

# SXSW

MUSIC MARCH 14-18 2007 AUSTIN TX

2007

## PETE TOWNSHEND TO KEYNOTE SXSW 2007

ALSO: Interviews with EMMYLOU HARRIS, GILBERTO GIL, TERRY MCBRIDE, DAVID BYRNE, RICKIE LEE JONES, BOOKER T, and JOE BOYD. See inside for more about the SXSW Interviews and Conference Panels.

South By Southwest is pleased to announce Pete Townshend as our keynote speaker for the 2007 Music Conference. The Who have recently resumed recording and performing activity with enthusiastically received performances and the excellent new CD, 'Endless Wire.' In addition, Townshend and artist Rachel Fuller regularly present 'Attic Jam,' a collaborative series of performances and webcasts featuring notable songwriters. Townshend and Fuller will be performing an Attic Jam with special guests at SXSW on Thursday March 15. From the British Invasion to today's digital world, Townshend is singularly inspiring among rock stars. The keynote is set for **Wednesday March 14 at 6:30 PM**, a new day and time for the kickoff of the SXSW Music Conference. Mark your calendars for this exciting event.



PHOTO: WILLIAM SNIDER



Devin the Dude PHOTO: MATT SONZALA



Hoodoo Gurus



Lily Allen



Bloc Party



Cold War Kids

## SXSW 2007 MUSIC FESTIVAL HIGHLIGHTS

The Stooges • Interpol • Lily Allen • Bloc Party • Devin the Dude • Hoodoo Gurus • Matt & Kim • Ghostland Observatory • the Watson Twins • Stax 50th Anniversary Soul Review • Ozomatli • Turbonegro • Cold War Kids • *Everything subject to change.*



Turbonegro

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# 2007 MUSIC CONFERENCE CONFIRMED INTERVIEWS AND PANELS



L to R:  
Emmylou Harris  
Gilberto Gil  
Terry McBride  
David Byrne MARK JOHANN 2005

**THE SXSW INTERVIEW: EMMYLOU HARRIS** will take place on Thursday March 15th as part of the SXSW conference at the Austin Convention Center. Harris' voice and performances are always memorable, from the singular harmonies on Gram Parsons' albums through her notable Warners records of the 70s and 80s to her recent genre-defying records such as 'Wrecking Ball' and 'Stumble Into Grace.' Her most recent collaboration with Mark Knopfler, 'All The Roadrunning' has furthered her audience and garnered a Grammy nomination in the category of Best Contemporary Folk/Americana Album. Rhino will release a five-disc box of rarities, 'Songbird,' in 2007. The SXSW Interview will include special acoustic performances, and recollections from a singular life in music.

**THE SXSW INTERVIEW: GILBERTO GIL** was born in Bahia, Brazil in 1942. In the 1960s, with fellow musician Caetano Veloso, he led the musical and political movement Tropicalia, Brazil's most significant cultural movement since bossa nova. Gil was exiled to England in 1969 by Brazil's military dictatorship and there he absorbed diverse elements of international pop culture which he translated to his own music. He has recorded 52 albums, including a tribute to Bob Marley titled "Kaya N'Gan Daya" which was released in 2002. For the last four years, Gil has served as Brazil's Minister of Culture. "Once I was the stone-thrower," he says, referring to his opposition to the dictatorship whose power came to an end in the 1980s, "now I am the glass." Gil's new album "Gil Luminoso" will be released in the US in March 2007, in conjunction with a US tour.

**THE SXSW INTERVIEW: TERRY MCBRIDE**, CEO/Co-Founder of Netwerk, will be the subject of a SXSW Interview at the 2007 conference. Mr. McBride's unique approach to the music business in the digital age has garnered much attention recently. McBride has guided the careers of artists like Sarah McLachlan, Barenaked Ladies and Avril Lavigne. Tailoring distinctive campaigns incorporating digital and traditional approaches, McBride and Netwerk are innovators. This interview promises to inform and inspire SXSW registrants.

