

SXSW EDU

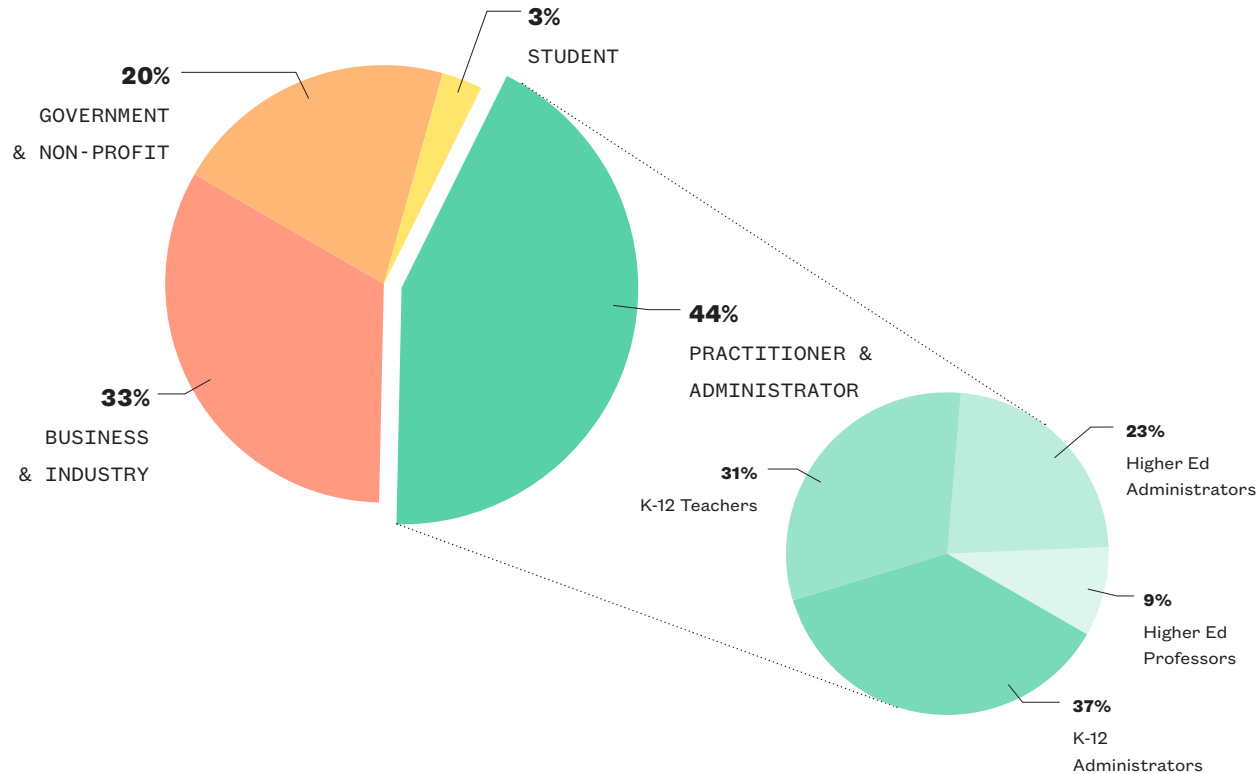
2019

MARCH 4-7, 2019
AUSTIN, TX

MARKETING OPPORTUNITIES

Demographics

Community Composition



Community Statistics

88% VALUE THE OPPORTUNITY TO DISCOVER NEW PRODUCTS AND SERVICES

65% PLAY A ROLE IN PURCHASING DECISIONS FOR THEIR INSTITUTION OR ORGANIZATION

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

68% HAVE EXPERIENCE AS CLASSROOM EDUCATORS

97% HAVE A BACHELOR'S DEGREE OR HIGHER

Community Numbers

15,212 TOTAL ATTENDANCE

8,113 REGISTRANTS

7,099 PUBLIC ATTENDEES

1,172 SPEAKERS

40 COUNTRIES REPRESENTED

154 MEDIA IN ATTENDANCE



This show, unlike any other I've attended, truly has something for everyone: sessions, competitions, exhibitors, movies, and more...

