

# **SXSW** **2017**

## **EXHIBITOR HANDBOOK**

THE COMPLETE GUIDE TO EXHIBITING AT SXSW

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## KEY FACTS (full A-Z Exhibitor Information & Regulations from page 15)

- **Booth Design** : all exhibitors, except 10x10s, are required to submit a booth render including dimensions for approval. Refer to your Exhibitor Portal > Uploads for the deadline and instructions.
- **Booth Floors & Utilities**: in some Exhibitions, carpet/flooring and electricity are not included. Check your Stand Contract and contact Freeman Exhibitor Services to place orders. A free wifi network will be available to all exhibitors—you may **not** set up your own wifi network. See pages 18, 19 & 24 for details.
- **Booth Assignments**: your booth number(s) will be announced at the end of January/early February—you do **not** need your booth number(s) to place any orders. Note: exhibitors will not receive their numbers without having sent your signed contract, full payment and, for booths larger than 10x10, your design.
- **Booth Location**: you may request preferences for a location the exhibit hall(s) with your Account Manager, however we cannot guarantee your choice. Each booth's position is determined by many factors and is at SXSW's final discretion. The single most important factor for exhibition success is the experience and engagement offered to attendees, not location.
- **Booth Walls**: hardwall booth panels will be black; pipe & drape booth drapes will be black. No adhesives, drilled holes, pins, staples, or cutting are permitted—Freeman will charge for any marks, damage, or residue. Contact Freeman for precise dimensions and advice on vinyl-wrap graphics, banners, display structures, and other ideas for displaying/mounting your branding and materials.
- **Shipping**: all shipping and material handling to/from the exhibit hall(s) is managed by Freeman. Refer to their Exhibitor Services pack via your Exhibitor Portal > Order Forms for details and address labels.
- **Booth Staff**: booth workers/ambassadors must staff their booths during all operating hours, and are not permitted to roam the Exhibition or solicit outside the halls. Unstaffed booths at any time for any length of time or abandoned/dismantled before load out officially starts on the last day will be fined \$1,500.
- **Exhibitor Passes**: solely for booth staff; they are not name-assigned and may be shared among shifts of workers, but must be worn at all times inside the Exhibition halls. Exhibitors will receive 2 worker passes per 10x10 footprint; speak to your Account Manager about whether you're entitled to purchase more.
- **Catering**: No food or beverages can be brought in from outside suppliers, stores or restaurants. Refer to your Exhibitor Portal > Order Forms for information on how to order catering for your booth.
- **Sound**: noise levels will be closely monitored—maximum level is 85dB for all live/recorded music performances or spoken presentations, and are limited to a maximum of 15 minutes per hour.

Please also refer to **A-Z Exhibitor Information** from page 15 here, to your **Stand Contract T&Cs**, and to your Exhibitor Portal or [sxsw.com/exhibitor-resources](https://sxsw.com/exhibitor-resources)

# ISLAND BOOTHS

**Style:** exposed to an aisle on all four sides with no wall structures or flooring pre-installed, leaving a 'blank canvas' exhibit space.

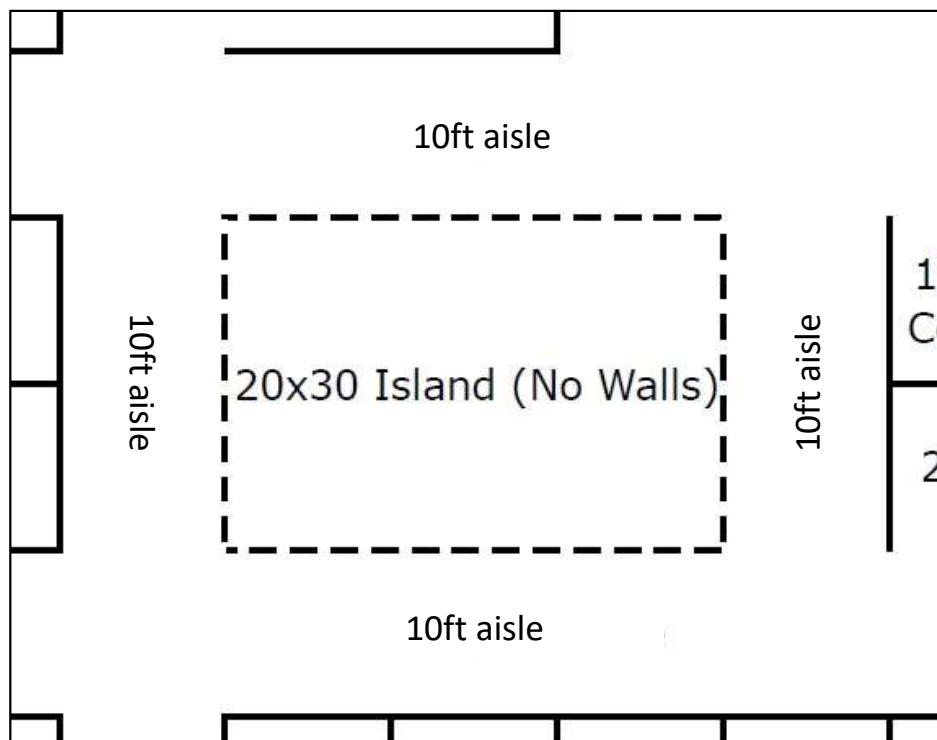
**Footprint\*:** virtually limitless, but no smaller than 20ft x 20ft (6m x 6m). Speak to your Account Manager for further details. Note: 30ft x 20ft (6m x 9m) minimum footprint in the Trade Show.

**Height restrictions:** 12ft (3.7m) high in the centre portion, and 8ft (2.4m) high within 3.3ft (1m) of any aisle.

**Overhead signage\*:** permitted to hang from the ceiling directly over the booth's footprint (ie within its dimensions), with the bottom edge of the sign no lower than 16ft (4.9m) from the floor.



island stand



\*Contact Freeman Exhibitor Services for precise dimensions and to book sign-hanging

# ENDCAP BOOTHS

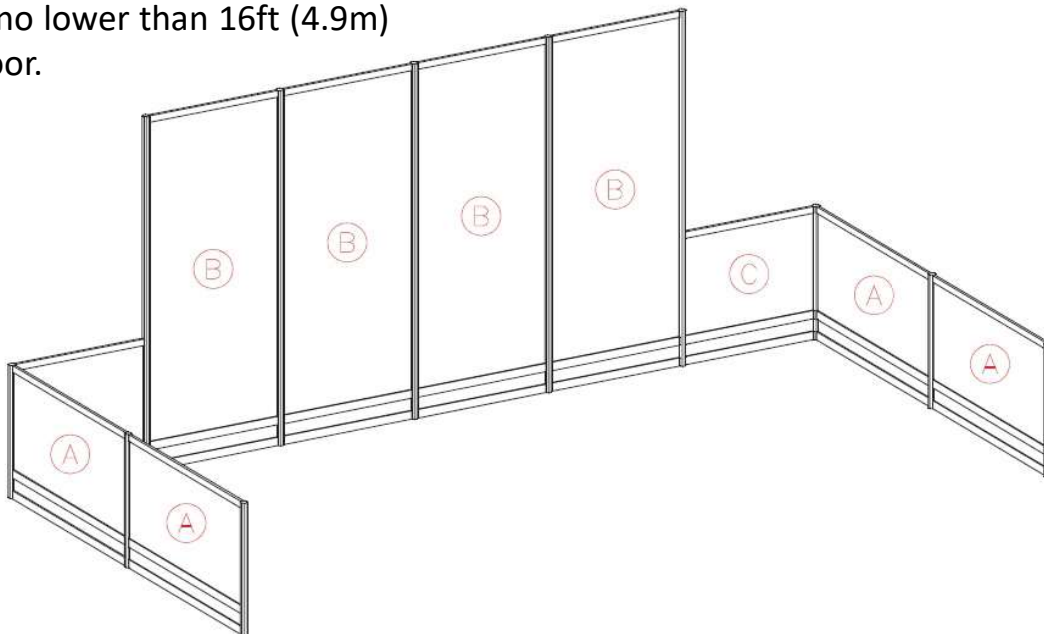
**Footprint size\*:** exposed to an aisle at the front and on both sides; 20ft wide (6m) x 10ft (3m) deep or deeper. Note: 20ft (6m) minimum depth in the Trade Show.