**THE SXSW INTERVIEW: DAVID BYRNE** returns to SXSW in 2007 with a special presentation. "Record Labels: Who Needs Them?" examines the current state of affairs among purveyors of recorded music. From his unique perspective as artist, label owner and musical enthusiast, Byrne will discuss the options available to artists in an age where retail and radio infrastructure is shrinking, and digital technology has changed how music is recorded, distributed and promoted. Mr. Byrne's manager, David Whitehead, will also speak and facilitate the session.

OTHER SCHEDULED INTERVIEWS INCLUDE RICKIE LEE JONES, BOOKER T, JOE BOYD AND MORE! SEE UPDATES AND LIST OF CONFIRMED SPEAKERS AT [SXSW.COM](http://SXSW.COM).

**PANEL TITLES** Record Labels: Who Needs Them? • A&R Before, During And After The Deal • Idiots Unite! Reconstructing The Music Biz • A Field Guide To Indie Labels • Touring On A Shoestring Budget • Is College Radio Still Important? • China's Emerging Music Market • How To Fix Copyright • Music Placement In TV And Movies • Why Does Today's Music Sound Like Shift? • A New Look At The Harry Smith Anthology • Studio Do's and Don'ts • Breaking AAA Careers In A Multi-Platform Environment • Rock And Roll Is For Kids! • Other topics to be covered include Publicity, Publishing, Distribution, Producers and more!

**CLE** For attorney registrants, South By Southwest is producing an eight-hour continuing legal education program at no additional cost. Further information is posted in the music conference section of [sxsw.com](http://sxsw.com).

**WEDNESDAY CRASH COURSES** Arrive at SXSW early to take part in our Wednesday Crash Courses and Music Biz 101 panels on March 14. Specifically designed to provide information to young and developing artists and executives, SXSW Wednesday will jumpstart your conference experience.

**DEMO LISTENING SESSIONS** Professionals who listen to music as part of their daily job conduct SXSW Demo Listening Sessions on all four days of the conference. Choosing music submitted on-site at random, our speakers offer honest advice, and give all participants an idea of how music is received at the offices of record labels, venues, and publications.

*Much more to come. Everything subject to change.*



## SXSW MARKETING: WHO ARE YOU AND WHAT DO YOU DO?

SXSW 2007 is the prime time to promote your organization. Get the most out of your time and investment by letting us help create a presence that puts you in front of the A-list SXSW Registrants and Media. Discounts on specially crafted exposure packages are available for a limited time. A strong presence should include an ad in the **SXSW Music Directory** and our new **SXSWWorld Magazine**, networking in the **Music Trade Show** or hosting a **Special Event**, and the registrant-wide exposure of **Big Bag Inserts**. Contact us now for details and to book your splash at SXSW 2007.

**SXSW MUSIC SALES:** Luann Williams, [luann@sxsw.com](mailto:luann@sxsw.com) • Tel 512/467-7979

**SXSW REGIONAL SALES REPRESENTATIVES:** IRELAND & UK: Una Johnston, [una@sxsw.com](mailto:una@sxsw.com) • ASIA: [contactus@sxsw-asia.com](mailto:contactus@sxsw-asia.com)

**CONTINENTAL EUROPE:** Mirko Whitfield, [mirko@sxsw.com](mailto:mirko@sxsw.com) • **AUSTRALIA, NEW ZEALAND & HAWAII:** Phil Tripp, [tripp@sxsw.com](mailto:tripp@sxsw.com)

**MARKETING:** [sxsw.com/sales](http://sxsw.com/sales) • **TRADE SHOW:** [sxsw.com/tradeshow](http://sxsw.com/tradeshow)



2006 SXSW Music Trade Show Exhibition (L to R):

Taylor Guitar Booth JENN SOTO  
TagWorld Booth CHARLIE LLEWELLIN

### SXSW MARKETING QUICK FACTS

#### SXSW MUSIC TRADE SHOW

March 15-17: 3 days, 16 hours, more than 125 exhibitors (space sell-out anticipated in January), foot traffic over 13,500 attendees.

#### SPECIAL EVENTS

Official SXSW Parties, produced by High Beam Events. Flexible dates, times, locations, invitees, wide range of food, beverage offerings, entertainment and gift options.

#### SXSW MUSIC DIRECTORY / PROGRAM

12,000 copies distributed, Ads due February 2.

#### SXSW MUSIC BIG BAG

12,000 handed out, Inserts due by March 1.

