

ARRIVAL GUIDE: SXSW 2017 TRADE SHOW

Austin Convention Center Exhibit Halls 2 + 3 + 4



CHECK-IN

Exhibit Hall 5 on 4th Street

Exhibitor Check-In. Come to the Sales & Marketing Clients desk in Exhibit Hall 5 to receive information and your Exhibitor Passes. We'll then escort you to your booth on the Trade Show floor.

Build personnel/third-party production vendors, aka EACs (exhibitor-appointed contractors), should go straight to the Service Yard and check in at the top of Ramp C to collect for set-up-only credentials. See map on page 2.

Conference Registrations. If you have Conference Registrations (ie SXSW badges) in addition to your Exhibitor Passes, no need to wait in the main registration line – you can pick up all your credentials from our Exhibitor Check-In desk in Exhibit Hall 5.

Exhibitors' Check-In + Registration Times.

(Note: these are not load-in times)

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

LOAD IN / LOAD OUT

Service yard on Red River Street

Access. Enter the Service Yard from Red River St on the east side of the ACC (see map page 2). Use Access Ramps B & C and the bay doors of Exhibit Halls 3+4 to enter the Trade Show floor.

NOTE: during all Trade Show 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.

Arrive for load-in as early as possible, there is limited parking available in the Service Yard for unloading/loading. Personal vehicles must be removed immediately after unloading or loading. Any vehicles left unattended more than 30 minutes will be towed at the owner's expense.

Load-In Times.

Fri	3/10	9am – 7pm
Sat	3/11	9am – 7pm
Sun	3/12	7am – 9am

Load-Out Times.

Wed	3/15	2pm – 6pm
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Note: no extensions available, please plan accordingly. Halls must be clear by 6pm for resetting the next exhibition.

Unloading / Reloading. Freeman Exhibitor Services provides a Cart Service (an additional cost) to unload items from your personal vehicle and deliver to your booth; and in reverse during load-out. Speak to Freeman for further details. If you choose to bring your own 2-wheeled dolly or handcart, please note you will only be permitted to make one trip.

QUESTIONS

Please contact your respective Business Development Manager or the Exhibition Manager on **512.467.7979**:

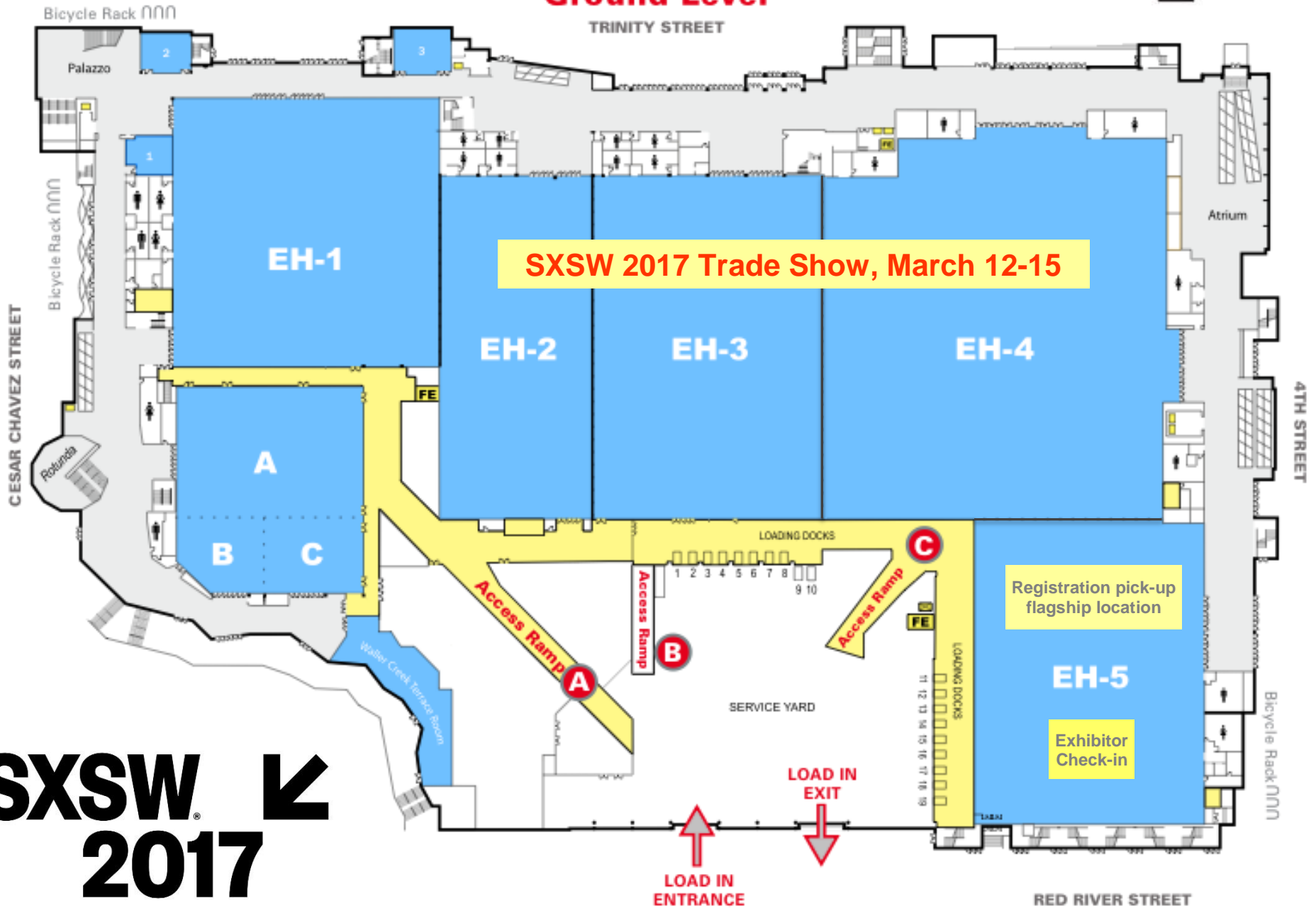
Music	Stacie Cline	ext 162
	cline@sxsw.com	
Film & Sports	Katharyn Howe	ext 229
	katharyn@sxsw.com	
Interactive	Katie King	ext 207
	katie@sxsw.com	
Health	Wendy Cummins	ext 152
	wendy@sxsw.com	
Internationals	Peter Lewis	ext 277
	peter@sxsw.com	
Social Impact	Neil Minocha	ext 462
	neil@sxsw.com	
Exhibition Manager	Tamara Kendall	ext 287
	tamara@sxsw.com	