**Height restrictions:** 12ft (3.7m) high in the centre portion to the back wall, and 4ft (1.2m) high within 3.3ft (1m) of any aisle.

**Overhead signage\*:** permitted to hang from the ceiling directly over the booth's footprint (is within its dimensions), with the bottom edge of the sign no lower than 16ft (4.9m) from the floor.



20x20 endcap w/ 'A' panels removed



**Wall structure** installed for all endcap (peninsula) booths:

## back wall dimensions\*

- 'B' panels: 4 of 3.3ft (1m) x 8ft (2.4m) each = 13ft (4m) wide x 8ft (2.4m) high
- 'C' panels: 2 of 3.3ft (1m) x 3ft (0.9m) each = 7ft (2m) wide x 3ft (0.9m) high

## side returns dimensions\*

- 'A' panels: 2 of 5ft (1.5m) x 3ft (0.9m) each side = 10ft (3m) deep x 3ft (0.9m) high

\*Contact Freeman Exhibitor Services for precise dimensions (eg for wall graphics), to request whether some/all 'A' panels can be removed, and to book sign hanging.

# CORNER HARDWALL BOOTH

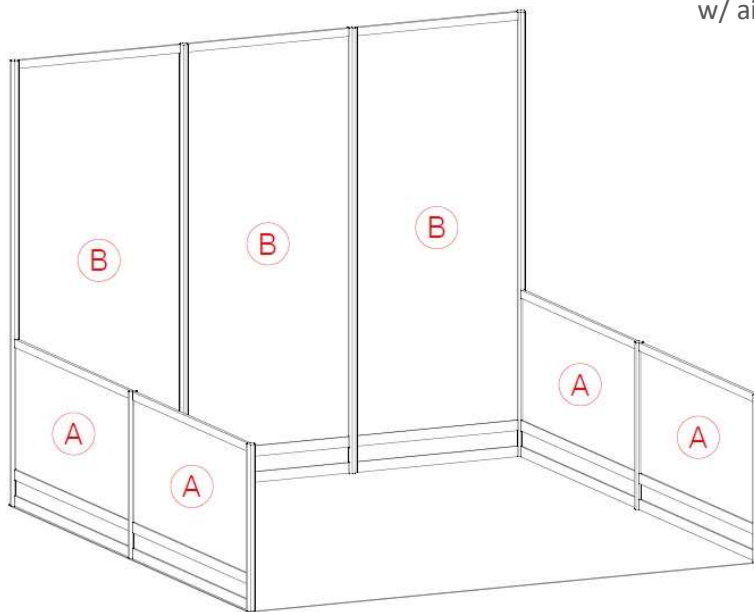
**Footprint size\*:** exposed to an aisle at the front and to one side; booth space can be 10ft (3m) wide or wider x 10ft (3m) deep.

**Height restrictions:** 8ft (2.4m) high in the rear half to the back wall, and 4ft (1.2m) high in the front half to the aisle.

**Overhead signage:** not permitted.



20x10 corner hardwall  
w/ aisle-side 'A' panels removed



**Wall structure** installed for all corner hardwall booths:

## back wall dimensions\*

- 'B' panels: 3 wide of 3.3ft (1m) x 8ft (2.4m) high each for a 10x10; 6 panels for a 20x10; 9 panels for a 30x10, and so on.

## side returns dimensions\*

- 'A' panels: 2 of 5ft (1.5m) x 3ft (0.9m) = 10ft (3m) deep x 3ft (0.9m) high, each side

\*Contact Freeman Exhibitor Services for precise dimensions, eg for wall graphics, and whether aisle-adjacent 'A' panels can be removed. 'A' panels will be to the left or right side, depending on location/orientation.

# 10x10 LINEAR HARDWALL BOOTH

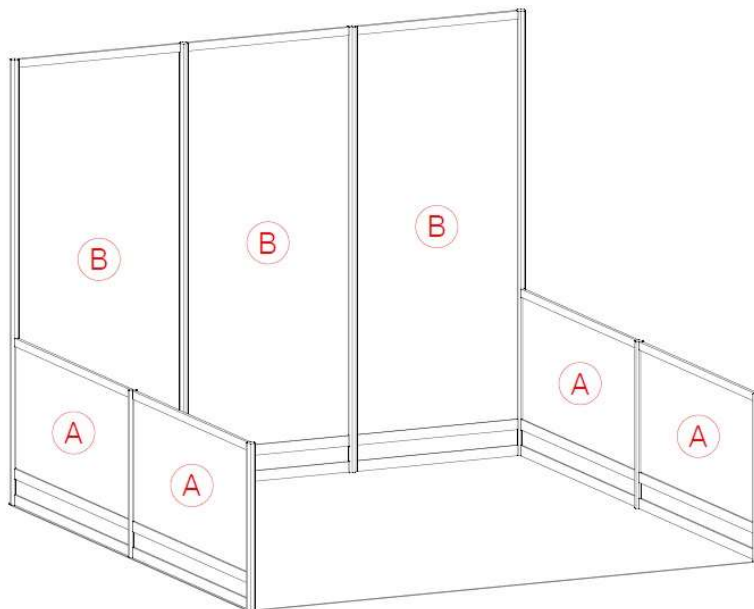
**Footprint size\*:** exposed to an aisle at the front only; 10ft (3m) wide x 10ft (3m) deep.

**Height restrictions:** 8ft (2.4m) high in the rear half to the back wall, and 4ft (1.2m) high in the front half to the aisle.

**Overhead signage:** not permitted.



10x10 linear hardwall (note this booth has no flooring - concrete floor exposed)



**Wall structure** installed for all 10x10 linear hardwall booths:

## back wall dimensions\*

• 'B' panels: 3 of 3.3ft (1m) x 8ft (2.4m) = 10ft (3m) wide x 8ft (2.4m) high

## side returns dimensions\*

• 'A' panels: 2 of 5ft (1.5m) x 3ft (0.9m) each side = 10ft (3m) deep x 3ft (0.9m) high

\*Contact Freeman Exhibitor Services for precise dimensions, eg for wall graphics.

