

March 5-8, 2018
Austin, Texas

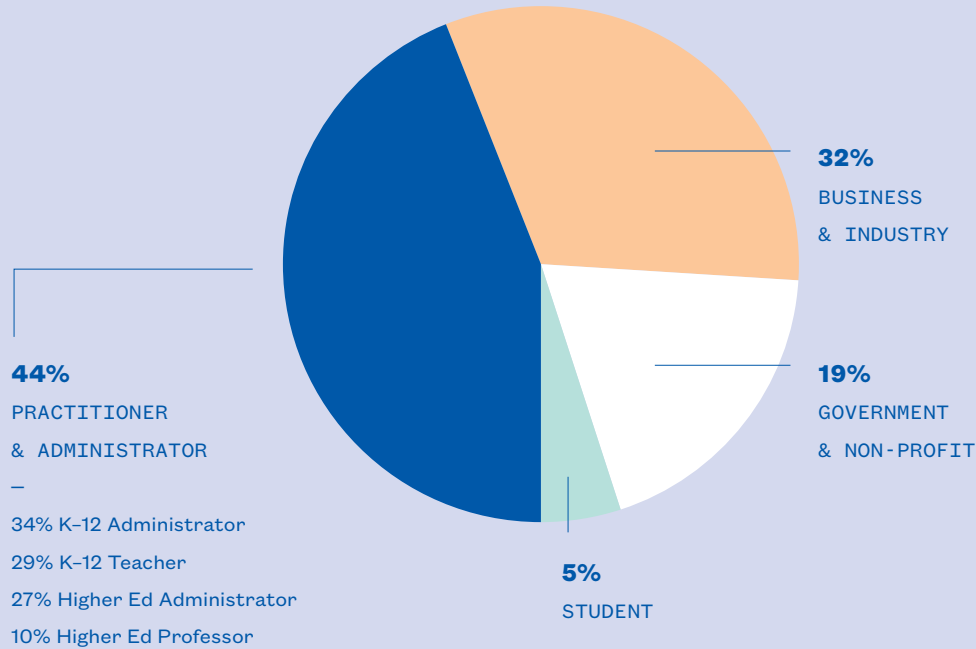
SXSW EDU ↙
MARKETING
OPPORTUNITIES



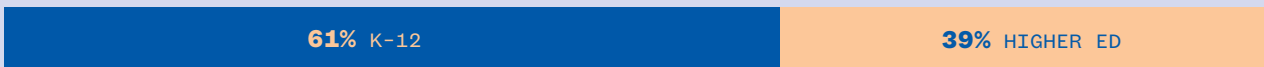
DEMOGRAPHICS*

*Data from SXSW EDU 2017

PARTICIPANT COMPOSITION



OVERALL PARTICIPANT FOCUS AREAS



COMMUNITY STATISTICS

87% VALUE THE OPPORTUNITY TO DISCOVER NEW PRODUCTS AND SERVICES

84% RANK SXSW EDU AS GOOD AS OR BETTER THAN OTHER EDUCATION CONFERENCES

72% HAVE EXPERIENCE AS CLASSROOM EDUCATORS

97% HAVE A BACHELOR'S DEGREE OR HIGHER

COMMUNITY NUMBERS

16,547 TOTAL ATTENDANCE

7857 PARTICIPANTS

8690 EXPO ATTENDEES

1231 SPEAKERS

47 COUNTRIES REPRESENTED



Few arenas spotlight, critique, or celebrate the newest ed tech efforts quite like the South by Southwest Education Conference & Festival.

- THE 74MILLION.ORG, MARCH 5, 2017

PRESS AND SOCIAL MEDIA

129

REGISTERED PRESS
IN ATTENDANCE

1,539

PRESS MENTIONS IN
FEBRUARY & MARCH



23.8K

TWITTER FOLLOWERS



10K

FACEBOOK LIKES

TOP TEN COUNTRIES REPRESENTED

Outside U.S.

1. Brazil
2. Japan
3. United Kingdom
4. Canada
5. Mexico
6. Germany
7. Australia
8. Russia
9. Norway
10. Singapore

TOP TEN STATES REPRESENTED

Outside Texas

1. California
2. New York
3. Massachusetts
4. District of Columbia
5. Illinois
6. Colorado
7. Pennsylvania
8. Washington
9. Maryland
10. Ohio

TOP FIVE ROLES REPRESENTED IN HIGHER EDUCATION LEADERSHIP

1. Director
2. Manager
3. Senior/Vice
4. Dean
5. Administrator

TOP FIVE ROLES REPRESENTED IN K-12 LEADERSHIP

1. Director
2. Lead
3. Administrator
4. Manager
5. Superintendent

f *A fascinating realization you make after spending a week at SXSWedu surrounded by teachers, superintendents, provosts and edtech leaders is that the conference is about so much more than education....SXSWedu isn't about insular conversations in academia; it's about knocking down silos...*

- THE 74MILLION.ORG, MARCH 5, 2017



OPPORTUNITIES

ADVERTISING

Extend your message throughout the conference by advertising in the printed program guide or through unique opportunities like hotel keys, volunteer t-shirts, guest blog posts, and social media posts.



ACTIVATIONS

Customize registrant lounges and hallway spaces to provide attendees a place to recharge and get connected. More targeted opportunities like speaker green rooms and the press suite are available as well.



PARTNER PROGRAMMING

Share your work through sessions, workshops, or summits. If you plan to share an important announcement or research, the announcement package offers a high impact solution that provides the platform and promotion for you.



OPPORTUNITIES

MIXERS, SOCIALS & PARTIES

Create a memorable experience for attendees while showcasing all that Austin has to offer with morning or evening socials. Additionally, the advisory board mixer reaches the industry thought leaders that help curate the event.



SPECIAL OPPORTUNITIES

Support and enrich SXSW EDU programming with elements that take learning beyond the traditional conference setting like Film and live competitions, Learn By Design, and Launch.



OPPORTUNITIES

LEARNING EXPO

The Learning Expo spans two days with the first day open to registrants only. The second day is free and open to the public with several thousand Central Texas students, family members, and educators in attendance.



PLAYGROUND

Fueled by innovation through discovery, the Playground hosts a number of educational pursuits highlighting maker, STEM, gaming, virtual learning, accessibility, arts integration, and more.



INNOVATION HUB

A dynamic space designed to connect education professionals across industries, this multi-use space features an Industry Stage and Higher Ed Stage for talks, booths for exhibiting organizations, and daily happy hours.

