

The logo for SXSW EDU 2022. It features the text "SXSW" in a large, bold, black sans-serif font. Below it is a stylized black icon of a computer monitor with a diagonal line across it. To the right of this icon is the text "EDU 2022" in the same bold, black sans-serif font.

# **SXSW EDU 2022**

**March 7 – 10  
Austin, Texas**

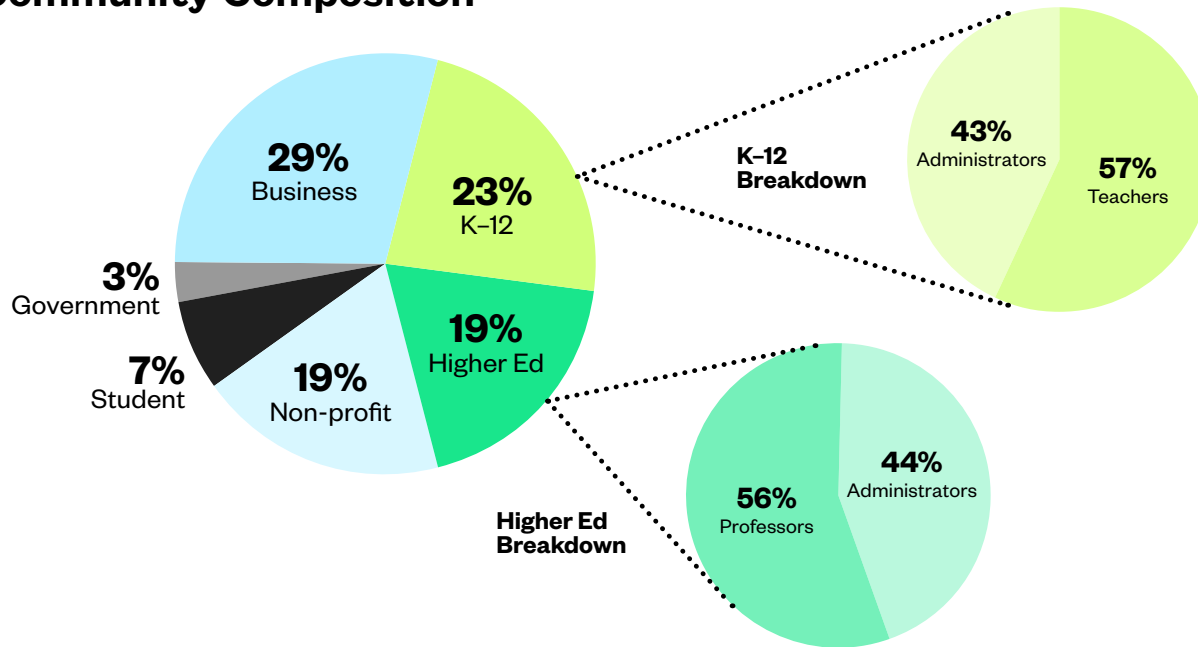
The text "Marketing Opportunities" is written in a large, bold, black sans-serif font, positioned in the lower right quadrant of the image.

## **Marketing Opportunities**

# Demographics – Online

NOTE: Demographics based on 2021 Event

## Community Composition



## Community Numbers

5,717	SXSW EDU Registrants
437	Speakers
123	Sessions
104	Media in Attendance
52	Countries Represented
49	Exhibitors

## Community Statistics

**91%** Value the opportunity to discover new products and services at conferences

**43%** Have purchasing power within their institution or organization

**41%** Are in senior leadership positions within their institution or organization

**86%** Rank SXSW EDU as good as or better than other education conferences

**96%** Are likely to recommend SXSW EDU to a friend or colleague

**96%** Have a bachelor's degree or higher

**75%** Have a graduate degree or higher



The focus, as always, is on the future of learning and innovation, and this year there is added focus on the post-pandemic recovery, remote learning, upskilling, and diversity and inclusion.

