

# SXSW 2017

## 2017 SXSW MARKETPLACE/FLATSTOCK ARRIVAL GUIDE: Austin Convention Center Exhibit Hall 4

### 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 4 at the top of Ramp C. 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.

**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 – 10am

#### **Load-Out Hours**

Sat 3/18 6pm – 8pm

#### **Show Open Hours**

Thu 3/16 11am – 6pm

Fri 3/17 11am – 6pm

Sat 3/18 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, 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)**

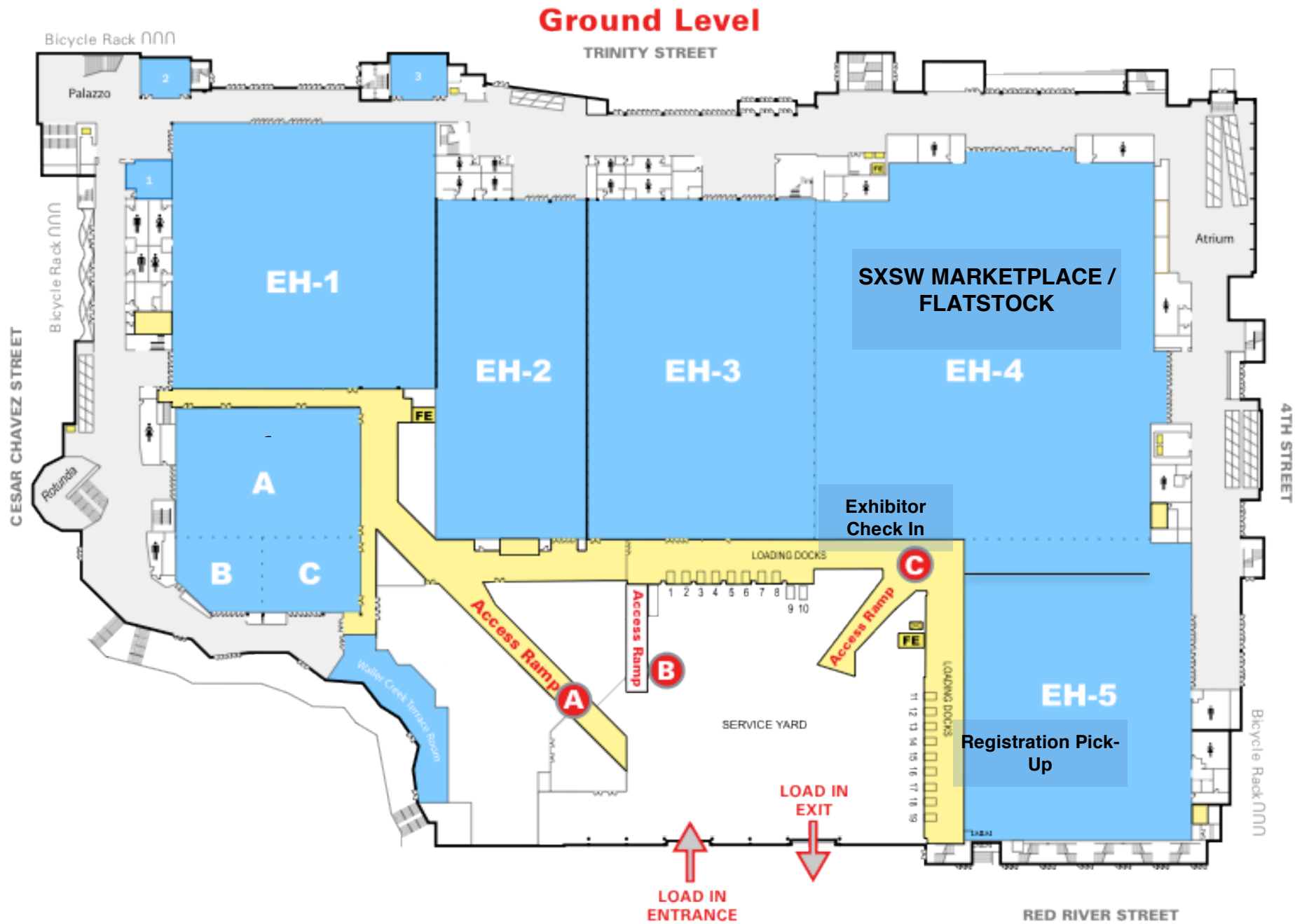
Thu	3/9	9am – 11pm	Tue	3/14	9am – 10pm
Fri	3/10	9am – 11pm	Wed	3/15	9am – 10pm
Sat	3/11	9am – 6pm	Thu	3/16	9am – 10pm
Sun	3/12	9am – 6pm	Fri	3/17	9am – 7pm
Mon	3/13	9am – 6pm	Sat	3/18	11am – 4pm

