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## NEW FOR MARCH 2015: FIRST-EVER SX HEALTH AND MEDTECH EXPO

*March 16-17 at the brand-new JW Marriott Hotel*

**Austin, Texas -- November 10, 2014** -- Building on the success of past programming on this topic, [SXSW Interactive](#) adds the [SX Health and MedTech Expo](#) to the slate of activities for March 2015 in Austin. The brand new JW Marriott Hotel (located just two short blocks from the Austin Convention Center) will serve as home for this exciting first-year exhibit space.

“The health and med-tech industry is attracting a ton of attention from startups as well as established tech companies — so I think it is a great fit for what we do,” says SXSW Interactive Festival Director Hugh Forrest. “Moreover, Austin is at the epicenter of a lot of this attention, particularly with the addition of the University of Texas Dell Medical School and the many biotech entrepreneurs now setting up shop in Central Texas. For these and various other reasons, we think that spring 2015 is the right time for SXSW Interactive to focus even more resources on this rapidly-changing vertical.”

Scheduled Monday, March 16 and Tuesday, March 17, the SX Health and MedTech Expo will incorporate the same ideals of SXSW Interactive, promoting creativity, innovation and collaboration, and will feature over 60 exhibiting companies from around the world that are pushing the limits of healthcare technology.

In addition to exhibiting companies, the SX Health and MedTech Expo will feature presentations from thought leaders in the healthcare industry. Other rooms at the JW Marriott will also host more than 40 [panels and presentations](#) covering Health and MedTech. Over the last few years, SXSW has devoted many sessions to this topic -- top level speakers from this industry who have spoken at the event in recent years include Ray Kurzweil of Google (2012), Christie Nicholson of Scientific American (2014), Dr. Jim Olson of Presage Biosciences Inc., (2014), Todd Park of athenahealth (2012), Charles E. Saunders, M.D of HealthGen (2013), J. Craig Venter of the J. Craig Venter Institute (2011), and Anne Wojcicki of 23andMe (2014).

The SX Health and MedTech Expo (as well as the many programming sessions on this topic) are open to those with a SXSW Interactive, Gold and Platinum badge. Please [join us](#) to hear what innovators in the health and medtech industries are saying, experience what innovative companies are bringing to the market and become an active participant in healthcare innovation.

### **About SXSW Interactive**

The 22nd annual SXSW Interactive Festival returns to Austin, Texas from Friday, March 13 through Tuesday, March 17, 2015. An incubator of cutting-edge technologies and digital creativity, the 2015 event features five days of compelling [presentations and panels](#) from the

brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable lineup of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to preview the technology of tomorrow today.

[Join us](#) in March 2015 for the [sessions](#), the [networking](#), the [special events](#), the 18th Annual [SXSW Interactive Innovation Awards](#), [SXSW Accelerator](#), the [SXSW Gaming Expo](#), the [SXSW Trade Show](#), [SXSW Create](#), [The Job Market](#), cross-industry conversations with attendees from [SXSW Film](#) and [SXSW Music](#), and, most of all, the [unforgettable inspirational experiences](#) that only SXSW can deliver.

SXSW Interactive 2015 is sponsored by Miller Lite, Esurance, AT&T, IFC, Mazda, Monster Energy and The Austin Chronicle.

To apply for press credentials to cover SXSW 2015, you must be on assignment from a media outlet and your assigning Editor/Producer must fill out the [online application form](#). The deadline to apply is Wednesday February 11, 2015. For more information on this process, visit: <http://sxsw.com/press/accreditation>.

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