# 20x10 LINEAR HARDWALL BOOTH

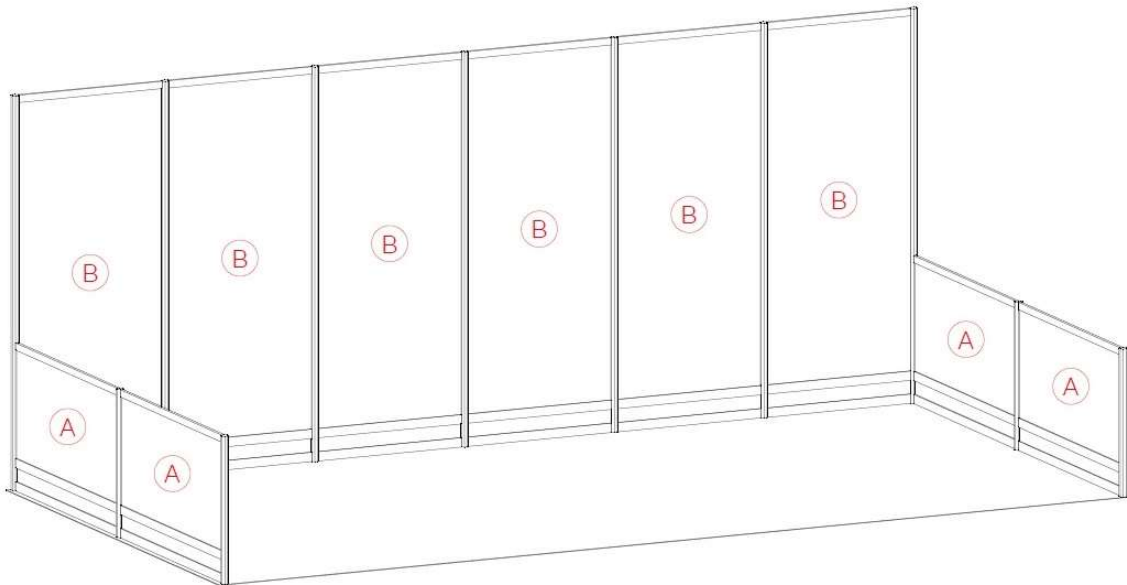
**Footprint size\*:** exposed to an aisle at the front only; 20ft (3m) wide x 10ft (6m) deep.

**Height restrictions:** 8ft (2.4m) high in the rear half to the back wall, and 4ft (1.2m) high in the front half to the aisle.

**Overhead signage:** not permitted.



20x10 linear hardwall



**Wall structure** installed for all 20x10 linear hardwall booths:

## back wall dimensions\*

- 'B' panels: 6 of 3.3ft (1m) x 8ft (2.4m) = 20ft (6m) wide x 8ft (2.4m) high

## side returns dimensions\*

- 'A' panels: 2 of 5ft (1.5m) x 3ft (0.9m) each side = 10ft (3m) deep x 3ft (0.9m) high

\*Contact Freeman Exhibitor Services for precise dimensions, eg for wall graphics.



# 30x10 LINEAR HARDWALL BOOTH

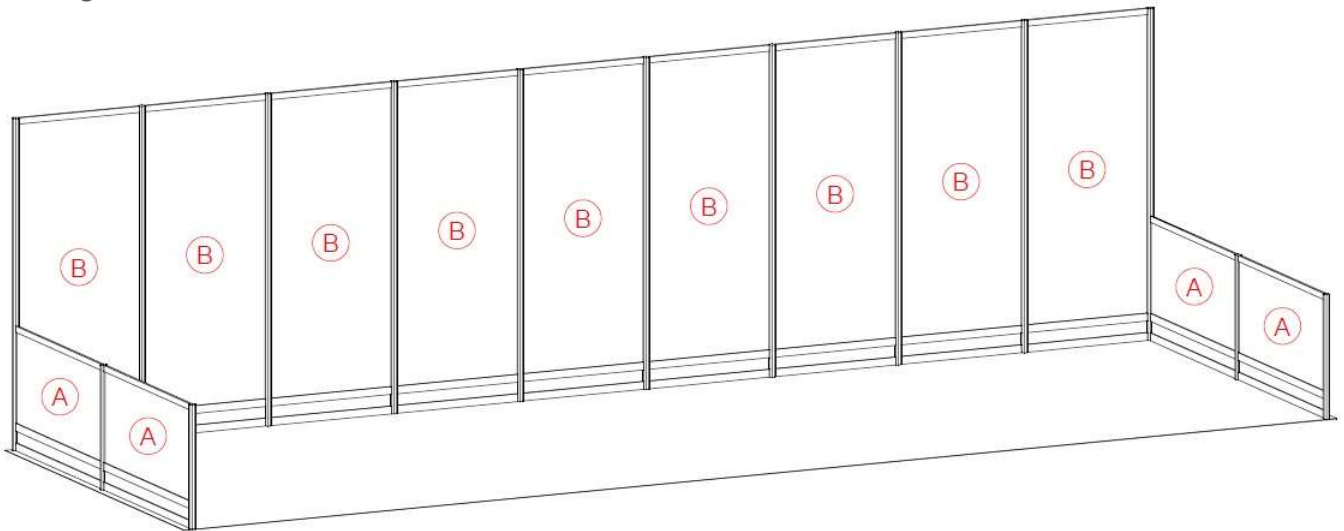
**Footprint size\***: exposed to an aisle at the front only; 30ft (9m) wide x 10ft (3m) deep.

**Height restrictions**: 8ft (2.4m) high in the rear half to the back wall, and 4ft (1.2m) high in the front half to the aisle.

**Overhead signage**: not permitted.



30x10 linear hardwall; note: vinyl-wrapped 'B' panels, and inner dividing walls installed to create sections



**Wall structure** installed for all 30x10 linear hardwall booths:

## back wall dimensions\*

- 'B' panels: 9 of 3.3ft (1m) x 8ft (2.4m) = 30ft (9m) wide x 8ft (2.4m) high

## side returns dimensions\*

- 'A' panels: 2 of 5ft (1.5m) x 3ft (0.9m) each side = 10ft (3m) deep x 3ft (0.9m) high

\*Contact Freeman Exhibitor Services for precise dimensions, eg for wall graphics.

# LINEAR HARDWALL BOOTH ADJACENT TO ENDCAP

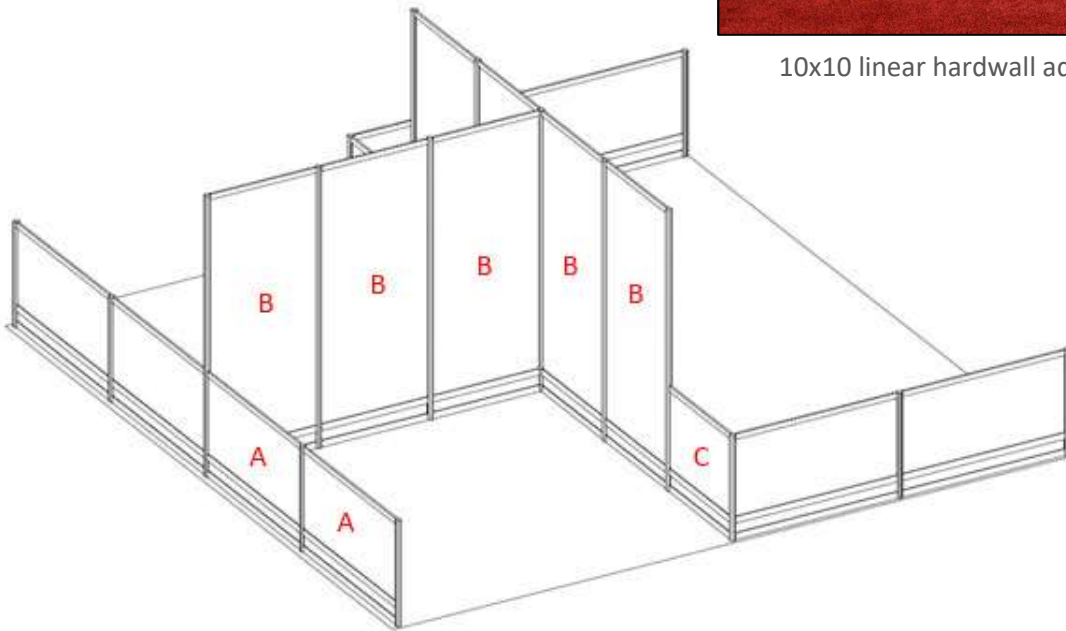
**Footprint size\*:** exposed to an aisle at the front only; booth can be 10ft (3m) wide or wider x 10ft (3m) deep.

