SXSW EDU 2022
March 7 – 10
Austin, Texas
Marketing Opportunities
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

Community Composition

- 29% Business
- 19% Non-profit
- 3% Government
- 7% Student
- 42% Practitioners & Administrators
- 29% K–12 Teachers
- 18% Higher Ed Administrators
- 17% Higher Ed Professors
- 36% K–12 Administrators

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

Community Numbers

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

NOTE: Demographics based on 2019 Event

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.

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.

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.
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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