#### SXSWWorld MAGAZINE

Official Magazine of SXSW. 15,000 distributed each February, March (during Conferences), May and November (February ads due Jan 5; March ads due Feb 12; May ads due March 30; November ads due Sept 28).

# REGISTRATION REGISTER ONLINE: [sxsw.com/register](http://sxsw.com/register)

## NEW FOR 2007

### ALL REGISTRATIONS AND HOTEL RESERVATIONS TO BE BOOKED ONLINE AT [SXSW.COM](http://sxsw.com)

The printed registration form is officially obsolete – replaced by the quicker, easier online registration and hotel reservation process. For 2007, all registrants paying with credit cards (SXSW accepts Visa, MasterCard, American Express, Discover, and Diners Club) must register and book their hotel room online at [sxsw.com/register](http://sxsw.com/register).

(If you must pay by check, wire transfer, or purchase order a form is available at [sxsw.com/pdf](http://sxsw.com/pdf). The form will contain instructions for mailing your check to SXSW. If you need an invoice, please fax your request to 512/452-4775 or email to [reg@sxsw.com](mailto:reg@sxsw.com).)

**2007 REGISTRATION RATES & DEADLINES** Badges for all SXSW Conferences and Festivals are available at the registration rates below. Rates change at each postmark deadline as shown. Onsite your badge will show only your Name, Company, City, and State (if US) or Country (if non-US).

POSTMARK DEADLINE	PLATINUM	MUSIC	GOLD	FILM	INTERACTIVE	FILM/IA: STUDENT ONLY†
January 12	\$770	\$495	\$445	\$275	\$275	\$225
February 9	\$850	\$550	\$495	\$300	\$300	\$250
Walkup Rate	\$950	\$600	\$550	\$350	\$350	\$250

†Student rate is only available for Film or Interactive registrations. Student must provide proof of current enrollment and a copy of valid student ID.

**2007 REGISTRATION POLICIES – PLEASE READ:** SXSW Registration fees are non-refundable for any reason. SXSW, Inc., at its sole discretion, may cancel or refuse registrations from any individual or company at any time. By sending or authorizing payment to SXSW in any form payor agrees to the following SXSW, Inc. policies: 1) payments are not refundable for any reason including, but not limited to, failure to use SXSW credentials due to illness, acts of God, travel-related problems, and loss of employment, 2) discounted prices are based on the date payment is received in the SXSW office, 3) unused registrations have no value and cannot be credited to future years or events.

**AUSTIN CONVENTION CENTER** All SXSW daytime events – Conference, Trade Show, Registration, Day Stage Café, Email Center, Platinum Lounge, and more – take place in the Austin Convention Center (500 E. Cesar Chavez).

**2007 MUSIC WELCOME DINNER** On Wednesday, March 14 enjoy a relaxing dinner (and a complimentary glass of wine) at the Four Seasons with other SXSW registrants. **To accommodate Pete Townshend's Wednesday keynote (6:30–7:30 pm) you can choose between an early seating (6:30 pm) and a late seating (8:00 pm).** Specify your preferred seating time and your choice of entrees from the 4 menu options (online at [sxsw.com/pdf](http://sxsw.com/pdf)). The cost is \$80 per person. Tickets must be purchased in advance when you register.

**SXSW T-SHIRTS & SWAG** Pre-order your 2007 SXSW t-shirt when you register online (pick out your color and size onsite in Austin). Or window-shop all the killer SXSW merchandise – past and present – online at [sxsw.com/merchandise](http://sxsw.com/merchandise).

## HOTELS & TRAVEL BOOK YOUR HOTEL ONLINE!

### 2007 SXSW HOTELS

#### GOOD HOTELS STILL AVAILABLE

Although downtown hotels are sold out the Housing Desk still has good rooms available within a short drive from the Convention Center. Book your room when you register for SXSW at [sxsw.com/register](http://sxsw.com/register). See the comprehensive list with hotel amenity pages online at [sxsw.com/hotels](http://sxsw.com/hotels).

