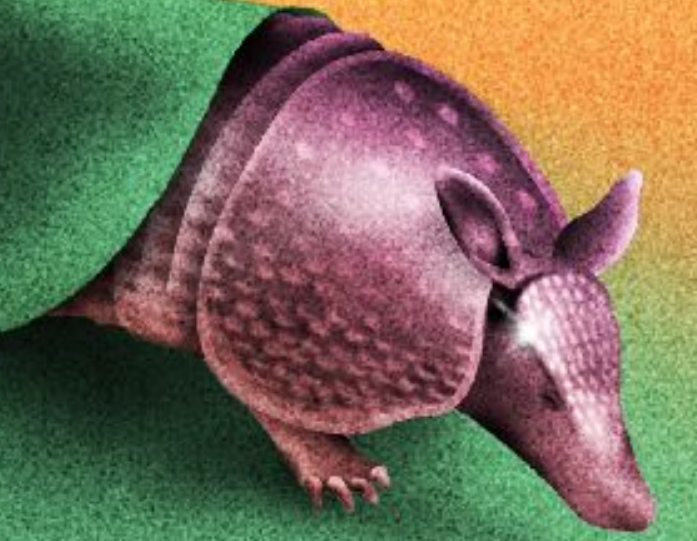


# **SXSW 2025**



**SXSW EXPO**  
**EXHIBITOR GUIDE**  
MARCH 9-12, 2025 | AUSTIN, TEXAS



# Welcome to SXSW 2025!

Our exhibitors offer innovative activations that allow hands-on experience with leading brands throughout the creative community, and we are excited to see what your team has in store for the 2025 event!

It is our mission to provide the finest and safest possible experience on every level, so our team is here to support you throughout the process.

This Exhibitor Guide includes key information and specific contacts essential to the successful execution of your exhibit. Please review at your convenience, and as always, we are available to answer any immediate questions.

We look forward to working with you on what promises to be the best SXSW yet!

Madeline Walker  
Exhibitions Manager  
exhibitions@sxsw.com  
SXSW, LLC

# Show Overview

## LOAD-IN

Thursday, March 6 – Saturday, March 8, 2025  
Your floor manager will assign your load-in date and time upon submission of your booth design.

## SHOW OPEN

Sunday, March 9 – Wednesday, March 12, 2025 | 9:00am – 4:00pm  
Exhibitors with proper credentials have access to the show floor one hour prior to doors open and 30 minutes after the show closes.

## LOAD-OUT

Wednesday, March 12, 2025 | 4:00pm – 8:00pm  
Extended load-out times available for booths 400 square feet and larger upon request. Please contact your Floor Manager to discuss.

Austin Convention Center  
500 E. Cesar Chavez St. Austin, TX 78701  
Exhibit Halls 2, 3, & 4







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# EXHIBITOR CHECKLIST

## CLIENT DELIVERABLE MILESTONES

Due **January 17**, 2025:

- ☐ **Booth Design Due**
- ☐ **Logo Due**
- ☐ **Food and Beverage Sample Request form due**

Due **January 31st**, 2025:

- ☐ Complete Digital Brand pages
- ☐ **Submit official event information for schedule listings**  
\* (only applicable to those exhibitors who purchased a schedule listing)

Due **February 7th**, 2025:

- ☐ **Production Vendor Registration form due** *(required)*
- ☐ **Mobile Units/Motorized Vehicles form due** *(if applicable)*
- ☐ **Event Recording & Licensing form due**
- ☐ Certificate of Insurance (COI) due

- 
- ☐ **Review Your Exhibitor Guide:** Be sure to read through your entire Exhibitor Guide for essential show information.
  - ☐ **Discount Deadline - Utilities:** Take advantage of discounted pricing for utilities by placing your **order** with the Austin Convention Center before the discount deadline.
  - ☐ **Discount Deadline - Freeman Exhibitor Services:** Take advantage of Freeman's discounted pricing by placing your **orders** before the discount deadline of Thursday, February 6, 2025.
  - ☐ **Manage Your Shipping Details:** Be sure to note the Freeman deadlines for warehouse and show-site shipping (page 5), or use the **Shipping 101** fact sheet to make arrangements for another shipping vendor.
  - ☐ **Book Your Hotel:** Our exhibitors have access to the lowest rates in Austin during SXSW when booking through SXSW Housing & Travel versus online travel agencies and direct booking. More information can be found on the **Client Resource Hub**.
  - ☐ **Review the Monthly Exhibitor Communications:** Be on the lookout for the monthly updates from our exhibitions team for important information about load-in, load-out, credentials, material handling, and more. If you have any questions, please contact your Account Manager.