**Height restrictions:** 8ft (2.4m) high in the rear half to the back wall, and 4ft (1.2m) high in the front half to the aisle.

**Overhead signage:** not permitted.



10x10 linear hardwall adjacent to endcap, stage right



**Wall structure** installed for linear hardwall booths adjacent to an endcap to one side.

## back wall dimensions\*

- 'B' panels: 3 wide of 3.3ft (1m) x 8ft (2.4m) high each for a 10x10; 6 panels for a 20x10; 9 panels for a 30x10, and so on.

## side returns dimensions\*

- 'A' panels: 2 of 5ft (1.5m) x 3ft (0.9m) each = 10ft (3m) deep x 3ft (0.9m) high
- 'B' panels: 2 of 3.3ft (1m) x 8ft (2.4m) each = 7ft (2m) deep x 8ft (2.4m) high
- 'C' panel: 1 of 3.3ft (1m) x 3ft (0.9m) = 3.3ft (1m) deep x 3ft (0.9m) high

\*Contact Freeman Exhibitor Services for precise dimensions; note the adjacent endcap can be to the left or right side, depending on location/orientation.

# 10x10 LINEAR PIPE & DRAPE BOOTH

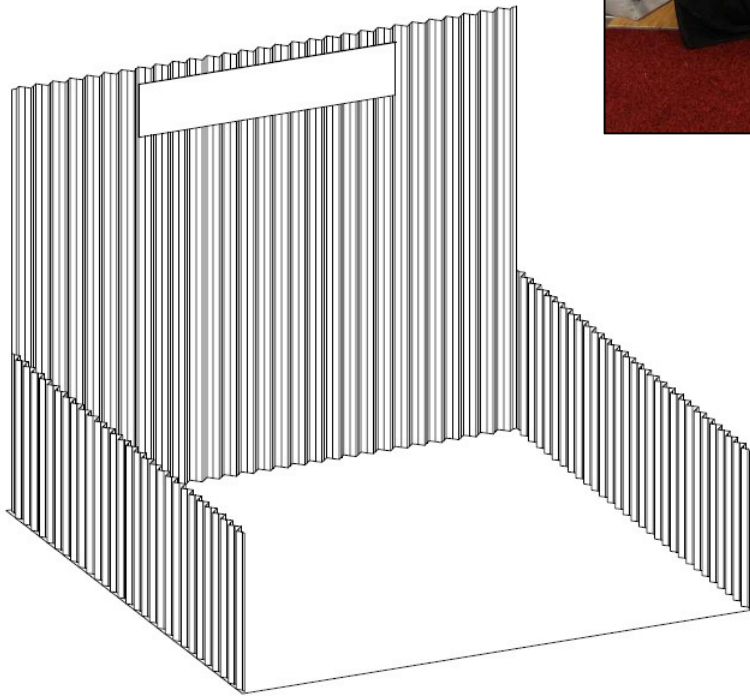
**Footprint size\*:** exposed to an aisle at the front only; 10ft (3m) wide x 10ft (3m) deep.

**Height restrictions:** 8ft (2.4m) high in the rear half to the back wall, and 4ft (1.2m) high in the front half to the aisle.

**Overhead signage:** not permitted.



10x10 linear pipe & drape



**Pipe & Drape structure** installed for all 10x10 linear pipe & drape booths:

## back wall dimensions\*

- width 10ft (3m) x height 8ft (2.4m)

## side returns dimensions\*

- depth 10ft (3m) x height 3ft (0.9m) each side

\*Contact Freeman Exhibitor Services for precise dimensions; note: the white rectangle on the back wall represents your company ID sign

# 20x10 LINEAR PIPE & DRAPE BOOTH

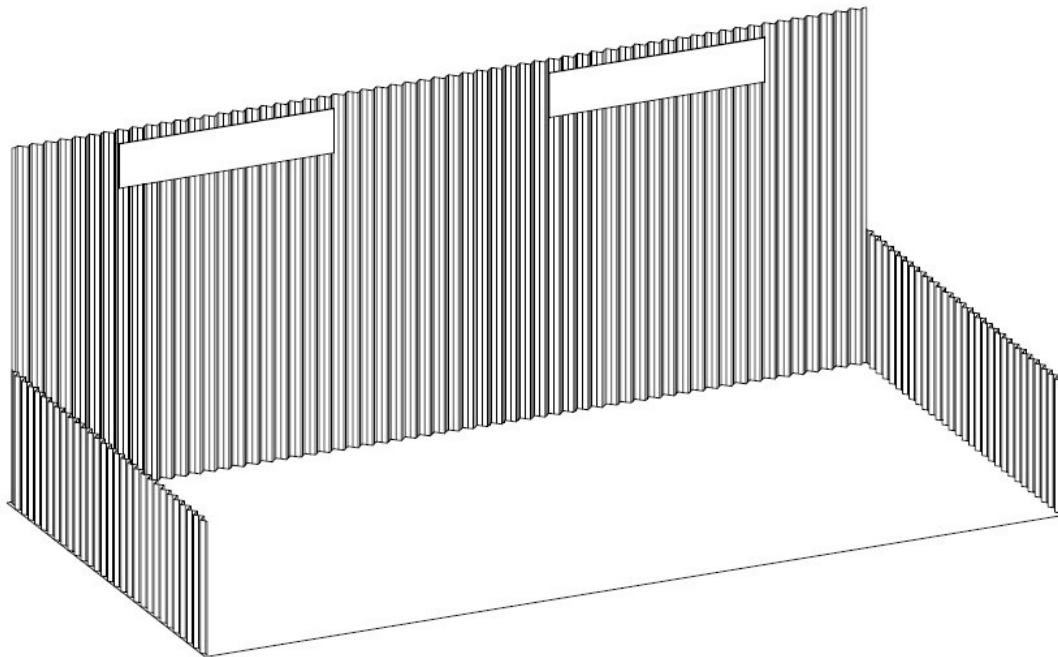
**Footprint size\*:** exposed to an aisle at the front only; 20ft (6m) wide x 10ft (3m) deep.

**Height restrictions:** 8ft (2.4m) high in the rear half to the back wall, and 4ft (1.2m) high in the front half to the aisle.

