

EWDC BRIEFING



NBA CHAMPIONSHIP TEAMS

Al Aguilar
James Chandler
Michael Farmer

#SATXatSXSW

SXSW

February 6, 2018

David Heard, CEO, Tech Bloc

Rene Dominguez, Director, Economic Development Department

The SXSW logo, featuring the letters "SXSW" in a bold, white, sans-serif font, followed by a stylized white arrow pointing down and to the right. The logo is set against a black rectangular background.

SXSW

BACKGROUND



World's **largest** technology & creative conference.

Showcase of music, film, and latest industry trends.

422,000 participants in 2017.

87% of attendees with bachelor's degree or higher.

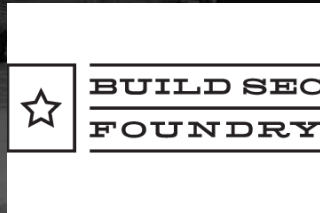
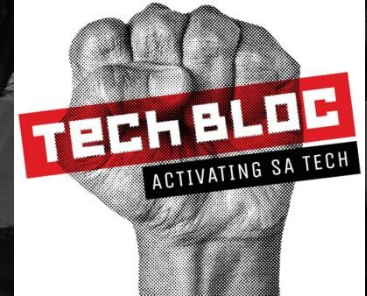
SATX@SXSW



2016: Trade Show Booth & Cultural Embassy.

2017: Trade Show Booth, Embassy & Job Market.

PARTNER FEEDBACK



2017-18 AND BEYOND



Tech Bloc to lead Job Market on March 10-11.

Booth will be reusable at future events.

Community partners will collaborate on long-term strategy for SXSW and other conferences.

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