# SHIPPING INFORMATION

## **Warehouse Shipping Address:**

Exhibiting Company Name / Booth # \_\_\_\_\_  
SXSW Expo 2025  
C/O AWD / Freeman  
9200 Waterford Center Blvd  
Suite 300  
Austin, TX 78758

Freeman will accept crated, boxed or skidded materials beginning Tuesday, February 4, 2025, at the above address. Material arriving after February 27, 2025 will be received at the warehouse with an additional after deadline charge. Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108" H x 93" W. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 9:00 AM - 3:00 PM. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: (888) 508-5054.

## **Show Site Shipping Address:**

Exhibiting Company Name / Booth # \_\_\_\_\_  
SXSW Expo 2025  
C/O Freeman  
Austin Convention Center  
500 E Cesar Chavez St  
Austin, TX 78701

Freeman will receive shipments at the exhibit facility beginning Thursday, March 6, 2025. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the Exhibitor. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: (888) 508-5054.

Please note: All materials received by Freeman are subject to Material Handling Charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors. Refer to the material handling form for charges for the service. Please be aware that disposal of exhibit properties is not included as part of your material handling charges.

Please contact Freeman for your quoted rates and rules applicable to disposal of your exhibit properties.

Please be aware that disposal of exhibit properties is not included as part of your material handling charges. Please contact Freeman for your quoted rates and rules applicable to disposal of your exhibit properties.

For more information, please see your **Freeman Exhibitor Kit** and our **Shipping 101 document**.





# BOOTH GUIDELINES

## SXSW Expo is a cubic content show.

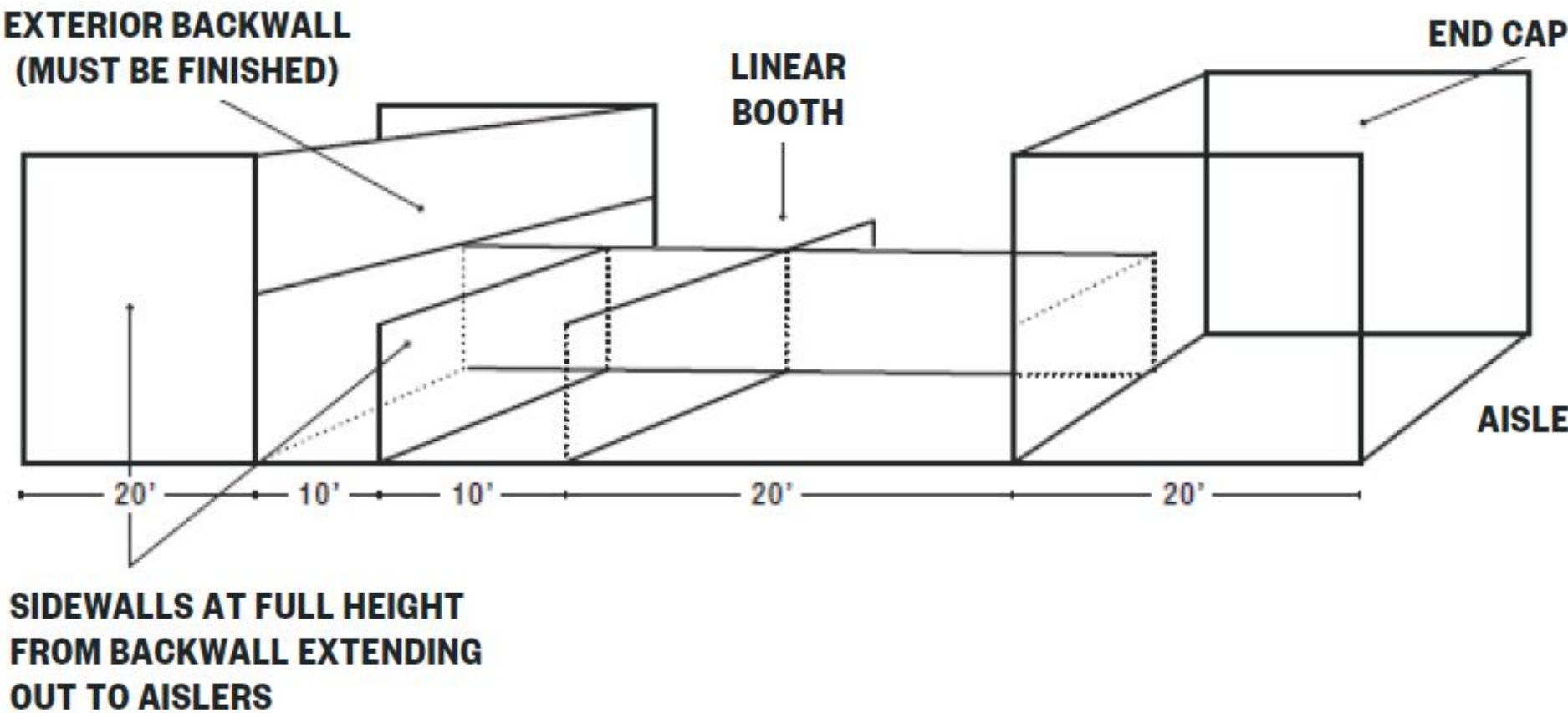
This event follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, each exhibitor may build right up to the front of the booth, up to the maximum allowable height.