**Overhead signage:** not permitted.



20x10 linear pipe & drape



**Pipe & Drape structure** installed for all 20x20 linear pipe & drape booths:

## back wall dimensions\*

- width 20ft (6m) x height 8ft (2.4m)

## side returns dimensions\*

- depth 10ft (3m) x height 3ft (0.9m) each side

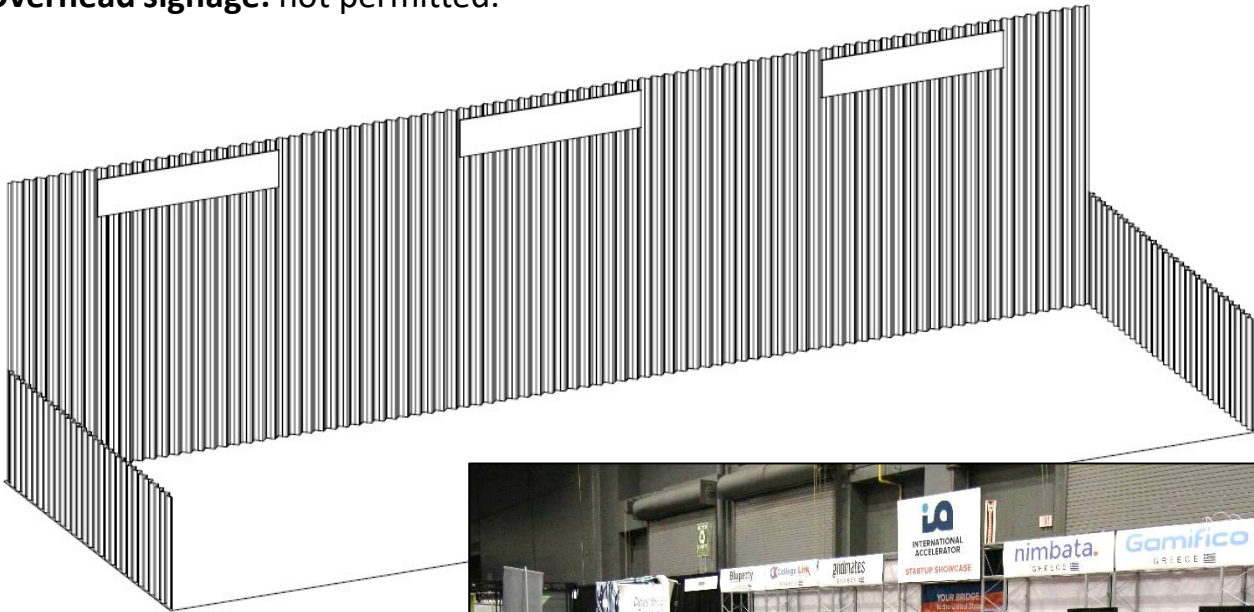
\*Contact Freeman Exhibitor Services for precise dimensions; note the white rectangle on the back wall represents your company ID sign—there will only be one sign per entire booth in reality

# 30x10 LINEAR PIPE & DRAPE BOOTH

**Footprint size\*:** exposed to an aisle at the front only; 30ft (9m) wide x 10ft (3m) deep.

**Height restrictions:** 8ft (2.4m) high in the rear half to the back wall, and 4ft (1.2m) high in the front half to the aisle.

**Overhead signage:** not permitted.



30x10 linear pipe & drape

**Pipe & Drape structure** installed for all 30x10 linear pipe & drape booths:

## back wall dimensions\*

- width 30ft (9m) x height 8ft (2.4m)

## side returns dimensions\*

- depth 10ft (3m) x height 3ft (0.9m) each side

\*Contact Freeman Exhibitor Services for precise dimensions; note the white rectangle on the back wall represents your company ID sign—there will only be one sign per entire booth in reality

# LINEAR PIPE & DRAPE BOOTH ADJACENT TO ENDCAP

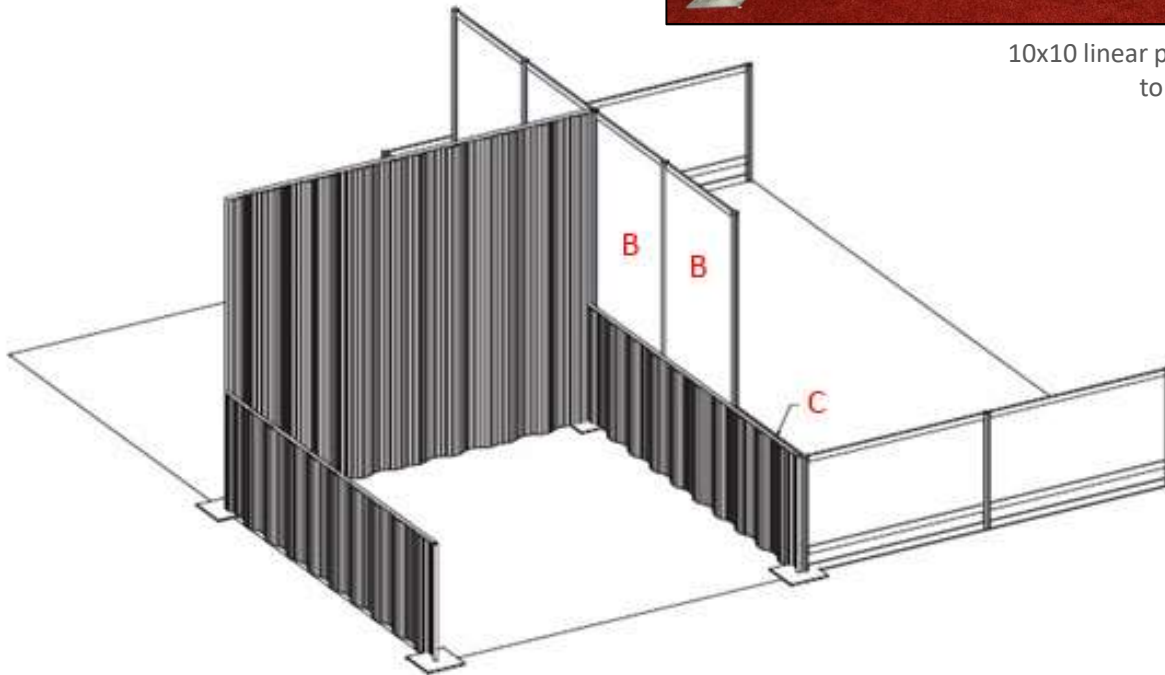
**Footprint size\*:** exposed to an aisle at the front only; 10ft (3m) wide or wider x 10ft (3m) deep.

**Height restrictions:** 8ft (2.4m) high in the rear half to the back wall, and 4ft (1.2m) high in the front half to the aisle.

**Overhead signage:** not permitted.



10x10 linear pipe & drape adjacent to an endcap, stage left



**Wall structure** installed for linear pipe & drape booths adjacent to an endcap, left or right:

## back wall dimensions\*

- height = 8ft (2.4m)
- width = 10ft (3m) for a 10x10; 20ft (6m) for a 20x10; 30ft (9m) for a 30x10, and so on.

