

## Press Release

For Immediate Release

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### SXSW 2009 Open For Business

Austin, Texas - August 6, 2008 - The twenty-third South By Southwest (SXSW) Music and Media Conference and Festival is now open for business. Geared toward music industry professionals from around the world, SXSW is a unique opportunity to make lasting connections within the entertainment industry. A keynote address anchors four days of panels, interviews, workshops, mentor sessions, peer meetings, and the trade show. Daytime events at the Austin Convention Center flow into the world-renowned music festival, which showcases over 1500 acts on stages throughout downtown Austin. Conference registrations, hotel requests, and music festival showcase applications are now being accepted. SXSW Music takes place March 18 - 22, 2009 in Austin, Texas.

Registration for SXSW Music allows you access to all daytime events at the Austin Convention Center, entry into official SXSW day parties, the Trade Show which opens on Wednesday and runs through Friday and priority access into all SXSW nighttime showcases. In addition, registration will allow you to access the 2009 Online Registrants Directory, a great tool to aid in planning your SXSW meetings and networking throughout the year. Click on <http://sxsw.com/music> to learn more and to register to attend.

SXSW is now accepting showcase applications for music acts to perform at the 2009 music festival. This year you have a choice of two ways to apply - both online to save you the trek to the post office. Submit your online application from our website <http://sxsw.com/music/shows/apply> or apply through Sonicbids <http://www.sonicbids.com/sxsw>. The deadlines are October 24, 2008 for international artists and November 8, 2008 for artists in the USA. The fees are \$25 for early submissions and \$35 for applications submitted after September 26, 2008.

For more information on every aspect of SXSW, please go to <http://sxsw.com>.

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