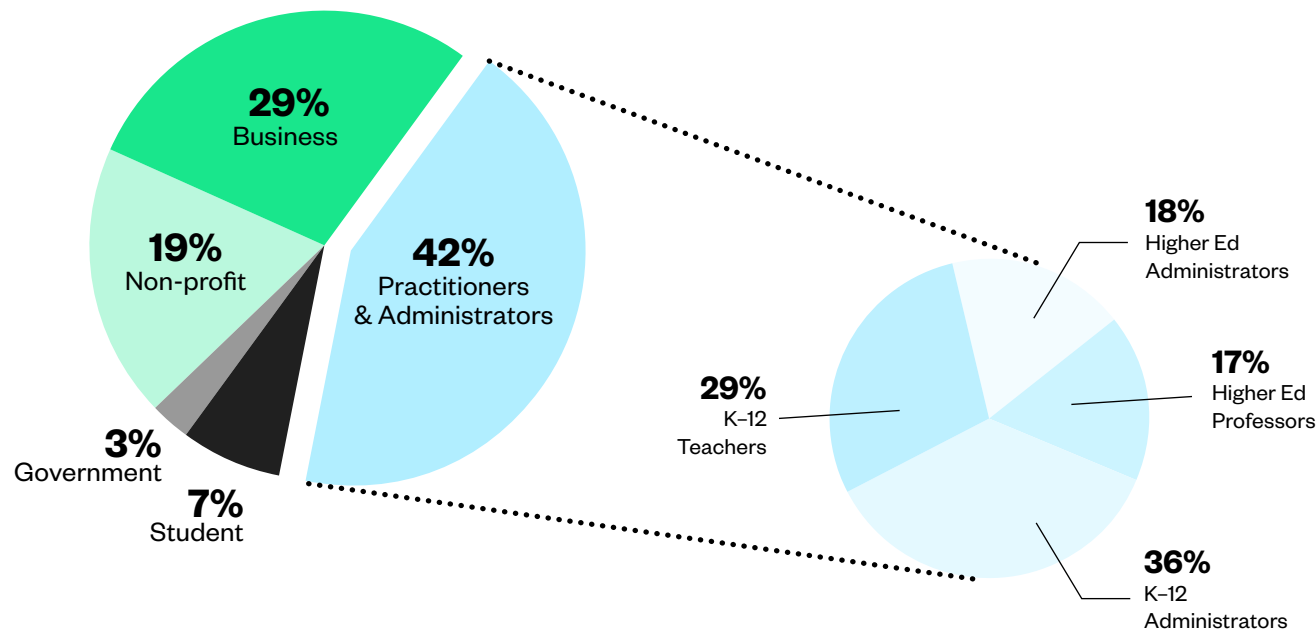
–Working Nation



# Demographics – In Person

NOTE: Demographics based on 2019 Event

## Community Composition



## Community Numbers

<b>12,927</b>	Total Attendance
<b>8,274</b>	Registrants
<b>4,653</b>	Public Attendees
<b>1,202</b>	Speakers
<b>492</b>	Sessions
<b>171</b>	Media In Attendance
<b>41</b>	Countries Represented
<b>79</b>	Exhibitors

## Community Statistics

**86%** Value the opportunity to discover new products and services at conferences

**62%** Play a role in purchasing decisions for their institution or organization

**86%** Rank SXSW EDU as good as or better than other education conferences

**96%** Are likely to recommend SXSW EDU to a friend or colleague

**97%** Have a bachelor's degree or higher

“Every conversation at SXSW EDU challenged those in attendance to do more than pivot, but to leap, towards intense learner-focused and human-centered innovation.”

- Knowledge Works, March 11, 2019

# Opportunities

## Advertising

From professionals to enrolled students, SXSW EDU holds the attention of the education industry worldwide during the annual conference. Through unique opportunities like volunteer t-shirts and lanyards, promoting your brand has never looked so good.



Alexa Gonzalez Wagner

## Activations

Ditch everyday advertising and create a custom, interactive experience that keeps SXSW EDU attendees coming back for more. Activating within the event allows you to capture the attention of your desired market through targeted opportunities and experiences.



Debbie Finley



Sofie Miltor



Tico Mendoza

## Partner Programming

Take your latest venture, compelling discussions, or innovative ideas to the next level with sessions, workshops, or custom Meet Ups. Partner Programming opportunities allow SXSW EDU attendees to engage more in-depth with your brand.



Steven Snow



Debra Reyes

# Opportunities

## Mixers, Socials, & Parties

Taking the “work” out of “networking”, SXSW EDU mixers, socials, and parties can hype up your brand in a more casual setting. Choose from the highly anticipated opening and closing parties or host a party of your very own!



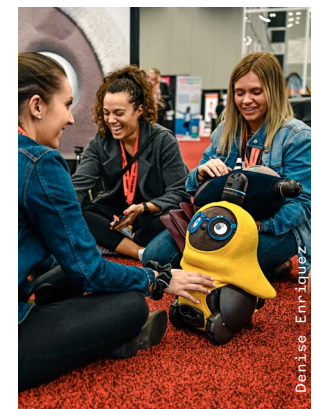
## Special Opportunities

Take the traditional conference experience to new heights by supporting unique programming elements like Launch, Film, the Podcast Stage, and Startup Spotlight. The SXSW EDU audience can be found anywhere and aligning with unique programming elements can bring your brand to new attendees and beyond.



## Expo

SXSW EDU attendees experience the future of education in a dynamic space featuring programming, networking events, and interactive exhibits from across the globe. Connect with business leaders, students, and fellow educators in an academic one-stop-shop.





# Thank you!

**Contact:**

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**SXSW  
EDU  
2022**