## side returns dimensions\*

- each side = 10ft (3m) deep x 3ft (0.9m) high
- adjacent endcap's back wall 'B' panels: 2 of 3.3ft (1m) x 8ft (2.4m) each = 7ft (2m) deep x 8ft (2.4m) high + 'C' panel: 3.3ft (1m) x 3ft (0.9m) = 3.3ft (1m) deep x 3ft (0.9m) high

\*Contact Freeman Exhibitor Services for precise dimensions; note adjacent endcap can be left or right, location dependent.

# A-Z EXHIBITOR INFORMATION & REGULATIONS

Please also refer to your **Stand Contract T&Cs**, your **Exhibitor Portal** or to [sxsw.com/exhibitor-resources](http://sxsw.com/exhibitor-resources) for full information, contact details, and order forms.

## ACCESS TIMES (EXHIBIT HALLS)

On show days, exhibitors may access the exhibit hall(s) via the dedicated 'Exhibitor Pre-Show Entrance' one hour before doors open for booth set-up. At closing time, exhibitors have up to 30 minutes to tidy/secure materials and exit via the main doors. SXSW and security staff will enforce these hours for exhibits' security. Also refer to 'Load In/Out' in this Handbook for further details.

## ACCESS TIMES (SERVICE YARD)

During load in/out exhibitors may access the service yard and loading bays. On show days, exhibitors may not exit the halls at any time through the service yard and loading bays.

## AUDIO / VISUAL / TECH EQUIPMENT

If you would like to rent any plasma/LED screens, small PA systems, projectors, laptops or tablets, etc, find details in the Freeman Exhibitor Services pack in your Exhibitor Portal > Order Forms.

## BALLOONS

Helium balloons are not permitted in the exhibit hall(s). If you bring any, please note you may also be fined \$140 by the venue for each balloon that floats to the ceiling for its removal.

## BOOTH ASSIGNMENTS

Your booth number(s) will be announced at the end of January/early February—you do not need your number(s) to place orders with suppliers before then. Note: exhibitors that have not sent the signed contract, full payment and, for booths larger than 10x10, the design render will not be assigned or issued with their booth numbers.

## BOOTH CEILINGS

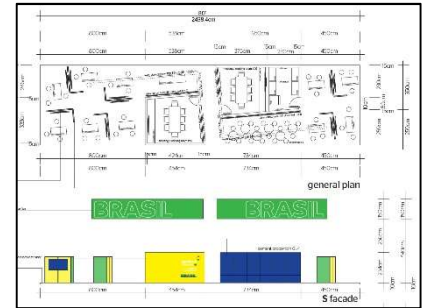


Overhead booth awnings, canopies or rigid ceilings are permitted, subject to adhering to the shape and height limits prescribed for your booth type, they do not obscure any sight lines, and they are flame-retardant. Any overhead covering over 300 sq ft (27.9m<sup>2</sup>) must be fitted with smoke detectors and a sprinkler system, and be approved by the fire marshal. Any booth with an overhead covering 100-300 sq ft must have a fire extinguisher.

# A-Z EXHIBITOR INFORMATION & REGULATIONS (cont.)

## BOOTH DESIGNS

All exhibitors, except 10x10s, are required to submit a booth design including dimensions for approval. Refer to your Exhibitor Portal > Uploads for the submission deadline and instructions. A pdf is preferred, but most file types are acceptable.



## BOOTH LOCATION

You are welcome to express booth location preferences to your Account Manager, which will be taken into serious consideration, however there are no guarantees. Each booth's position is determined by many factors, and assignments are at SXSW's final discretion. The experience and engagement offered to attendees is far more important than location. Refer to 'Exhibiting Success' in this Handbook and speak to your Account Manager for further advice.

## BOOTH SHARING

Two companies may share a booth space only if the secondary company is a subsidiary or distribution partner of the primary company. A sharing fee of \$500 will be charged.

## BOOTH STAFF

Exhibitors must staff their booths during all operating hours of the Exhibition. Booth workers are not permitted to roam the Exhibition, or solicit inside or outside the exhibit hall(s). Note: unstaffed booths at any time for any length of time, or that are abandoned/dismantled before load out officially starts, will be fined \$1,500. Please refer to your Stand Contract for details.



## BOOTH WALLS

Hardwall panels will be black; pipe & drapes will be black. No adhesives, drilled holes, pins, staples, or cutting is permitted—Freeman will charge for any marks, damage, or residue. Contact Freeman for precise panel dimensions and advice on wrapped graphics, banners, display structures, and other ideas for displaying/mounting your branding and materials. Find information and contact details in the Freeman Exhibitor Services pack from your Exhibitor Portal > Order Forms .

## CANCELLATIONS

For any reason you need to cancel your booth, please note refunds are not issued at any time. Furthermore, any cancellations made within 14 days (week and weekend days) of the first load in day will also incur a \$1,000 penalty charge. Please refer to the Refund Policy paragraph of your Stand Contract for details. You may use the funds spent on the booth towards another marketing item—speak to your Account Manager for advice.



# A-Z EXHIBITOR INFORMATION & REGULATIONS (cont.)

## CATERING



No food or beverages can be brought in from outside suppliers, stores or restaurants. All f+b consumed, prepared or distributed, including promotionally, must be purchased through Levy, the ACC's official caterers. Find information and contact details in the Hospitality Menu from your Exhibitor Portal > Order Forms, or email Kerry at [kcraig@levyrestaurants.com](mailto:kcraig@levyrestaurants.com) directly.

## CHECK-IN

Refer to the Exhibitor Arrival Guide: Exhibitor Portal > Production . Here you will find load-in times, maps, parking info and notes on where to check in and collect your Exhibitor Passes, SXSW Registration(s) and other credentials (see bottom of this page for credential descriptions).

## CHILDREN

During load in/out, children aged 15 and under are not permitted in the exhibit hall(s) or the service yard and loading bays for health and safety reasons, as per building regulations and SXSW.

## CLEANING

If you require any cleaning services for your booth, including vacuuming, place your order with Freeman directly. Find details in Freeman's Exhibitor Services pack from your Exhibitor Portal > Order Forms.

## COMPANY PROFILE

As soon as you book your booth, write and upload your 200-word description for all our online, app and digital listings. You can edit it further anytime afterwards if needed ( $\leq 24$  hours update lag). Go to your Exhibitor Portal > Company Description.

## CREDENTIALS

- **Set Up Stickers:** For colleagues, third-party contractors or delivery people who only need access the build/dismantling times of your booth; ie they're only valid during load in/out times and do not grant access to the Exhibition once it's open.
- **Exhibitor Passes:** For booth workers, two Passes per 10x10. You do not need to provide us with workers' names as they're not name-assigned, so can be shared among shifts of workers. They must be worn by non-Registrant workers at all times inside, and to enter the exhibit hall(s). If needed, you may purchase some additional Exhibitor Passes—speak to your Account Manager. Exhibitor Passes do not grant access to any other SXSW activities.

# A-Z EXHIBITOR INFORMATION & REGULATIONS (cont.)

## CREDENTIALS (cont.)

- **Registrant Badges:** Access to all SXSW activities (type-dependent), including the Trade Show. Exhibitors' Registrant Badges say 'Exhibitor' on them, so no need to wear an Exhibitor Pass as well. Speak to your Account Manager about your booth's complimentary Badge, and how to purchase more, if desired—and if so, to what discounts you may be entitled.