All back walls and sidewalls must be finished or draped, no loose wire or any obstruction may be seen or Event Management, at the exhibitor’s expense, will drape them. See-through back walls or displays that do not cover the back wall entirely will not suffice.

Any portion bordering another exhibitor’s space must have the backside of the exhibit finished in a neutral color and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.

For detailed information about what is included within our booth packages, please refer to our [Booth One-Sheet](#) which can be found on the [Client Resource Hub](#) or speak to your Account Manager.

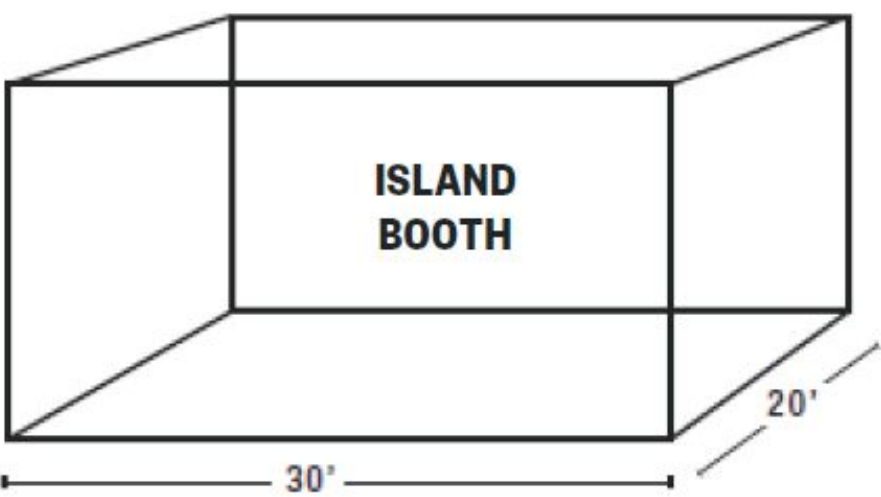
### SHOWING POSSIBLE CONFIGURATIONS



### PERSPECTIVE VIEW

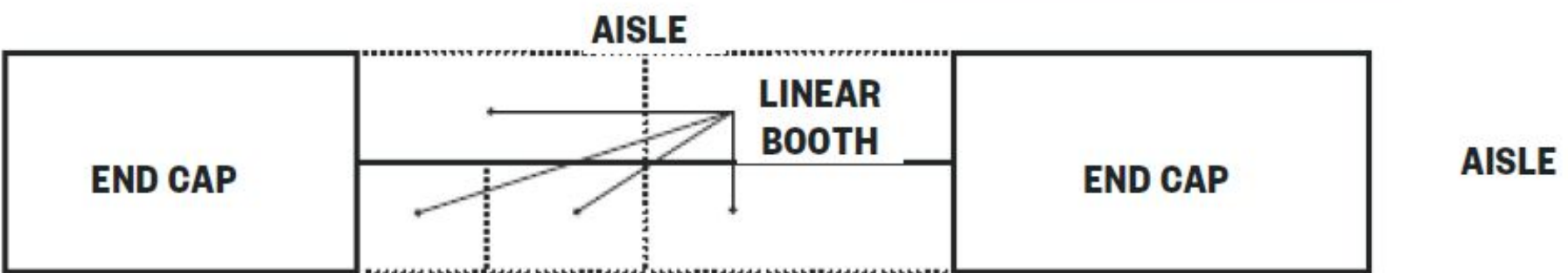
### THE CUBIC CONTENT RULE

The entire cubic content of the space may be used up to the maximum allowable height.



