [SXSW Gaming Awards](#) will take place on Saturday, March 19 and feature 21 unique award categories covering AAA, indie, international, mobile and tabletop titles. All awards are publicly voted upon with the winners being announced on the evening of March 19.

As the SXSW Gaming Expo moves to the Austin Convention Center, [SX Create](#) will now move to the Palmer Events Center during SXSW Interactive, March 11-13, 2016.

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## **To Apply to the SXSW Gaming Awards**

Apply for the SXSW Gaming Awards via [this official entry form](#), and for the Gamer's Voice Award via [this official entry form](#). All entries are free and open to the community. The entry period is open from June 29 to November 6.

## **To Propose a SXSW Gaming Session**

All session ideas for SXSW Gaming 2016 must utilize the [SXSW PanelPicker](#), an easy online process that allows the SXSW community to have a voice in what sessions are programmed at SXSW. The entry period for PanelPicker is June 29 through July 24.

## **About SXSW**

The South by Southwest® (SXSW®) Conferences & Festivals offer the unique industry convergence of music, film, and emerging technologies. Fostering creative and professional growth, SXSW is the premier destination for discovery. The event is a launch pad for innovative content with new media presentations, music showcases and film screenings providing exposure for creators and compelling entertainment for attendees. Registration and hotel reservations for the 2016 event will open on August 3, 2015. For more information, please visit <http://www.sxsw.com>. SXSW 2016 takes place March 11-20 in Austin, TX.

SXSW 2016 is sponsored by Esurance, Mazda, Monster Energy, Capital One, The Austin Chronicle and Sonicbids.

## **About SXSW Gaming**

[SXSW Gaming](#) is an integral part of the SXSW experience. This diverse and widely popular array of events combines well-loved elements of popular geek culture with the cross-console video game world. SXSW Gaming is positioned at the nexus of the converging film, interactive, music and education industries, creating an unparalleled synergy in both programmed content and business development. This dynamic confluence of activities and markets creates a unique and exciting atmosphere that is unmatched in the realm of gaming events. And it all happens in Austin, Texas, a true hotbed for the expanding gaming industry. With the SXSW Gaming Awards, panels, a free expo, evening events and exclusive demos, no event bridges the gap between industry insiders and the general public quite like SXSW Gaming. SXSW Gaming 2016 takes place March 17-19 in Austin, TX.

To apply for press credentials to cover SXSW 2016, you must be on assignment from a media outlet and your assigning Editor/Producer must fill out the online application form. SXSW will begin accepting press applications on August 3, 2015. For more information on this process, visit: <http://sxsw.com/press/accreditation>.

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Press Contact:

Kelly Krause

Press + Publicity, SXSW Interactive

[kelly@sxsw.com](mailto:kelly@sxsw.com)

SXSW Gaming Expo Contact:

Justin Burnham

Project Manager

[jburnham@sxsw.com](mailto:jburnham@sxsw.com)

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