- **Trade Show Day Passes (Trade Show only)**

Each Trade Show exhibitor will receive eight Trade Show Day Passes. These can be given to anyone you choose (guests, clients, colleagues) who does not already have a valid Exhibitor Pass or SXSW Badge. Note: they are only valid during the Trade Show's open hours.

## DIGITAL FLOOR MAP (TRADE SHOW and GAMING EXPO ONLY)

When it's published, you can find a digital map of the floor at [sxswweb.com/exhibitor-resources](https://sxswweb.com/exhibitor-resources) or in your Exhibitor Portal > Production. Digital maps will appear on the SXSW GO app and touchscreen kiosks (Trade Show and Gaming Expo only). Exhibitors' booth locations, once assigned, will be displayed in these maps, and the booths of those exhibitors who upgrade their profile with an 'Enhanced Listing' will also be highlighted on the map (see bottom of this page for details).

## DISCOUNT DEADLINES

Some of our service suppliers offer discounts on items and services ordered early. Please refer to the your Exhibitor Portal > Order Forms for details and deadline dates.

## DRONES aka UNMANNED AERIAL VEHICLES (UAVs)

SXSW's policy prohibits the use of Drones/UAVs at SXSW. Exceptions to this policy may be made at SXSW's sole discretion. Find detailed guidelines and a request form [here](#), and be sure to speak to your Account Manager and Exhibition's Show Management contact for advice.

## EACs (EXHIBITOR-APPOINTED CONTRACTORS)

Note: now termed 'Third-Party Production Vendors' (TPPVs). Go to page 23 in this Handbook.

## ELECTRICITY

For some Exhibition's booths, a power supply does not come as standard. For full information and to order an electricity connection (if needed), refer to your Exhibitor Portal > Order Forms.

## ENHANCED LISTINGS (TRADE SHOW and GAMING EXPO ONLY)

You have the opportunity to enhance your exhibitor profile in all of the exhibitor listings for the Trade Show and Gaming Expo, which appear on [sxswweb.com](https://sxswweb.com), on the Shows' touchscreen digital kiosks, and in all printed program guides. Contact your Account Manager about how to upgrade.

# A-Z EXHIBITOR INFORMATION & REGULATIONS (cont.)

## EXHIBITING SUCCESS

The most important factors for successful exhibiting are the experience and engagement you offer attendees—location and size are definitely not everything! Be creative, don't just rely on your good looks and business cards. Design an inviting space and be proactive: demo products, offer snacks, photo opportunities or swag; provide interactive or one-off experiences unique to your business, and promote your booth via social media and SXsocial to create a buzz, set up meetings, etc. Talk to your Account Manager for more advice and ask about other in-expo networking opportunities.



## EXHIBITORS' OWN ITEMS

Exhibitors are welcome to bring/ship in any of your own booth furniture, flooring, structures, A/V equipment, etc including items sourced from an outside supplier—except food & beverages and wifi connections. If you decide to bring your own items, then refer to 'Material Handling' and 'Shipping' in this Handbook, and speak to Freeman Exhibitor Services with enquiries.

## FILMING & RECORDING

Exhibitors are permitted to film/record activities solely within the booth's own footprint. Cameras and mics must only point inwards to the booth, not towards the aisle, nor anywhere else around the Exhibition, the exhibit hall(s), or throughout SXSW. Complete this [filming request form](#).

## FLOOR PLAN

Download your Exhibition's floor plan PDF from your Exhibitor Portal > Production, and find information about digital maps on page 18 in this Handbook. Stand location requests can be made but cannot be guaranteed—see 'Booth Assignments' and 'Booth Location' in this Handbook.

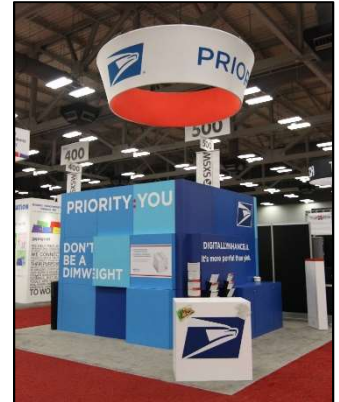
## FURNITURE / FLOORING / DRESSING

Your booth comes with one 6'x30" table (black tablecloth) and two basic chairs—unless otherwise indicated in your contract. Booth's hardwall panels or drapes will be black, and in some Exhibitions, carpet/flooring is not included. Check your Stand Contract and download Freeman's Exhibitor Services Pack from your Exhibitor Portal > Order Forms. TIP: check the colour of the aisle carpet so you can choose flooring to stand out. Footprint and height limits on pages 4-15 of this Handbook.

# A-Z EXHIBITOR INFORMATION & REGULATIONS (cont.)

## HANGING SIGNS

Only endcaps and island stands are permitted to hang a sign or banner above their booth. They must be suspended directly over the footprint within its dimensions, and the bottom edge cannot hang any lower than 16ft (4.9m) from the floor. Contact Freeman Exhibitor Services to discuss delivery and to book its hanging; Exhibitor Portal > Order Forms.



## HEIGHT & FOOTPRINT RESTRICTIONS

All structures, furniture, décor, and booth elements must be kept within your footprint to keep aisles clear, and each stand type has its own prescribed height restrictions; refer to pages 4–15 in this Handbook for details. Note: any type of booth placed on a perimeter is allowed a 12ft (3.7m) height limit in the centre portion to the back wall, and 4ft (1.2m) within 3.3ft (1m) of any aisle.

## HOTELS (BOOTH STAFF WITH SXSW REGISTRATIONS)

A certain number of hotel rooms are available for exhibitors. Once we have your signed contract and booth payment, you will be given an exhibitor coupon code to redeem your SXSW Registration and to book your hotel room through our Housing Department. Any issues or questions about your booking, contact [housing4@sxsw.com](mailto:housing4@sxsw.com); Gaming exhibitors only contact [housing6@sxsw.com](mailto:housing6@sxsw.com).

## HOTELS (GENERAL BOOTH STAFF)

Exhibiting companies will have access to a limited number of non-downtown hotel rooms for booth workers without a SXSW Registration. Please refer to the hotel request link in your Exhibitor Portal > Housing, or contact [housing4@sxsw.com](mailto:housing4@sxsw.com); Gaming exhibitors only: [housing6@sxsw.com](mailto:housing6@sxsw.com).

## INSURANCE

All exhibitors and third-party production vendors (eg EACs) are required to supply proof of liability insurance. For more information and to upload your Certificate of Insurance, please refer to your Exhibitor Portal > Uploads, or contact [exhibitions@sxsw.com](mailto:exhibitions@sxsw.com) with enquiries.

## LEAD RETRIEVAL (TRADE SHOW and GAMING EXPO ONLY)



All SXSW Registrant Badges have a QR code printed on them. Exhibitors who purchase the lead retrieval solution (Trade Show and Gaming Expo only) can then scan these codes using a self-supplied iOS or Android device to capture attendees' contact information. For full details about how lead retrieval works and how to place your order, please refer to Exhibitor Portal > Order Forms and speak to your Account Manager.

# A-Z EXHIBITOR INFORMATION & REGULATIONS (cont.)

## LOAD IN / OUT

Refer to your Exhibitor Portal > Production for all load in/out dates & times, and download the Arrival Guide for maps, parking info and full details of where to collect your credentials.

