

# SXSW 2010 / 2011

Guidance

# What is SXSW?

- Trade Show
- Designed to showcase musical products and talents
- A 'Do Business' event
- **You Must be Bringing a product to market**

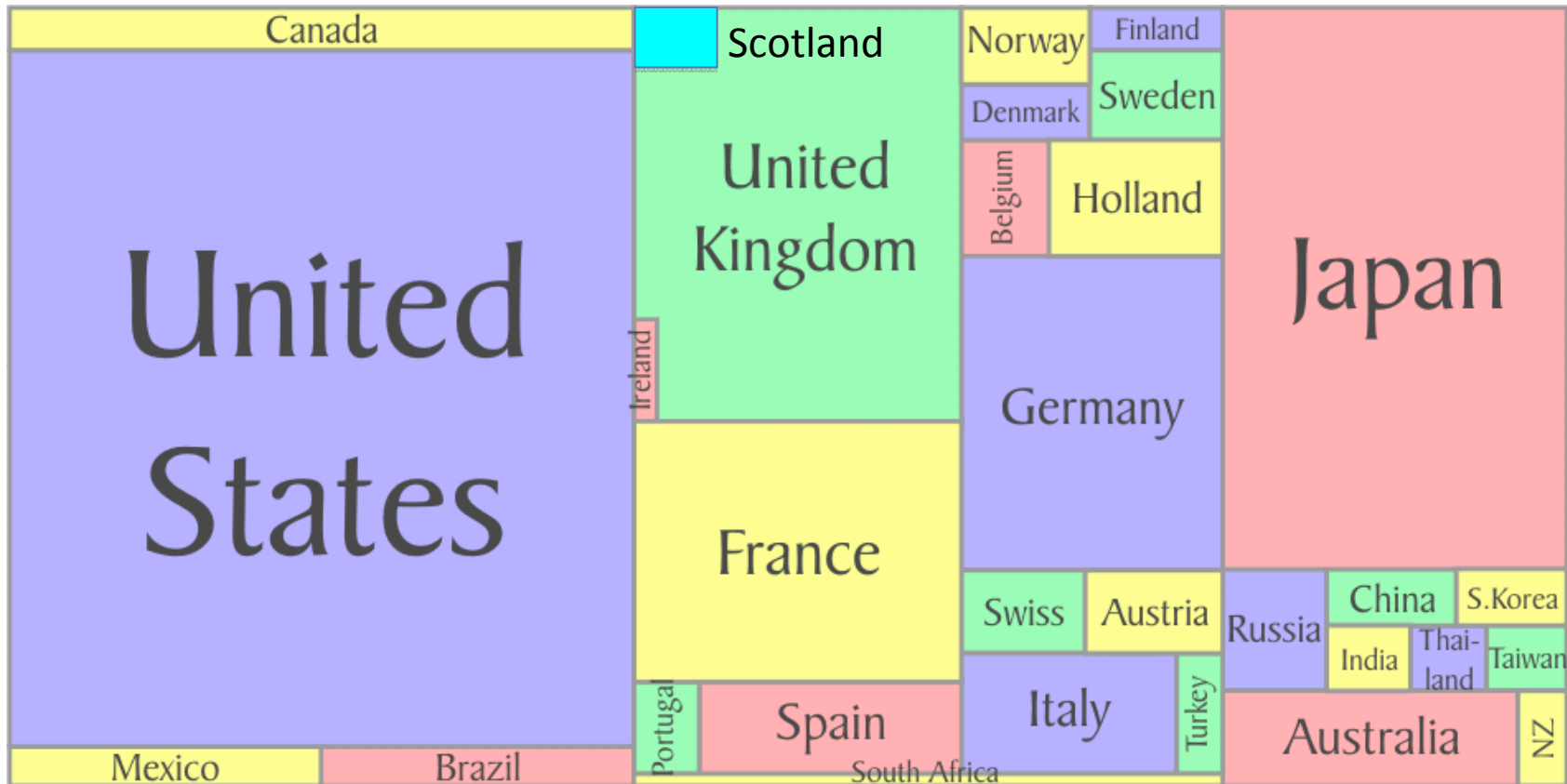
# Why a product

- Your product should ideally be at least an album or an EP or two
- This will allow your product to be showcased to:
  - Record Companies
  - Publishing (worldwide)
  - Press (worldwide)
  - Sync Companies (worldwide)
  - Agents

# Showcasing Scotland at SXSW

- One of the best shows at the event last year
- High calibre of new and emerging artists
- As a nation we punch well above our weight

# Market Breakdown



2005 i-tunes promo

# Costing

Flights	£2,500.00
Accommodation	£700.00
US ground transport	£400.00
Subsistence	£500.00
Visa passports and services	£2,675.00
Insurances	£300.00
Kit hire	£250.00
<b>TOTAL</b>	<b>£7,325.00</b>

2009 Budgeted costs for 6 people

(£/\$ exchange rate 1.56)

Flights with Continental from Heathrow

Accommodation with Ecnolodge

Business insurance with Insure and go

# Other considerations

- Check prices from all UK airports
- Check prices to all Texas airports
- Additional touring in US should be considered
- Do not go across to play your showcase only
- There are other shows and parties
- Continue to look for shows over there
- USE [.my.sxsw.com](http://my.sxsw.com)

# Showcasing not always the answer

- Might be more beneficial to send a delegate
- Can attend all the seminars and discussions on behalf of the band / artist
- Can meet contacts on behalf of the band
- Can be done at fraction of the cost
- No Visa Required

# Things to make life easier

- Home accommodation scheme
- Kit Hire
- Vehicle hire
- Shared crew
- Shared press
- Shared management ?

# Press and promotion

- Utilize local press and radio to you
- Contact and build relationships with nationals before departure
- Use social networking , blogging and micro blogging extensively whilst out there
  - Invite press and radio to subscribe
- **Court US and international press early**
- **Court US radio and fans early**

# Promotion over there

- CD's are almost redundant
- Need to be more clever
- PR=Busy Show
- 3000 bands all going for same crowd



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# Finally – BE READY

If you are going to apply and are successful:

- Respect and support the Scottish Arts Council, They will in turn support you
- Set out to represent not only your band but your country. This includes your behavior
- Listen to the advice on [www.sxsw.com](http://www.sxsw.com) when submitting the application
- You only get one shot at funding so don't waste it 'cos it sounds like fun'