- In-line/Linear booth bounded by 1 or 2 aisles (Maximum Height 8')
- Island Booths bounded by 4 aisles and is 20' x 20' or larger (Maximum Height 16')
- End Cap Booths bounded by 3 aisles and is 20' x 20' or larger (Maximum Height 12')

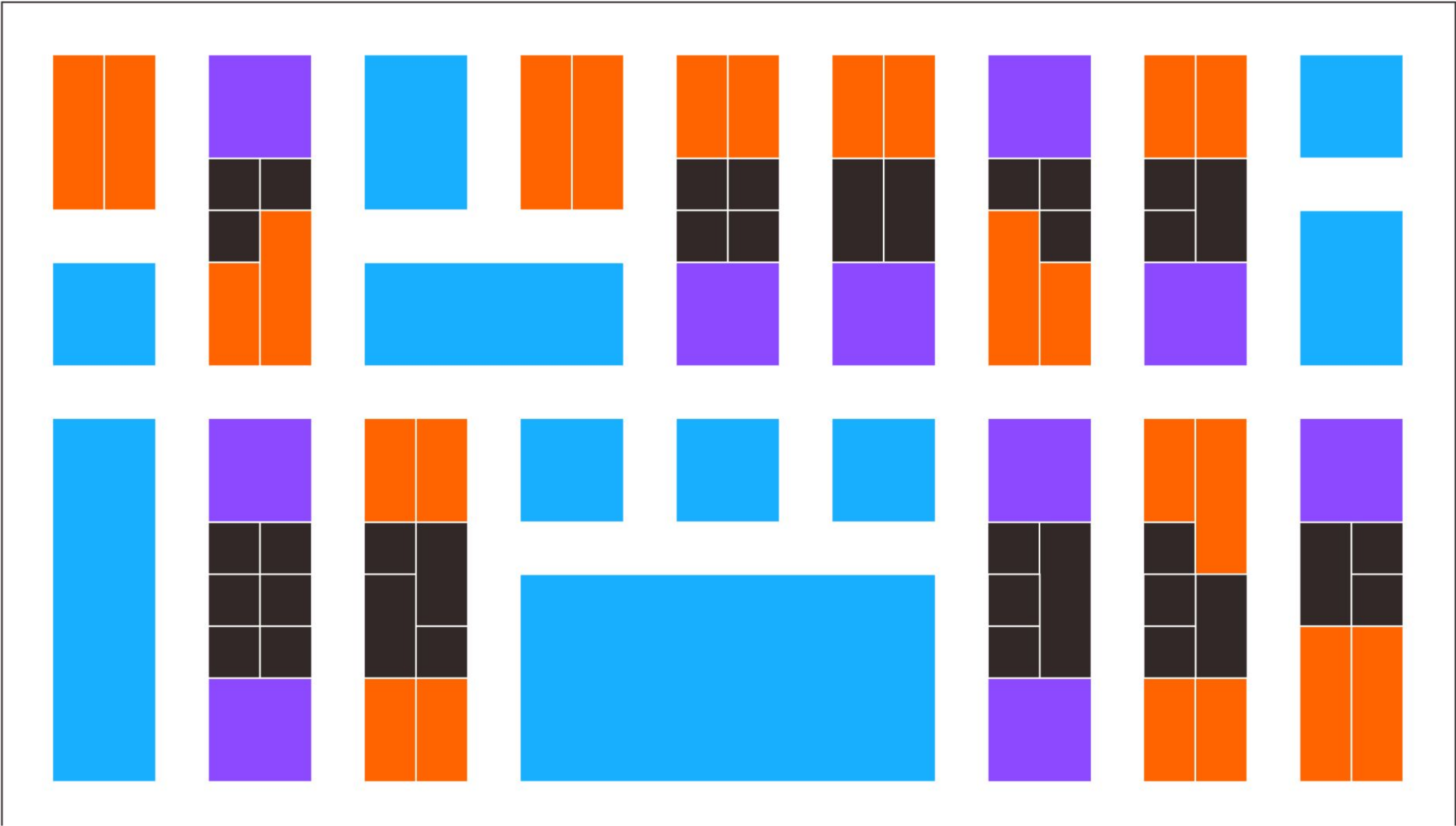
### PLAN VIEW





# Floor Plan Booth Configuration Examples

● STANDARD LINEAR    ● LINEAR W/ CORNER    ● ISLAND    ● END CAP





# ADDITIONAL PRODUCTION COSTS

**UTILITIES** Each venue holds the exclusive right to provide utilities. Pricing will vary by venue and length of time the service is needed, utility order forms will be posted when available via our [Client Resources Hub](#); please reach out for an estimate of service. \*\*Note the pricing provided below are 2024 estimates.

