

SXSW 2017

2017 SX CREATE ARRIVAL GUIDE: PALMER EVENTS CENTER

Arrival & Load-In: Service Yard on Barton Springs

Exhibitor Check-In. The Exhibitor check-in table will be located at the back of Exhibit Hall 1, which can be accessed from the Palmer Events Center Service Yard. Before load-in, check in at this table to collect your exhibitor passes. We will then escort you to your booth on the expo floor. Build contractors should also check in at this desk to collect their set up only credentials.

Access. Enter the Service Yard from Barton Springs on the south side of Palmer (see map page 2). Use access ramps and the bay doors of Exhibit Hall 1 to enter the floor. Let us know if you need to schedule a dock time at least 10 days prior to load in. NOTE: during all open days, you will NOT be able to enter or exit the Exhibit Halls through the Service Yard—it is only accessible during load in/out times.

We recommend starting your load in as early as possible, and note there is limited parking space available in the Service Yard for unloading. Personal vehicles must be removed immediately after you've unloaded. Any vehicles left unattended for more than 30 minutes will be towed at the owner's expense. There is a parking garage connected to Palmer on Barton Springs as well.

Load-In Hours

Thu	3/9	11am – 6pm
Fri	3/10	8am – 10am

Load-Out Hours

Sun	3/12	6pm – 8pm
-----	------	-----------

Show Open Hours

Fri	3/10	11am – 6pm
Sat	3/11	11am – 6pm
Sun	3/12	11am – 6pm

Material Handling / Unloading / Reloading.

Exhibitors have three options for getting materials onto the Expo floor and into their booth:

1. Exhibitors may hand carry their materials if able to do so in one trip, however dollies/hand trucks may not be used under any circumstances by exhibitors.
2. If unable to hand carry items in one trip and/or a dolly is needed, exhibitors must use Freeman Exhibitor Services, the contracted decorator for this expo, and therefore the only ones permitted to move materials into/out of the building. Freeman provides a Cart Service at an additional cost to unload items from your personal vehicle and deliver to your booth; and in reverse during load-out.
3. Alternatively, items can be shipped to Freeman who will receive and place the materials in your booth. Shipping labels and instructions can be found in your online Exhibitor Kit. This is also an additional cost.

Conference Registrations. If you have Conference Registrations (SXSW badges) in addition to your Exhibitor Passes, you can pick these up from satellite registration at Palmer.

Registration Times (not load-in times)

Thu	3/9	9am – 11pm	Sat	3/11	9am – 6pm (ACC Only)
Fri	3/10	9am – 11pm	Sun	3/12	9am – 6pm (ACC Only)

Questions

If you have any questions, please contact the following SXSW Reps at **512.467.7979**:

Account Executive	Katie King	katie@sxsw.com
Production	Greg Watts	gwatts@sxsw.com
Community Liaison	Aaron Haley	aaron@sxsw.com