### **Questions**

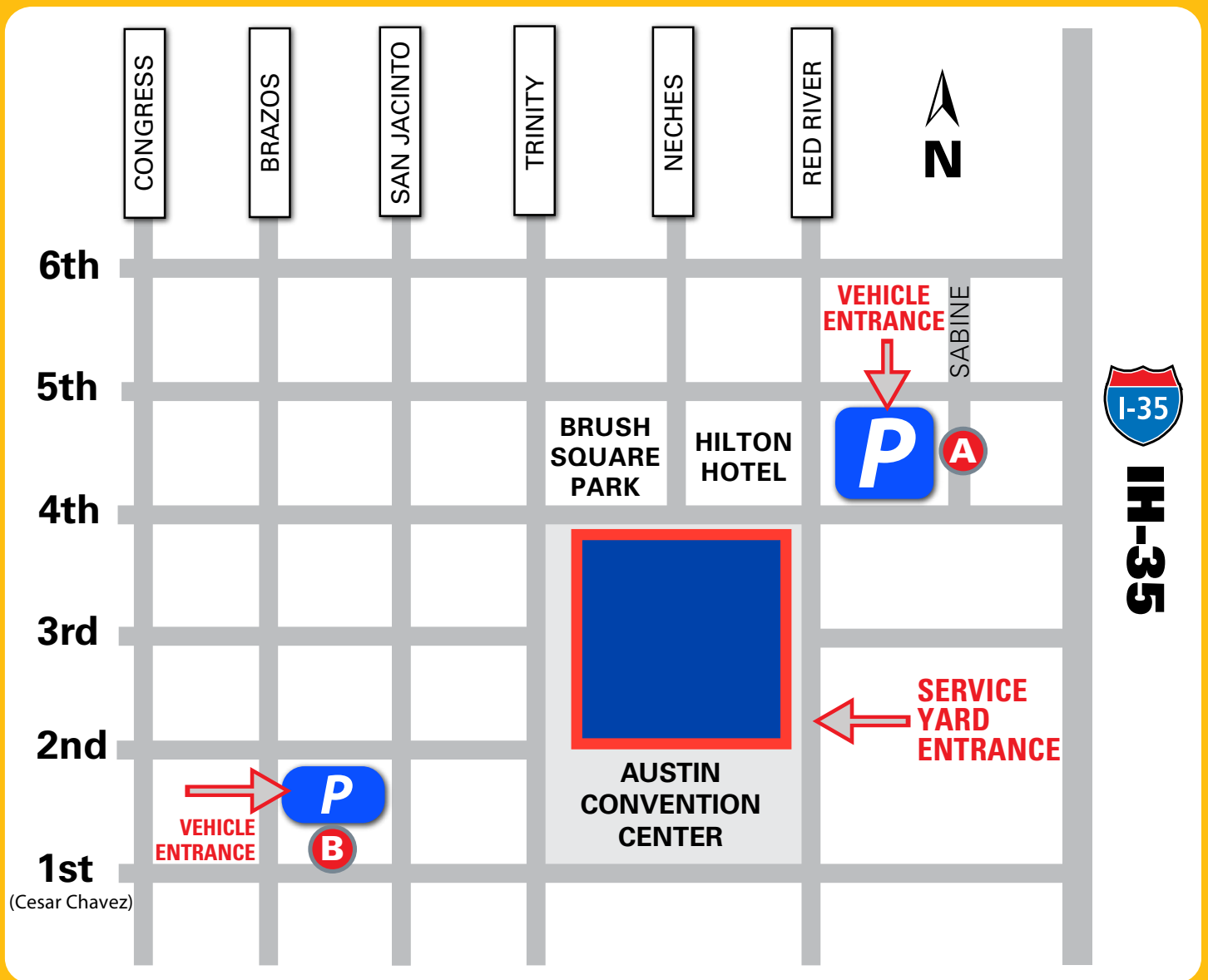
If you have any questions, please contact the following SXSW Reps at **512.467.7979**:

Flatstock	Julie Yost	julieyost@sxsw.com
Marketplace	Ashley Beall	abeall@sxsw.com
Production	Exhibitions Team	exhibitions@sxsw.com

# Austin Convention Center



# AUSTIN CONVENTION CENTER **P**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](http://www.austinconventioncenter.com/directions/directions.htm)

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