Austin Convention Center

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Ground Level

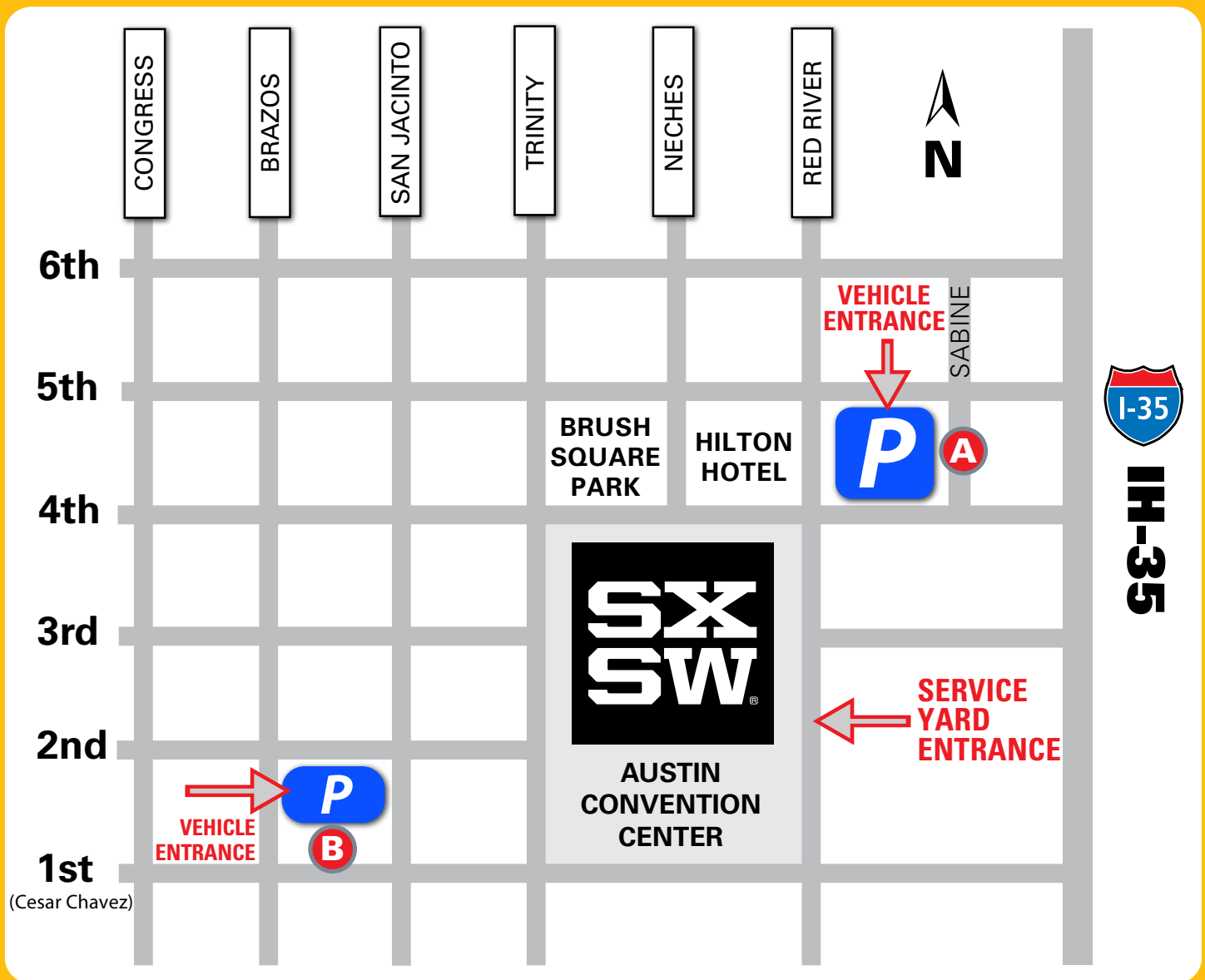
TRINITY STREET



SXSW ↙
2017

RED RIVER STREET

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

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