Austin Convention Center Department Exhibitor Services [accdexhibitorservices@austintexas.gov](mailto:accdexhibitorservices@austintexas.gov)

- 120-volt, 8-amp electrical drop: \$165
- Standard hardline internet connection (10 mbps): \$1,195
- Water & Drainage: \$450 per connection

**FREEMAN EXHIBITOR SERVICES** Freeman Exhibitor Services is the selected General Service Contractor for all SXSW exhibitions. Freeman manages all receiving of packages, material handling, and rigging. In addition, they can provide many of your production needs including labor, cleaning, booth equipment and decor, and graphics. Payments for these services will be invoiced directly by Freeman. For an estimate of services, please contact [ExhibitorSupport@freeman.com](mailto:ExhibitorSupport@freeman.com). Find your show-specific Freeman Online ordering page [here](#).

- Material handling: Estimated \$200 per 200lb palletized crate
- Vehicle spotting fee: \$250 per vehicle
- Cart rental fee: \$147 per trip

*\*\*Note the pricing provided above is only intended to be a reference point. Please contact Freeman for an accurate estimate.*

**INSURANCE** If adding to your own insurance to meet the requirements laid out in your contract proves to be too cost-prohibitive, exhibitors are able to purchase temporary event insurance from our recommended vendor. Find sample certificates of insurance and a link to purchase and/or upload your insurance on the SXSW [Client Resources Hub](#).

**FOOD AND BEVERAGE** Due to Texas health and safety laws, each venue has the exclusive right to provide all food and beverage served in the venue. No outside food or beverage can be brought in to be distributed (exceptions can be made for sampling; please see “Food and Beverage” in the A-Z Guidelines). You can find the booth catering menu for your exhibition [here](#), or you may contact the venue representatives on (page 14) to discuss options and budget.

**PARKING** Due to high demand, downtown parking is scarce during the event. The convention center has two lots downtown, and many of the hotels offer parking at day rates and options for overnight parking. Note that parking rates range from \$13 - \$50 depending on the lot. Please make sure to speak to the venue to confirm pricing and availability.







# A-Z GUIDELINES



Please also refer to the **Austin Convention Center Department Operational Policies**, the **SXSW Client Resources Hub**, and your SXSW contract details.

**ACCESS TIMES:**

- **EXHIBIT HALLS:** On show days, exhibitors may access the exhibit hall(s) one hour before doors open. At closing time, exhibitors have up to 30 minutes to tidy/secure materials and exit via the main doors. SXSW and security staff will enforce these hours for exhibits' security.
- **SERVICE YARD:** During load in/out, exhibitors may access the service yard and loading bays with an exhibitor credential (vehicles will need a Load-in Pass distributed via email by your SXSW Account Manager or a Load-out Pass distributed onsite).

**AMERICANS WITH DISABILITIES ACT:** In accordance with the Americans with Disabilities Act of 1990, we ask that when designing and erecting the booth or activation please make the appropriate access points accessible for all (e.g., if your booth will be raised, please include a ramp that meets ADA guidelines). For questions, please visit **<http://www.ada.gov>**.

**BALLOONS:** Helium balloons are not permitted in the exhibit hall(s), and you may be fined \$250 by the venue for each balloon that floats to the ceiling for its removal.

**BOOTH ASSIGNMENTS:** Booth numbers will be released approximately 30 days prior to your load in date — you do not need your number(s) to place orders with Freeman or the venue before then and may use 000's or XXX's as placeholders.

**BOOTH CEILINGS:** The venue and the City of Austin have strict rules regarding booth ceilings. Any overhead covering over 300 sq ft (27.9m<sup>2</sup>) must be fitted with smoke detectors and a sprinkler system and be approved by the fire marshal a minimum of 30 days prior to the show load-in date. Any booth with an overhead covering 100-299 sq ft must have a fire extinguisher visibly mounted in the booth.

