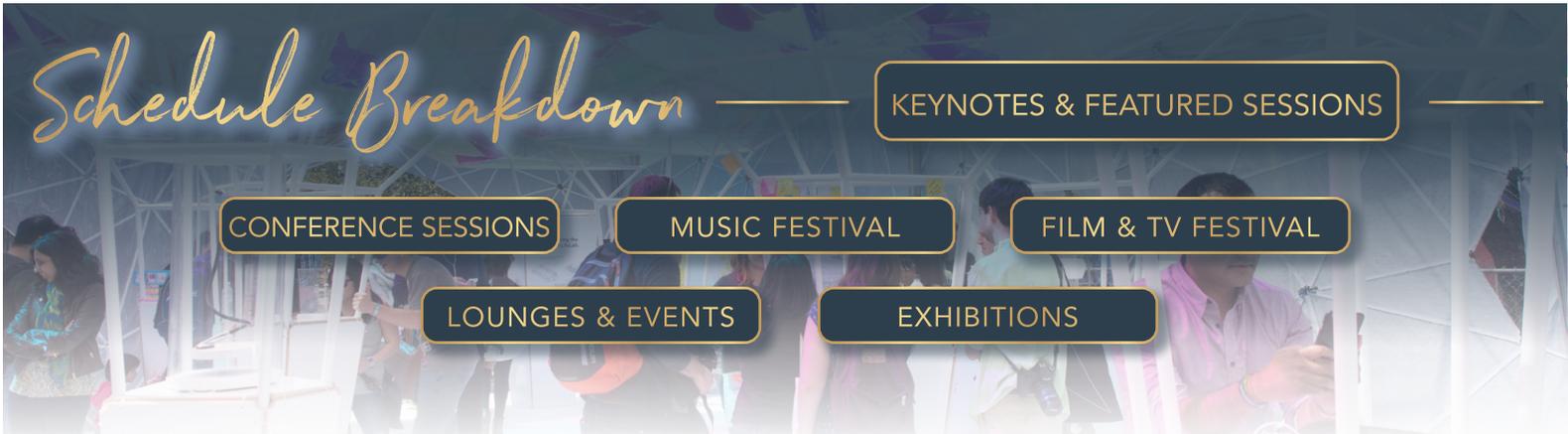




Music, technology, and culture converge for the world’s biggest, coolest mentoring seminar when SXSW holds its annual festival in Austin. Big ideas across a variety of industries are often fomented on this grand stage. If this is your first year attending SXSW, it’s essential to understand how the conference works. While musicians, movie stars, and tech giants flock to the festival to see and be seen, it’s also about learning.

By selecting one of the conference’s “tracks,” you have access to learn from [mentors](#) and speakers in that field. Formats vary by presentation type. For example, [three keynote speeches](#) and hundreds of [featured speakers](#) present at different times based on their track.



MUSIC FESTIVAL

The music festival was designed to help aspiring musicians connect with industry professionals and inspire their careers. It has also evolved into a showcase of emerging talent and the artists that motivated them.

As the [music festival](#) lineup is slowly released throughout the winter, you can catch the artists and their popular songs on the official SXSW playlist on [Spotify](#).

FILM & TV FESTIVAL

The [film & TV festival](#) is filled with feature films on their way to the big screen and smaller documentaries that will be featured in other festivals and screened for the Oscar nominating committee. Convention attendees on the [film track](#) can learn from industry professionals.

SXSW PITCH

The [SXSW Pitch competition](#) is a chance for emerging companies to pitch their innovations and ideas to a hand-

selected panel of venture capitalists and industry experts. [2024 Categories](#) include: Artificial Intelligence, Voice, & Robotics; Enterprise & Smart Data; Entertainment, Media & Content; Extended Reality and Web3; Future of Work; Food, Nutrition, & Health; Innovative World Technologies; and Smart Cities, Transportation & Sustainability, Student Startup.

BADGE ACCESS

[Badges](#) of many price ranges are available, with each one allowing varying access to the events.

For all-inclusive access, the Platinum Badge costs \$1,835 and allows the holder entry to all events. The other badges — Interactive (\$1,445), Film & TV (\$1,345) and Music (\$890) — provide access to their conferences and events exclusively, with additional access to the comedy showcases and exhibitions. Costs increase when a walk-up rate is applied.

Full Schedule

