



Event Recording & Licensing

ACTIVATIONS

If you plan to record, live-stream, photograph, or otherwise reproduce or distribute any audio, video, or still images from your official SXSW Activation, you must first obtain written permission from the SXSW Event Recording & Licensing department.

These guidelines are intended to provide you with SXSW's processes for reviewing and approving Event Recording & Licensing Plans and are not a recitation of all applicable laws or best practices related to recording footage at live events. Please be aware that compliance with such requirements is the sole responsibility of the Client.

DEADLINE – FEBRUARY 17, 2025 | [APPLICATION LINK](#)

Please Note – Your application is not approved until you receive formal, written notice from the Event Recording & Licensing department. No other representative of SXSW has the authority to approve your application.

Insurance Requirements

You are responsible for procuring and maintaining adequate insurance coverage, in accordance with industry standards and commensurate to the scope of the event recording plan. As necessary, SXSW may require additional insurance coverage, in SXSW's sole discretion, in proportion to the scope of the event recording plan, which shall be procured and maintained at your sole expense.

B-Roll and Atmosphere

Your production plan, if approved, will specify the location(s) where you may record. This is strictly limited to the boundaries of your activation or exhibitor's booth. It does **not** permit you to record in public areas of the Austin Convention Center, exhibit halls, or any other SXSW venue. Additional locations for recording b-roll or atmosphere footage may be approved by SXSW on a case-by-case basis. You may also have the option to license b-roll and atmosphere footage from SXSW. This request must be included in your Event Recording & Licensing Application to be considered.

Event Recording & Licensing Application

Start by filling out the form at www.sxsw.com/event-recording-licenses prior to the deadline of **February 17, 2025**. Applications submitted after this date may not be approved in time and you will not be permitted to record content at your SXSW Activation. To complete the form, you will need to have the following information ready:

- Contact Information Including Physical Address for Content End User
- Telephone Number for On-Site Point of Contact
- Activation Details – Title, Location, Date, and Time
- Intended End Usage of Content
 - Note: Your official Agreement with SXSW details pre-approved end usage and use of the SXSW trademarks. Please be sure to refer to and comply with the terms of the Agreement. Anything exceeding the scope of the rights set out in that Agreement will likely require a separate license agreement.
- Number of Cameras to be Used
- Number of Crew and Their Roles
 - Individual crew names and contact information are not required for the application phase but will be required for final approval.
- A Production Diagram Depicting Camera Placements, Cable Runs, Manned and Unmanned Cameras, and any other Special Equipment Including Production Vehicles
- All Production Diagrams must be Submitted to SXSW as a PDF via the Event Recording & Licensing Application Form
- All Other Equipment Needed for Your Production

Please Note – SXSW has a strict policy prohibiting jibs, overhead booms, or the use of any other equipment that may pose a safety hazard to attendees.

You will receive an automated response with an Application number – please keep this number and reference it in any future correspondence with the Event Recording & Licensing coordinator.

Your Application will be forwarded to an Event Recording & Licensing coordinator for review. They will contact you if any additional information is needed.

If your intended end use for the content exceeds non-sponsored, non-monetized video-on-demand (not live-streamed) social media and website promotional use, it should be noted in your Event Recording & Licensing Application. A separate license agreement will be required and a fee may apply.

SXSW reserves the right to reject any part or all of your Event Recording & Licensing Plan.

Client is responsible for the clearance of any and all rights associated with its recorded content.

Live-Streaming

SXSW is first and foremost a live event. As such, SXSW considers live-streaming to be commercial use of the live event content. Live-streaming of content to any platform must be noted in the Event Recording & Licensing Application and may be approved by SXSW on a case-by-case basis, pending a license agreement and requisite fees.

Crowd Releases

Recording devices cannot be concealed. If your production plan includes recording audience reactions or other footage where attendees are prominently featured and/or identifiable, “Notice of Filming” signage must be displayed at entrances of the room to inform attendees their likeness may be used in the content.

Event Recording & Licensing Plan Approval

If your Event Recording & Licensing Plan is approved, you will receive an approval email from SXSW Event Recording & Licensing confirming your equipment and crew details along with a room diagram of the production elements permitted by SXSW.

If SXSW learns that you altered your Event Recording & Licensing Plan from what was approved and failed to obtain additional approval, your approval will be revoked and your crew removed from the event.

Event Recording & Licensing Credentials

Each crew member will require a special credential informing SXSW staff they are allowed to record. The credential must be worn on the body, clearly visible at all times, and will be valid for the approved event date, time, and location only.

Credentials will be available for pickup from the **Event Recording & Licensing Help Desk at the Registration Annex in the Austin Convention Center**. These may be picked up by the person who submitted the request, or each approved crew member may pick up their credential individually. Please have a valid photo ID ready when you collect your credentials.

Recording Procedures

The attendee experience is one of SXSW’s top priorities, and these Recording Procedures are intended to reflect that priority. Failure to comply with any of these policies will result in removal from the event and suspension of your credential.

You will coordinate with your Client Event Manager for entry and load-in at the venue. Parking during SXSW will be extremely limited; please ensure the venue and your Client Event Manager have been notified of any vehicles planned to aid with your production.

All video cameras must be set up in the camera placement positions designated on the approved Production Diagram.

- No filming or photography may impede the ingress or egress of a room
- No cameras may be left unmanned, with the exception of securely mounted GoPro or equivalent action cameras
- Handheld cameras must be operated at a safe distance from attendees
- Cable runs must either be covered with ramps or securely taped to prevent tripping hazards
- No mounted lighting on cameras
- No jibs or overhead booms
- “Notice of Filming” Signage must be prominently displayed within the area

If your production plan exceeds the above specifications, SXSW may permit additional equipment rented through SXSW-approved vendors on a case-by-case basis, pending a license agreement and requisite fees.

Any additional production equipment must be included in your Event Recording & Licensing Application to be considered.

Recording Procedures (cont.)

Please Note – SXSW has a strict policy prohibiting jibs, overhead booms, or the use of any other equipment that may pose a safety hazard to attendees.

**IF YOU HAVE QUESTIONS OR NEED ADDITIONAL ASSISTANCE, PLEASE CONTACT
RECORDINGLICENSES@SXSW.COM FOR MORE INFORMATION.**