**BOOTH DESIGNS:** All exhibitors, except 10x10 booths or smaller, are required to submit a booth design for approval. **Please upload your booth design to this form** by the submission deadline ***(January 17th, 2025)*** or within five business days after your contract is fully executed. Please make sure to include all dimensions, including height.

**BOOTH SHARING:** Two companies may share a booth space only if the secondary company is a subsidiary or distribution partner of the primary company. SXSW approval must be obtained in writing and a share fee will be charged per the booth contract upon such approval.

**BOOTH STAFF:** Exhibitors must staff their booths during all operating hours of the Exhibition. Booth workers are not permitted to solicit outside of their booth. Note: unstaffed booths at any time for any length of time, or that are abandoned/dismantled before load-out officially starts, will be fined. Please refer to your SXSW contract for details.

**BOOTH WALLS:** Pipe & drape will be black. No adhesives, drilled holes, pins, staples, or cutting is permitted—Freeman will charge for any marks, damage, or residue. Contact Freeman for precise panel dimensions and advice on wrapped graphics, banners, display structures, and other ideas for displaying/mounting your branding and materials. Find more information in your Freeman Exhibitor Kit located on your **show-specific Freeman Online page**.

**BUILDING YOUR BOOTH:** Due to the high volume of activity within official SXSW venues, booth build times are often restricted. In order to successfully assemble your exhibit in the given amount of time we suggest you use modular builds and plan for the appropriate amount of labor. The venue strictly prohibits construction of any kind; therefore, power tools are not allowed (with the exception of power drills).





**CANCELLATIONS:** If, for any reason, you need to cancel your booth, please note refunds are not issued at any time. Furthermore, any cancellations made within 14 days (week and weekend days) of your first load-in day will also incur a penalty charge. Please refer to the Refund Policy paragraph of your contract for details. You may use the funds spent on the booth towards another marketing item—speak to your SXSW Account Executive for advice.

**CHILDREN:** During load in/out, children aged 15 and under are not permitted in the exhibit hall(s) or the service yard and loading bays for health and safety reasons, as per building regulations and SXSW.

**CLIENT PRODUCTION VENDORS:** Formerly known as Third Party Production Vendors (TPPV) or Exhibitor Appointed Contractors (EAC), a production vendor is any company other than SXSW’s designated official contractors that provide equipment, materials, or services such as display installation and dismantling, models, florists, photographers, audio visual firms, etc. and need access to your exhibit area or activation space at any time during the installation, exhibitions dates, or dismantling. SXSW will only permit production vendors to operate upon receipt of their Certificate of Insurance and completed **Client Production Vendor form** (*due February 7, 2025*) from the exhibitor.

**CLIENT RESOURCES HUB:** The **SXSW Client Resources Hub** serves as a one-stop shop for all client materials where you’ll find everything you need to conduct a frictionless and successful festival and conference experience. On this page, you’ll find resources for insurance, health & safety, coupons & housing, general event information, and more.

**CREDENTIALS:**

- **SXSW Expo Day Passes (SXSW Expo only):** Exhibitors will receive eight (8) SXSW Expo Day Passes. These can be given to anyone you choose (guests, clients, colleagues) who do not already have a valid Exhibitor Pass or SXSW Registrant Badge. Note: they are only valid on the SXSW Expo floor during open hours.
- **Exhibitor Passes:** These are for your booth workers and will only grant access to your specific expo floor during show open hours and load-in/out. Exhibitor Passes will be picked up at the exhibitor check-in table onsite during load-in. Please refer to your Arrival Guide for more information. Standard policy is two passes per 100 sq ft of your booth space. You do not need to provide us with workers’ names as they are not name-assigned, so they can be transferred among your staff. They must be worn by non-registrant workers at all times inside, and to enter the exhibit hall(s). Additional exhibitor passes may be purchased through your SXSW Account Executive. Exhibitor Passes do not grant access to any other SXSW activities.
- **Registrant Badges (Platinum, Music, Interactive, Film, EDU):** These will grant access to all SXSW activities (type-dependent). These will be picked up in Exhibit Hall 1 of the Austin Convention Center once registered online and are name-assigned / non-transferrable. Speak to your SXSW Account Executive about how to purchase more, if desired—and if so, to what discounts you may be entitled.
- **Set Up Stickers:** These are for colleagues, third-party contractors, or delivery people who only need access for the building/dismantling of your booth. Set Up Stickers are only valid on your specific expo floor during load-in/out times and do not grant access to the exhibition once it is open. These can be picked up at the exhibitor check-in table onsite during load-in. Please refer to your Arrival Guide for more information which will be sent out closer to the show.

