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## **SXSW INTERACTIVE NOW ACCEPTING APPLICATIONS FOR 2015 AWARDS**

***Digital Creatives, Startups and Game Developers Encouraged to Submit***

***New for 2015: SXSW Interactive Innovation Awards***

**Austin, Texas -- August 18, 2014** -- The South By Southwest (SXSW) Interactive Festival (March 13-17) is now accepting applications for its 2015 Awards competitions including [SXSW Accelerator](#), [SXSW Gaming Awards](#) and the re-branded [SXSW Interactive Innovation Awards](#). SXSW Interactive prizes creative innovation in the connected world. As a platform to showcase the most innovative and forward-thinking ideas and projects, SXSW Interactive encourages digital creatives, agencies, startups and those in the gaming community to submit to one of these competitions.

**SXSW Accelerator:** SXSW Accelerator has served as a catalyst for over [200 incredible companies](#) who have presented to a variety of esteemed [Judges and Emcees](#) over the past seven years. Of these presenting companies, 56% have received funding -- totaling over \$587 million -- while 9% have been acquired by the likes of Google (WearDrobe, reMail and Apture Highlights), Apple (Siri), Opentable (Foodspotting) and Huffington Post (Localocracy). This year's competition will take place on March 14 and 15 within Startup Village at the Hilton Downtown. On March 14, 48 finalists will present their ideas to a live audience and a panel of judges and emcees. On Sunday, March 15, the field of 48 will be narrowed down to the top 18 companies who will return to present to a new set of emcees and judges that will select the grand prize winners for each category. As SXSW Accelerator becomes increasingly competitive, we are seeking experimental and inventive companies that have launched no earlier than March 16, 2014 and not after June 16, 2015.

For more information on categories and rules, visit:

<http://sxsw.com/interactive/accelerator/entry-info>

**Deadline to Enter: November 7**

**SXSW Interactive Innovation Awards:** Previously called the Interactive Awards, the re-branded SXSW Interactive Innovation Awards showcase the evolving and broadening scope of the digital industry by more fully embracing its ever-widening variety of platforms, software, apps and devices. SXSW wants to honor the best and latest advancements in 2014 and the people who made them happen.

This year's ceremony will take place Tuesday, March 17 and feature 18 Awards including the ever-popular *Breakout Digital Trend and Speaker of the Event*. The SXSW Interactive Hall of

Fame inductee will also be honored. For more information on [categories](#) and eligibility, visit: <http://sxsw.com/interactive/awards/categories>

**Early Entry Deadline: September 26**

**Deadline to Enter: November 7**

**SXSW Gaming Awards:** The Second Annual Gaming Awards competition will honor the best major studio and indie game titles in 21 categories including the SXSW Gamer's Voice Award, recognizing the best independent developer-submitted game. The inaugural Gaming Awards hosted by YouTube sensations [iJustine](#) and [SMOSH](#) honored [15 of the best games](#) in the industry. The evening featured a never before seen performance by [Cirque du Soleil](#) and brand new videos from [Rooster Teeth](#), [WrentheReaper](#) and [Code Monkeys](#). This year's awards show will take place Saturday, March 14 in Dell Hall at the [Long Center](#). For more information on this year's new categories and rules, visit:

<http://sxsw.com/interactive/awards/gaming/categories>

**Deadline to Enter: December 12**

SXSW Interactive previously announced [10 Featured Speakers](#) to 2015 programming lineup including:

- Genevieve Bell, [Intel](#)
- Dr. Patricia Galloway, [Hyperloop](#)
- Nicole Glaros, [TechStars](#)
- Bill Gurley [Benchmark](#)
- Josh Klein, [Hacker](#)
- Elliot Kotek, [Not Impossible Labs](#)
- Jessica Lawrence, [NY Tech Meetup](#)
- Phil Libin, [Evernote](#)
- Daniel Pink, [danpink.com](#)
- Franz von Holzhausen, [Tesla](#)

More content will be announced in early September, along with the bulk of 2015 [programming announced](#) on October 20. If you'd like a say in what types of programming or speakers you'd like to see at SXSW 2015, we want to hear from you. [PanelPicker](#) community voting is [open now](#) through September 5.

### **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 Awards](#), [SXSW Accelerator](#), the [SXSW Gaming Expo](#), the [SXSW Trade Show](#), [SXSW Create](#), [The Job Market](#), cross-industry conversations with attendees from

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[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, 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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