#### IMPORTANT HOTEL INFORMATION

**WHO CAN BOOK HOTELS:** SXSW registrants, panelists, exhibitors, and festival artists can reserve hotel rooms.

**HOW TO RESERVE:** Hotels must be booked through the SXSW Housing Desk. Most easily done online when you register (panelists, exhibitors, and fest artists will receive hotel instructions relevant to your status).

**SELLING OUT:** Popular hotels will sell out immediately – others will follow. The SXSW Housing Desk will continue booking rooms until SXSW ends. **CHANGES AND CANCELLATIONS:** Must be made with the SXSW Housing Desk (not the hotel). This is best done online at [sxsw.com/registrant\\_directory/](http://sxsw.com/registrant_directory/) or email [housing@sxsw.com](mailto:housing@sxsw.com) or phone 512-467-7979 (x223).

**GUARANTEE/DEPOSIT:** All hotels require a valid credit card guarantee. Some hotels will charge a deposit on March 1 (this info is noted in their listing).

**PENALTIES:** Your hotel confirmation will state deadline for cancellations without penalty (typically 48 hours to 7 days before arrival) and penalties for no-shows and late cancellations (usually 1 or 2 nights) and checkouts before scheduled checkout date.

**SHOWCASING ARTISTS:** Follow the hotel booking instructions in your showcase confirmation letter.

### 2007 SXSW TRAVEL

#### 2007 AMERICAN AIRLINES DISCOUNT

New for 2007: book online!

This year your 5% airfare discount to SXSW can be booked online at [www.aa.com](http://www.aa.com).

International Travel!

Also, this year the discount is available from North America, Latin America, Mexico, Japan, Europe, and select Caribbean cities. (Some deeply discounted fares are not eligible for this additional discount.)

**AMERICAN AIRLINES: book at [www.aa.com](http://www.aa.com) or 800-433-1790. (Discount Code #A0737AE)**

#### TRANSATLANTIC AIR – MEDIA TRAVEL LTD

Once again SXSW has appointed Media Travel LTD (formerly Music Travel) of London as our preferred travel vendor from the UK and Europe.

**MEDIA TRAVEL LTD (Sara Manzano) [sara@mediatravel.com](mailto:sara@mediatravel.com)  
Phone: 44-20-7627-2200 – [www.mediatravel.com](http://www.mediatravel.com)**

#### AUSTRALIA/NEW ZEALAND AIR – THE TRAVEL BUREAU

Once again SXSW has appointed The Travel Bureau of Sydney as our preferred travel vendor from Australia and New Zealand.

**THE TRAVEL BUREAU (Brad Thomas) [brad@travelbureau.com.au](mailto:brad@travelbureau.com.au)  
Phone: 61-02-9267-4661 – [www.travelbureau.com.au](http://www.travelbureau.com.au)**

**CONTACT US:** Website: [sxsw.com](http://sxsw.com)

Register Online: [sxsw.com/register](http://sxsw.com/register)

Hotel Info: [sxsw.com/hotels](http://sxsw.com/hotels)

Travel Info: [sxsw.com/travel](http://sxsw.com/travel)

Email: [sxsw@sxsw.com](mailto:sxsw@sxsw.com)

Phone: 512-467-7979



## SXSWEEK MARCH 9-18, 2007

**FRIDAY MARCH 9**  
Film and Interactive Registration  
Interactive Pre Party  
Film Opening Party  
Film Festival

### SATURDAY MARCH 10

Film Panels & Festival  
Interactive Panels & Party  
Screenburn Panels & Arcade

### SUNDAY MARCH 11

Film Panels, Trade Show & Festival  
Interactive Panels & Trade Show  
Screenburn Panels & Arcade  
Web Awards Ceremony & Party

### MONDAY MARCH 12

Film Panels, Trade Show & Festival  
Interactive Panels & Trade Show  
Screenburn Panels

### TUESDAY MARCH 13

Music Registration  
Film Panels, Trade Show & Festival  
Interactive Panels & Trade Show  
Screenburn Panels  
Film Awards & Party  
Interactive Closing Party

### WEDNESDAY MARCH 14

Golf Tournament \*  
Music Registration  
Music Festival  
Music Panels & Keynote  
Music Welcome Dinner\*

### THURSDAY MARCH 15

Music Panels & Trade Show  
Flatstock Poster Show  
Music Festival  
Film Festival