**DIGITAL BRAND PAGES:** Each exhibitor activating in the March event will have the opportunity to build a digital brand page within our online event platform. Brand pages should be completed by ***January 31st, 2025***. Please speak with your SXSW Account Manager for details.

**DRONES aka UNMANNED AERIAL VEHICLES (UAVs):** SXSW’s policy prohibits the use of Drones/UAVs at SXSW. Exceptions to this policy may be made at SXSW’s sole discretion. Find detailed guidelines and a request form in our **Client Resources Hub**. Note that all requests must be made at least sixty (60) days prior to the first date of activation.

**FAQs:** Find answers to frequently asked questions in the **Client Resources Hub**





**FILMING & RECORDING:** Exhibitors are permitted to film/record activities solely within their own booth footprint. Cameras and mics must only point inwards to the booth, not towards the aisle, nor anywhere else around the exhibition, the exhibit hall(s), or throughout SXSW. Please complete the **Event Recording & Licensing Application Form** by **February 7, 2025**.

#### **FOOD AND BEVERAGE**

- **CATERING:** No food or beverages can be brought in from outside suppliers, stores, or restaurants. All food and beverage consumed, prepared, or distributed, including promotionally, must be purchased through the venue's official caterers (exceptions can be made for sampling; see below). Find the booth catering menu with additional information and contact details in the **Client Resources Hub**.
- **SAMPLING:** For sanitation and safety purposes, we will only be allowing pre-packaged samples, maximum of 1 ounce for solids and 3 ounces for liquids. Based on the types of the samples you intend to distribute, SXSW will guide you through the next steps to receive a Temporary Food Service Permit from the City of Austin and/or approval from the venue. If you plan to sample food or beverage at your booth, please complete **this form** no later than January 17, 2025. Please note no sampling requests will be approved after January 17th due to City of Austin and venue deadlines. Please contact your SXSW Account Manager with questions or for more information.

**FREEMAN QUICK FACTS:** You can find important information about booth packages, shipping, labor, and more in your Freeman Quick Facts on Freeman's **online ordering page for the SXSW Expo**. Orders for furniture, A/V equipment, carpet, signage, etc. can be placed on this page, as well.

**HANGING SIGNS:** Only island stands are permitted to hang a sign or banner above their booth. They must be suspended directly over the footprint within its dimensions; the bottom edge cannot hang any lower than 16ft (4.9m) from the floor, and the top edge cannot be any higher than 20ft (6.1m) from the floor. Contact Freeman Exhibitor Services to discuss delivery and to book its hanging.

**HEIGHT & FOOTPRINT RESTRICTIONS:** All structures, furniture, decor, and booth elements must be kept within your footprint to keep aisles clear. See page 6 of this Exhibitor Guide for specific booth rules.

**HOUSING:** Find information about exhibitor housing on the **Client Resources Hub**. For questions, contact [expohousing@sxsw.com](mailto:expohousing@sxsw.com).

**INSURANCE:** A Certificate of Insurance (COI) is required for all activating/exhibiting companies and client production vendors (CPVs)/exhibitor appointed contractors (EACs). You are able to find a sample COI, upload your current COI, or purchase temporary event insurance for SXSW via the **Client Resources Hub**. Please submit your COI by the submission deadline (Friday, **February 7th**, 2025) or within five business days after your contract is fully executed.

**LEAD RETRIEVAL:** Lead Retrieval is a means of collecting contact information from conference attendees by scanning conference credentials and is included for all 2025 SXSW Expo exhibitors.

**LOAD-IN / OUT:** Please refer to your Arrival Guide for all load in/out dates & times, maps, parking info, and full details of where to collect your credentials. **\*\*Note:** Arrival guides will be sent out closer to the event and found via our **Client Resources Hub** once updated.

**LOAD-IN / OUT PASSES:** Vehicle access to the service yard and loading bay is only permitted with a SXSW Load-In Pass at the times specified by gate security staff. You should receive your Load-In Pass via email from your SXSW Account Manager. Load-out passes will be distributed onsite after SXSW personnel have confirmed that your booth is packed up and ready to load out.

