



TIPS FOR SUCCESS

Below are suggestions to help elevate your exhibiting experience with SXSW. Many documents mentioned below are available via the [SXSW Client Resources Portal](#). Please contact your SXSW Account Manager with any questions.

Initial Planning For Your Show:

- Confirm the dates and times for load-in, show open, and load-out prior to making any travel arrangements or booking accommodations.
- Confirm your production budget. Note that there are costs to customize your booth beyond the basic booth package. For a list of standard expenses to consider, please refer to the Standard Additional Production Expenses page in your Exhibitor Guide. This page also provides contact information to many of the common vendors so you can efficiently reach out for service quotes when building your budget. You can also find a list of local recommended vendors on the Client Resources Portal. Many exhibitors choose to work with local companies to help reduce shipping and storage costs.
- Check your show-specific Freeman Co webpage and your venue-specific utility order forms to confirm vendor discount deadlines for the show. Note that prices for décor, exhibitor services, utilities and audio/visual rentals jump significantly after the discount deadline (typically about 30 days prior to your load in date).

Marketing, Design, + Production:

- 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.
- Design your booth with health + safety in mind. Consider allocating appropriate space for social distancing and remember to keep sanitizer and other PPE available to help visitors feel they can safely interact.
- As soon as you book your booth, write and submit your 75-word company description for all of our online, app and digital listings. You can edit it anytime afterwards if needed.
- Booth Designs should be submitted to the [Booth Design Upload](#) form. Please make sure all booth dimensions are noted. Booths are placed on the show floor once the design has been reviewed and approved, so the sooner you get your design in, the better your chances are to secure your preferred spot!
- Promotional merchandise is always useful for enticing attendees to your booth. Some suggestions include t-shirts, earplugs, phone cases, portable chargers, etc. High-end daily giveaways, i.e. tablets, wearable tech, headphones and gadgets, are also extremely popular. Bring as many high-end products as budget allows, and ask your Account Manager for a recommended quantity of the smaller items (for the Creative Industries Expo, expect ±3000 units).
- You may use promotional images provided by SXSW in the [Social Media & Marketing Toolkit](#) to promote your participation in your exhibition. If you wish to use SXSW logos for other purposes, you will need approval from SXSW and to sign a license agreement. Please contact your Account Executive to request a permission form.
- SXSW does not share press lists. Registrants have access to search for and network with other Registrants using SXsocial—go to [sxs.com/networking/online](#) > SXSW Social, then log-in and click 'Directory' and 'Advanced Search' to search by industry, name, location, company etc. [sxs.com](#).



- You will be required to upload a current certificate of insurance (COI) that meets the SXSW minimum requirements. Many exhibitors can easily obtain this from their insurance agency, but if that is not the case for you, SXSW can connect you to a preferred vendor that offers temporary event insurance.

Reminders + Notes:

- 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. Exhibiting companies will also have access to a limited number of non-downtown hotel rooms for booth workers without a SXSW Registration. Any issues or questions about your booking, contact expohousing@sxsw.com.
- We understand that material handling can be confusing and sometimes frustrating, so we've outlined options below. Exhibitors have 3 options to get items to their booth:
 1. Because Texas is a Right to Work state, any Exhibitor with a badge may **hand carry** their materials to and from their booth for this event. You may use a two-wheeled dolly if you are the exhibitor in the show.
 2. If you need assistance, you may request a **Cart Service** from Freeman. This service will be provided by Freeman personnel to and from your vehicle via a Freeman Dolly. This is limited to a maximum of two trips each during the inbound and outbound. Advance payment will be required to secure this service.
 3. A third option is the **Material Handling Service**. This requires shipping your freight in advance to the Freeman warehouse via your carrier, utilizing the Shipping labels and instructions on the material handling forms. You will receive confirmation when the shipment is received. In addition, the shipment will be waiting for you when you arrive to set up your booth. This service comes at an additional cost per shipment.
- 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 carpooling. No parking spaces will be reserved for exhibitors. Refer to your Arrival Guide for maps and more about parking.
- In order to protect all exhibitor materials, the exhibition halls go into restricted access 30 minutes after the close of the show each day and reopen one hour before the show opens the following day. Once the hall is in restricted access, remittance is not allowed (no exceptions). Please do not leave personal belongings or valuables in the exhibit hall overnight.
- During load-in/out while inside the venue, everyone must be visibly wearing an official credential (i.e. an Exhibitor Pass, a Set-Up Sticker or a SXSW Registrant Badge with an 'Exhibitor' designation) at all times. No exceptions can be made.
- Exhibitors are required to staff their booths during the operating hours of the show. Booths left unattended or vacated early will receive a violation and potential fine, so plan ahead and staff accordingly. Several of the exhibitions are 6+ hours with a high volume of exhibitors, so breaks are recommended. There is an exhibitor lounge on many of the show floors and a plethora of food options within walking distance of the venues.
- All SXSW Registrant Badges have a QR code printed on them. Exhibitors who purchase the lead retrieval solution can then scan these codes using a self-supplied iOS or Android device to capture attendees' contact information. For full details about how to lead retrieval works and how to place your order, please contact your Account Manager.