- eSchoolNews, March 6, 2018

Demographics

Press and Social Media



154

REGISTERED PRESS
IN ATTENDANCE



15%

INCREASE IN PRESS
ATTENDANCE OVER 2017



28K

TWITTER FOLLOWERS



11K

FACEBOOK LIKES

Top Ten Countries Represented

OUTSIDE U.S.

1. Canada
2. Brazil
3. Japan
4. United Kingdom
5. Netherlands
6. Australia
7. China
8. Norway
9. Mexico
10. Sweden

Top Ten States Represented

OUTSIDE TEXAS

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

Top Five Roles Represented in Higher Education Leadership

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

Top Five Roles Represented in K-12 Leadership

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

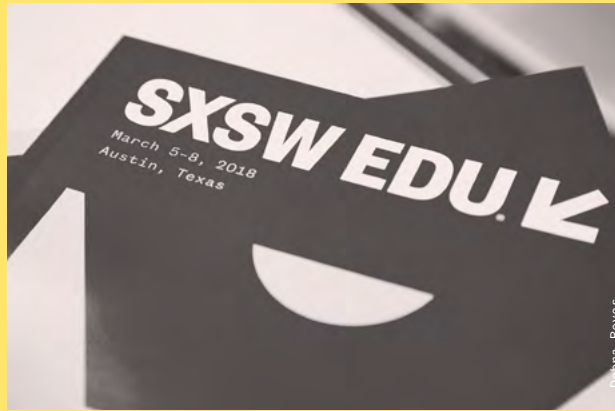
Because it's not subject specific or tech specific, the conference attracts a wide variety of education leaders who want to talk about pedagogy as well as trends, and it has an overall sense of positivity about the innovations happening throughout many facets of education.

- EdWeek Market Brief, March 29, 2018

Opportunities

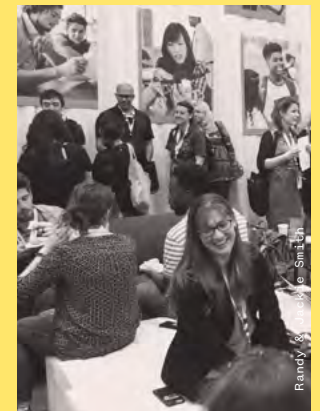
Advertising

Reach forward-leaning education professionals by advertising in the printed program guide or through unique opportunities like hotel keys, volunteer t-shirts, registration scholarships, and social media posts.



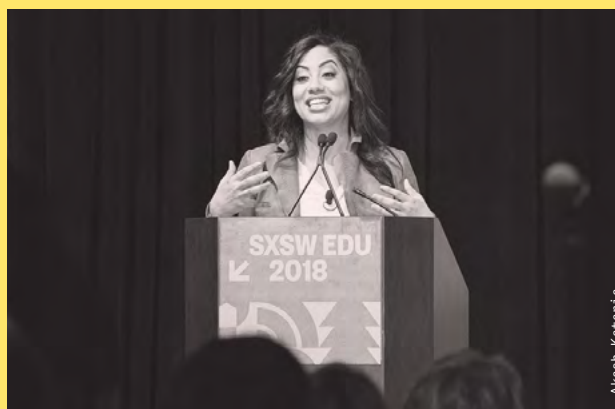
Activations

Create custom interaction points with 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

SXSW EDU attendees are ready to learn about what's next in education. Share your work through a series of sessions and workshops, or convene like-minded attendees with a custom meet up.



Opportunities

Mixers, Socials, & Parties

The networking comes to life at keystone events like the opening and closing parties. Or host your own social and benefit from promotion and planning assistance via the official event package.



Special Opportunities

Take learning beyond the traditional conference setting by supporting unique programming elements like Film, Learn By Design, Launch, and the Student Startup Competition.



Expo

A dynamic space featuring a discovery-based learning playground, curated programming, and networking alongside interactive exhibits showcasing what's next and new in education. The Expo will also host a community day when thousands of Central Texas students and educators will have an opportunity to engage.