**LOCAL EVENT RESOURCES:** Find a list of our recommended vendors via our **Client Resources Hub**.





**LOGOS (SXSW’S):** 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 Manager to request a permission form.

**MASCOTS / BRAND AMBASSADORS:** Promotional brand ambassadors and ‘mascots’ are welcome at your booth but must remain within your footprint and are not permitted to roam the exhibition floor or solicit anywhere else outside the exhibit hall(s) or building.

**MATERIAL HANDLING & LABOR:**

Exhibitors have three options for getting materials onto the Expo floor and into their booth. Please refer to **Freeman Online** to review these options.

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 Cart Service from Freeman. This service will be provided by Freeman personnel to and from your vehicle via a Freeman Dolly. The number of trips is limited to one or two trips both during the inbound and outbound. Advance payment will be required to secure this service.
3. A third option is the Material Handling Service. It would require shipping your freight in advance to the Freeman warehouse via your carrier while utilizing the Shipping labels and instructions on the Freeman 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 is an additional cost per shipment.

**MEDIA LISTS:** SXSW does not share press lists. Registrants have access to search for and network with other Registrants using SXSW Social—go to [sxsw.com/networking/online](https://sxsw.com/networking/online) > SXSW Social, then log-in and click ‘Directory’ and ‘Advanced Search’ to search by industry, name, location, company etc.

**NOISE REGULATIONS:** Exhibitors’ sound levels will be closely monitored throughout the event. The maximum level is 75db for all live/recorded music and spoken presentations. Performances are limited to a maximum of 15 minutes per hour.

**SECURITY:** The exhibit hall’s security staff is present 24 hours a day, including inside the hall(s). If you would like dedicated security personnel for your booth, find information and contact details in the **Utilities Order Form**.

**SALES TAXES:** Please remember that exhibitors are responsible for paying any necessary sales taxes as required by the State of Texas. We strongly suggest that you review the **Tax Topics PDF from the Texas Comptroller of Public Accounts**, and ensure that your business is in compliance with Texas tax laws.

**SXSW REGISTRANT LISTS:** We respect and protect the privacy of all our registrants, so we do not publish their contact information. However, registered attendees do have access to SXSocial at [social.sxsw.com](https://social.sxsw.com) where they can search for and connect with other registrants.

**VEHICLES:** Display vehicles on the show floor are the first to load in and last to load out. Please complete the **Mobile Unit/Motorized Vehicle Form** no later than Friday, February 7, 2025, in order to obtain approval for the vehicle to enter the venue. Speak to the SXSW Exhibitions Team and/or Freeman Exhibitor Services for full details and regulations.

**WI-FI:** You may not set up your own Wi-Fi network, as this overcrowds Wi-Fi spectrum. SXSW places significant investment to provide a free Wi-Fi infrastructure throughout the exhibit hall(s) that can support thousands of connections. If you depend on a certain bandwidth of the internet to support your booth activation (such as streaming content), we do recommend ordering a hardline from the venue. Pricing and information can be found in the Austin Convention Centre **utility forms**.







# CONTACTS

## **SXSW Exhibitions Team**

[exhibitions@sxsw.com](mailto:exhibitions@sxsw.com)

## **Freeman Exhibitor Services**

Freeman Co is SXSW's general contractor.

(888) 508-5054

[exhibitorsupport@freeman.com](mailto:exhibitorsupport@freeman.com)

[www.freemanco.com](http://www.freemanco.com)

## **Chat Now**

7 a.m.–7 p.m. CT Monday–Thursday

7 a.m.–5 p.m. CT Friday

## **Freeman Transportation**

**Calculate a quote** to help plan your budget

## **Austin Convention Center Department Exhibitor Services**

ACCD services the Austin Convention Center

(512) 404-4000

[accdexhibitorservices@austintexas.gov](mailto:accdexhibitorservices@austintexas.gov)

Ben Hamilton

(512) 404-4236

[ben.hamilton@austintexas.gov](mailto:ben.hamilton@austintexas.gov)

## **Levy Restaurants**

Levy Restaurants is the official concessionaire at the Austin Convention Center.

Kerry Craig

512-404-4137

[kcraig@levyrestaurants.com](mailto:kcraig@levyrestaurants.com)

## **Higginbotham Insurance**

Higginbotham is SXSW's preferred vendor for insurance and offers affordable temporary event insurance policies. All details can be located via the [Client Resources Hub](#).