



2017 SXSW GAMING EXPO ARRIVAL GUIDE: Austin Convention Center Exhibit Hall 1,2,3

Arrival & Load-In: Service Yard on Red River Street

Exhibitor Check-In. The Exhibitor check-in table will be located at the back of Exhibit Hall 1 at the back of Exhibit Hall 3. 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 go straight to the Service Yard (see map page 2) and check in at the back of Exhibit Hall 3 for set-up only credentials.

Access. Enter the Service Yard from Red River St on the east side of the Austin Convention Center (see map page 2). 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 left unattended more than 30 minutes will be towed at the owner's expense.

Load-In Hours

Thu 3/16 6am – 11am

Load-Out Hours

Sat 3/18 8pm – 10pm

Sun 3/19 8am – 1pm

Show Open Hours

Thu 3/16 12pm – 8pm

Fri 3/17 12pm – 8pm

Sat 3/18 12pm – 8pm

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 to 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, don't wait in the main registration line! You can pick these up from our Exhibitor Check-In desk in Exhibit Hall 5.

Registration Times (not load-in times)

Thu	3/9	9am – 11pm	Tue	3/14	9am – 10pm
Fri	3/10	9am – 11pm	Wed	3/15	9am – 10pm
Sat	3/11	9am – 6pm	Thu	3/16	9am – 10pm
Sun	3/12	9am – 6pm	Fri	3/17	9am – 7pm
Mon	3/13	9am – 6pm	Sat	3/18	11am – 4pm

Questions

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

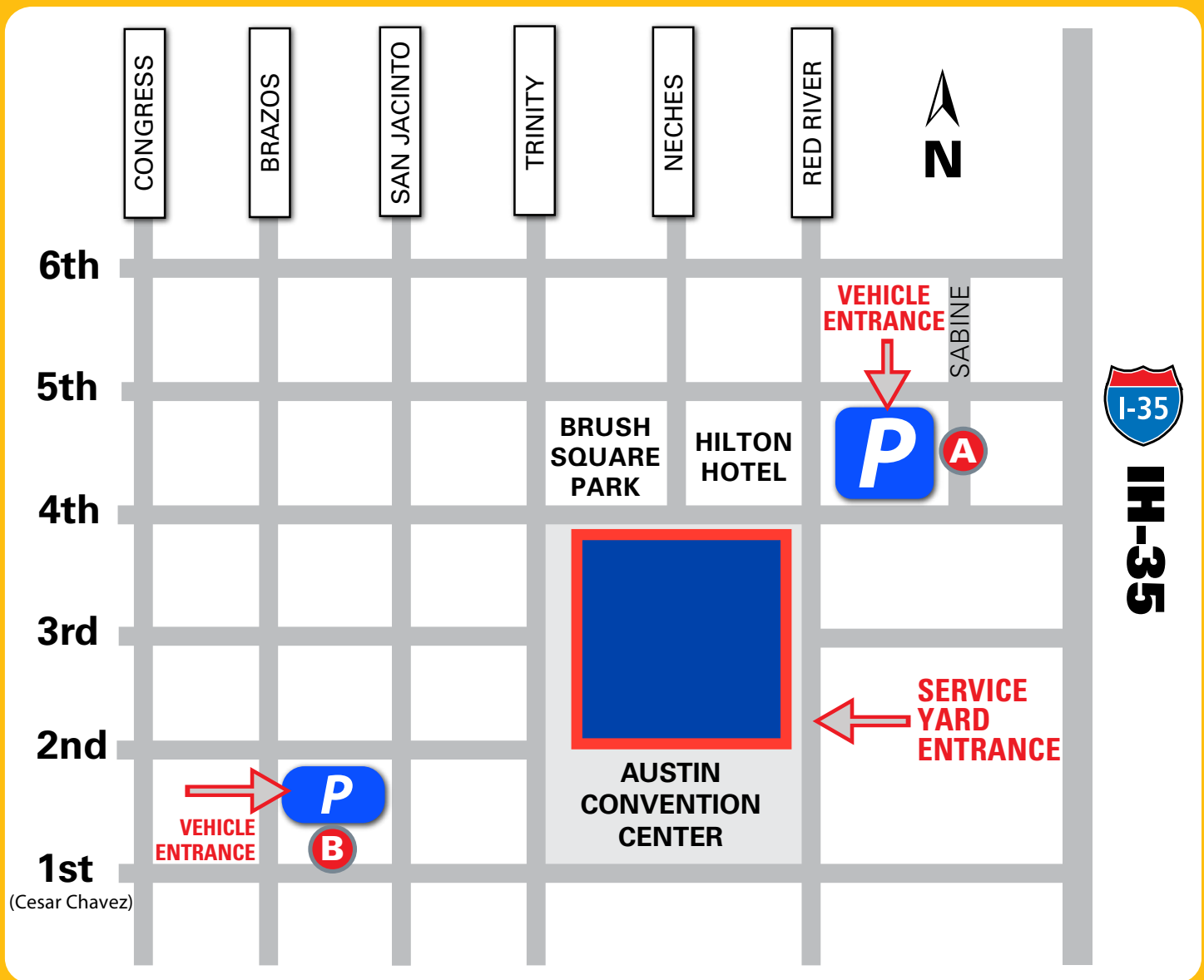
Gaming	Justin Burnham	jburnham@sxsw.com
Production	Greg Watts	exhibitions@sxsw.com

Austin Convention Center

Ground Level



AUSTIN CONVENTION CENTER ARKING



A Word About Parking

1. There are two City of Austin run public parking garages:

A 601 East 5th St with an entrance on 5th St, between Red River and Sabine.

B 201 East 2nd St with entrances on Brazos and San Jacinto.

Daily rates from \$3 to \$30, depending on length of stay & day of the week. For full details including maps, directions, opening hours, all rates and ways to pay, please visit www.austinconventioncenter.com/directions/directions.htm

2. Parking spaces on the street are metered Monday–Saturday and FREE on Sundays.