

Clients should submit final-ready site plans to SXSW (see minimum requirements below) by no later than **Friday, January 19, 2024** for review before submitting to COA/ACE via the ACE application.

Given the volume of applications the City receives and in the event they close submissions early due to workforce issues, clients should submit their application to COA/ACE by **no later than Friday, February 3, 2024**. The **final deadline** for ACE applications is typically 30 days before the first day of your activation (*There are 29 days in February 2024. Please count accordingly*). **COA/ACE will not accept submissions after the deadline under any circumstance**. Note, the 2024 deadline has not yet been confirmed by COA/ACE.

After submitting the ACE application, plans will be reviewed and any required changes will be conveyed to the client by COA/ACE to be resubmitted. Note, submitting a revised site plan will incur a fee.

The activation built on-site must accurately reflect the COA/ACE approved site plan submitted to SXSW. Please ensure site plans and permits are available on-site to present to any COA/ACE officials that may stop by the activation during SXSW.

Refer to [this link](#) for ACE application, permitting deadlines and pricing.

Site Plan Must Include:



SITE PLAN MINIMUM REQUIREMENTS

The following is a list of minimum requirements that your site plan should meet:

Property Overview	Provide a key that indicates
Show locations of structures, fire lanes, streets, alleys, and fencing.	The direction of north
Fencing must indicate location of exits and gates.	What areas will be used for the event
Show the foot print of any building, location of building exits, sidewalks, and pathways.	Any special notes applicable to the event.
Building Overview	Provide details of the event layout
Floor plan of the building including the direction of door swings.	Location tents or temporary structures including dimensions
Furnishings that will be used for the event	Food trucks, vendors and merchandise areas
Location of Fire Extinguishers	Size and location of any stages
Location of exits to the outside	Any other specific details of the layout for the event

- Overhead rendering clearly outlining the activation components in full
- Dimensions (including height) of all activation components
- Generator placement, noting generator is 10' from any entry/exit and permanent structure, and 20' from any tent.
- General description of activation including load in/load out, dates/times activation will be open (subject to SXSW approval)
- Exterior signage/branding with dimensions and type of material

The activation built on-site must accurately reflect the COA/ACE approved plans submitted to SXSW or it could result in citations, fines, or potential termination by COA/ACE or Fire Marshal.

Client build-out of this space will be conducted by the client at the client's own expense. Some items include, but are not limited to:

- Permits
- Security
- WiFi
- Lighting
- Stanchion
- Power/Generator
- Tenting
- Shipping
- Off-site Parking
- Staffing
- Caterer/TABC certified servers

Please refer to [this link](#) for a list of local Austin vendors/resources for the above items

Load In/Out Procedures

Load in/out times will be mutually agreed upon between the client and the venue. Please let SXSW know if you will be using a forklift for load in/out, as this may affect load in/out time and permitting needs.

Use of bagged meter parking spaces may be required for load in/out. City of Austin permits must be obtained for this via SXSW. Please let your SXSW representative know if your activation requires the use of bagged meters. ONLY loading/unloading is permitted in bagged meters per the Austin Transportation Department.

Activation Hours of Operation

- SXSW recommends considering programming hours at the Austin Convention Center and downtown hotels to determine hours of operation.

- Clients are welcome to close at their discretion on any given day, however SXSW asks for 24 hours notice in order to update the SXSW online schedule.

Line Queuing

- **Official SXSW Interactive Events**

- All badge types will queue in one line.
- If approved for access, SXSW wristbands and general public may queue in a separate secondary access line. Please denote a second line in line queuing plans.
 - Under no circumstances should SXSW wristbands or general public be queuing with SXSW badge holders.

- **Official SXSW Film Festival Events**

- Film and Platinum badges will queue in one line.
- If approved for access, Music badges, wristbands and general public may queue in a separate secondary access line. Please denote a second line in line queuing plans.
 - Under no circumstances should SXSW wristbands or general public be queuing with SXSW badge holders.

- **Official SXSW Music Festival Daytime Events**

- All badge types and Music wristbands will queue in one line.
- If approved for access, Film wristbands and general public may queue in a separate secondary access line. Please denote a second line in line queuing plans.
 - Under no circumstances should other SXSW wristbands or general public be queuing with SXSW badge holders.

- **Official SXSW Music Festival Showcase**

- Platinum and Music badges will queue in one line.
- Music wristbands, Interactive badges, and Film badges will queue in a separate secondary access line.
- If approved for access, general public may queue in a separate third access line. Please denote a third line in line queuing plans.
 - Under no circumstances should general public be queuing with SXSW badge holders.

*The above may vary depending upon client agreement. Please discuss line queuing with your SXSW representative.

Exterior Signage

Clients have the opportunity to display exterior signage at their venue (at the discretion of the venue). All exterior signage plans are subject to the approval of COA. Exterior signage plans must be included in your ACE application submission.

Any use of SXSW marks must be sent to SXSW for approval. Use of SXSW logo or marks on exterior signage is dependent upon the client's agreement with SXSW. Clients may submit signage to SXSW for review and guidance prior to submitting to COA.

Client must adhere to the COA guidelines below when submitting exterior signage with the ACE application:

- Signs may not be larger than 360 square feet
- Exterior signage submissions must include the following information
 - Image of signage design
 - Type of material to be used for the sign
 - Dimensions
 - Client name
 - Venue
 - Activation dates

Official SXSW Banner

Every official SXSW event must have a SXSW banner (per client's SXSW agreement) placed within the activation for the duration of the event. If you would like to see an example image of the banner, you may request the design from your SXSW representative. Please refer to the below for additional information.

- Minimum Official SXSW Banner size: 6' x 4'
- Banner location: Banner should be prominently featured in the space. If a stage is set up it should be featured center stage.
- Banner install time: A team of volunteers will be deployed to your venue at a pre-designated time to hang your banner. If there is a specific time frame that is preferred, please let us know.

Additional Guidelines

- SXSW has developed a stringent animal rights and protection policy. All brand activations that include animals will have to be approved by our Executive Leadership. Please let your SXSW representative know if you would like to include animals in your activation.
- SXSW and COA have a strict guideline and review process regarding drone usage. Please let your SXSW representative know if you would like to incorporate drones into your activation.

- If the venue is not licensed to serve food or beverages, a Temporary Food Event Permit is necessary for activations that will be serving the below:
 - Any open food or drink.
 - Any time/temperature controlled for safety foods (i.e. meats, dairy, cooked veggies, cut melons, etc.). Note: a Temporary Event Food Permit is needed regardless of the refrigeration-needing foods being individually packaged or not.
- Tent Permit
 - Tents in excess of 400 square feet (with or without sides) or a group of tents placed side by side in excess of 400 square feet that are located on or within 20 feet of a structure will require a Tent Permit from the Austin Fire Department.
- Generators
 - Must be protected from public access & enclosed within barricades, bike rack, fencing, or depending upon the size of the generator, within a back of house area.
 - Must be 10' from any entrance/exit of the activation and any permanent structure, as well as 20' from any tent. Generators also cannot be placed under a tent.
 - Less than 10 gallons of fuel may be stored onsite. Must be stored 50 feet from any tent or temporary membrane or air inflated structure.
 - Generators less than 10 gallons may be refueled during normal hours provided refueling is 25 feet from the public (Generators over 10 gallons must be refueled when the public is not present).
 - No smoking signs must be posted around the generator and any stored fuels.
- All activation elements must be contained inside the footprint. Any items blocking the right of way will be removed.

Thank you & we look forward to having you at SXSW 2024!