## LOAD IN PASS

Vehicle access to the exhibit halls' service yard and loading bay is only permitted with a SXSW Load-In Pass at the times specified by gate security staff. Download the Load-In Pass from your Exhibitor Portal > Production, complete it before arriving, and display it visibly on the dashboard. Ensure all your driving staff, TPPVs and delivery companies have this Pass too.

## LOCKDOWN

On all show days except the last day, the exhibit hall(s) will go into lockdown 30 minutes after closing for security and safety reasons. All exhibitors are required to have vacated the exhibit hall(s) by this time. No re-admittance, no exceptions.

## LOGOS (EXHIBITOR'S)

As soon as you book your booth, be sure to upload your company logo straightaway via your Exhibitor Portal > Uploads or email it to [logos@sxsw.com](mailto:logos@sxsw.com). Please do not compress your logo; vector .eps files are preferred, tiffs or jpegs at 300 dpi are acceptable. Your logo will be displayed with your company profile on [sxsw.com](http://sxsw.com), on the digital map on the touchscreen kiosks (Trade Show and Gaming Expo only) and SXSW GO app, and in the exhibitor listings in all printed program guides.

## LOGOS (SXSW'S)

You may use SXSW web tiles provided by SXSW to promote your participation in your Exhibition, which you can find in your Exhibitor Portal > Promotion. If you wish to use SXSW logos for other purposes, you will need approval from SXSW and to sign a licence agreement. Please contact your Account Manager to request a permission form.

## MASCOTS / BRAND AMBASSADORS

Promotional brand ambassadors and 'mascots' are welcome at your booth, but are not permitted to roam the Exhibition floor or solicit anywhere else inside or outside the exhibit hall(s) or building.



## MATERIAL HANDLING & LABOR

Freeman Exhibitor Services provides various handling services, some of which may be required for health and safety regulations. They can also provide labor, should you need it for your build or load in/out. Exhibitors may only carry in materials themselves that do not require hand trucks and can be transported in a single trip. Anything beyond this must be transported by Freeman for liability reasons. Find information in Freeman's Exhibitor Services pack: Exhibitor Portal > Order Forms.

# A-Z EXHIBITOR INFORMATION & REGULATIONS (cont.)

## MEDIA LISTS

SXSW does not share press lists. Registrants have access to search for and network with other Registrants using SXsocial—go to [sxsw.com/networking/online](http://sxsw.com/networking/online) > SXSW Social, then log-in and click ‘Directory’ and ‘Advanced Search’ to search by industry, name, location, company etc.

## NOISE REGULATIONS

Exhibitors’ sound levels will be closely monitored throughout the Exhibition. The maximum level is 85dB for all live/recorded music and spoken presentations. Performances are limited to a maximum of 15 minutes per hour.

## OPERATING SHOW HOURS

Refer to your Exhibitor Portal > Production for your Exhibition’s open times. Exhibitors must staff their booths during all operating hours. Note: booths unstaffed at any time for any length of time on show days, or that are abandoned/dismantled before load out officially starts on the last day will be fined \$1,500. Refer to your Stand Contract for full details.

## PARKING

Downtown parking, especially near the Austin Convention Center, will be limited and street closures may make it difficult to get around. We strongly encourage using public transportation where possible, or car-pooling. No parking spaces will be reserved for exhibitors. Refer to the Arrival Guide in your Exhibitor Portal > Production for maps and more about parking.

## PERFORMANCES

Exhibitors are permitted to hold live/recorded music performances and spoken presentations at their booths, however please bear in mind that they are limited to 15 minutes per hour. Sound levels will be closely monitored throughout the Exhibitions—the maximum level is 85dB for all live/recorded music and spoken presentations.



## PROJECTIONS



Any projections must be kept within the footprint and height limits prescribed for your booth type and not interfere with, obscure or project onto any other exhibitors. This includes the projection itself, what it’s being projected on to, the projector unit, and any truss or mounts. If your booth is on a perimeter, you may be permitted to project onto your adjacent wall—speak to your SXSW Show Management contact for advice and approval.

## A-Z EXHIBITOR INFORMATION & REGULATIONS (cont.)

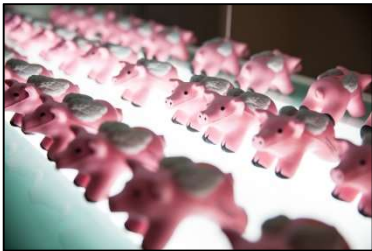
### SECURITY

The exhibit hall's security staff is present 24 hours a day, including inside the hall(s). If you would like dedicated security personnel for your booth, find information and contact details in the Utilities Order Form via your Exhibitor Portal > Order Forms.

### SHIPPING

All shipping to/from the exhibit hall(s) is managed by Freeman. Find full information and address labels in Freeman's Exhibitor Service pack via your Exhibitor Portal > Order Forms.

### SWAG



Promotional merchandise is always useful for enticing attendees to your booth. Some suggestions: t-shirts, earplugs, cases, portable charges etc. Also, high-end daily giveaways, eg tablets, wearable tech, headphones and gadgets, are extremely popular too. Bring as many high-end products as budget allows, and ask your Account Manager for a recommended quantity of the smaller items (±3000 units).

### SXSW REGISTRANT LISTS

We respect and protect the privacy of all our Registrants so we do not publish their contact information. However, Registered attendees do have access to SXsocial at [social.sxsw.com](http://social.sxsw.com) where they can search for and connect with other Registrants.

### THIRD-PARTY PRODUCTION VENDORS (TPPVs)

A company other than SXSW's official contractor, Freeman, that an exhibitor may engage to provide equipment, materials or services, eg stand builds, furniture, etc; also known as exhibitor-appointed contractors (EACs). SXSW will only permit TPPVs to operate upon receipt of their Certificate of Liability Insurance and completed TPPV form from the exhibitor. Exhibitor Portal > Uploads for full details and T&Cs.

### VARIOUS EXHIBITION FEATURES

Each of SXSW's Exhibitions has exciting and engaging features within them—some that exhibitors can participate in or get networking opportunities from; some that exist purely to draw in the crowds and increase footfall, from which exhibitors will definitely benefit.

Whether it's the Meet & Greet opportunity in the Trade Show, the Free Play Arcade Bunker in the Gaming Expo, the live music stage in Flatstock 59, and so much more, keep checking for details at [sxsw.com/exhibitions](http://sxsw.com/exhibitions), and ask your Account Manager about what's going on in your Exhibition and how you might be able to take part.

# A-Z EXHIBITOR INFORMATION & REGULATIONS (cont.)

## VEHICLES

Exhibition display vehicles are the first to load in and last to load out. Booking spotting with Freeman is required. Any vehicles/trailers with a roofed area over 100 sq ft (9.3m<sup>2</sup>) must be fitted with smoke detectors and a sprinkler system. Speak to SXSW Show Management and/or Freeman Exhibitor Services for full details and regulations. Exhibitor Portal > Order Forms and Production pages.



## WIFI

A free wifi network will be available to all exhibitors—you may not set up your own, as this overcrowds wifi spectrum. SXSW places significant investment to provide a free wifi infrastructure throughout the exhibit hall(s) that can support thousands of connections. This free wifi service will be a 5GHz network. Refer to the Freeman Exhibitor Services pack in your Exhibitor Portal > Order Forms for questions regarding power, wifi or hard-wired internet connections.

## YOUR NOTES & QUESTIONS