### FRIDAY MARCH 16

Music Panels & Trade Show  
Flatstock Poster Show  
Music Festival  
Film Festival

### SATURDAY MARCH 17

Music Panels & Trade Show  
Flatstock Poster Show  
Music Festival  
Film Festival

### SUNDAY MARCH 18

Barbecue & Softball Tournament  
Music Festival

\* NOT INCLUDED IN BADGE REGISTRATION

## 2007 SXSW TRANSPORTATION

### GETTING AROUND

There are transportation options (in addition to taxis) for registrants at hotels outside downtown. Some hotels have arranged for inexpensive van transportation. Car rentals are available from Enterprise, ETS Global offers pre-reserved chauffeured vehicles, and Super Shuttle will provide shared vans to/from downtown on a limited schedule (TBD). More information at [sxsw.com/travel](http://sxsw.com/travel) as it becomes available.

**ENTERPRISE:** Enterprise is the preferred rent car vendor of SXSW 2007. They offer the best rates at convenient locations like the airport and elsewhere (including downtown at the Omni Hotel).

**Bookings: [www.enterprise.com](http://www.enterprise.com). Discount code SXSW007 (3-digit PIN: SXS) or 800-RENT-A-CAR**

**ETS GLOBAL:** ETS Global is the preferred chauffeured vehicle provider of SXSW 2007 offering town cars, limousines, luxury SUVs, executive vans, and motorcoaches. Rates available for short-term or long-term driver/vehicle services, 24-hours per day. **Bookings: [www.ets-global.com](http://www.ets-global.com) or [sales@ets-global.com](mailto:sales@ets-global.com) or (866) 681-5466**

**SUPERSHUTTLE:** SuperShuttle provides inexpensive shuttle service between the airport and all points in Austin. Downtown fare: \$12 per person one way or \$21 roundtrip (book online for \$3 discount). Call or use online fare quote for non-downtown locations. **Bookings: [www.supershuttle.com](http://www.supershuttle.com). Discount code 3WMSV. 512/258-3826 or 800/258-3826**

# SXSW HOTELS ACT NOW FOR HOTEL CHOICES BELOW! [sxsw.com/hotels](http://sxsw.com/hotels)

<b>Hilton Austin - Downtown</b> \$187/\$207/\$227/\$247 <b>SOLD OUT</b>  <p>✓✓✓✓½ DISTANCE: 0 BLOCKS</p> <p><b>500 E. 4th St</b> Minimum: 3 nights. Deposit: 1 night. Upgrade to Exec Level \$25 per night</p>	<b>Marriott – Austin South</b> \$159/\$179/\$179/\$179  <p>✓✓✓✓ DISTANCE: 4.2 MILES</p> <p><b>4415 S. IH-35</b> Full Service hotel 10 min. from downtown and clubs. Transportation to the convention center will be offered for a reasonable fee.</p>	<b>Courtyard Marriott – Central</b> \$104/\$104/\$104/\$104  <p>✓✓ DISTANCE: 4.3 MILES</p> <p><b>5660 N. I-35</b> Free parking. 10 minutes to Downtown. Free WiFi.</p>	<b>Hampton Inn – South</b> \$84/\$84/\$84/\$84  <p>✓✓✓ DISTANCE: 4.3 MILES</p> <p><b>4141 Governor's Row</b> Free airport shuttle. Wi-Fi. Hot Breakfast. Outdoor Pool.</p>	<b>Embassy Suites – North</b> \$154/\$154/\$164/\$164  <p>✓✓✓½ DISTANCE: 4.5 MILES</p> <p><b>5901 N. IH-35</b> All suites hotel. 10 min. from downtown. Transportation to &amp; from convention ctr. Complimentary breakfast &amp; evening Manager's reception.</p>	
<b>HILTON: SXSW HEADQUARTERS HOTEL</b> The deluxe Austin Hilton Downtown is the closest hotel to all SXSW daytime activities at the Convention Center and just one short block to Music Fest showcases on Sixth Street. The Hilton features WiFi (wireless high-speed internet), dual-line phones, mini-bars, full-service health club, outdoor pool, 24-hour room service, and oversize desks. One night deposit will be charged to your credit card on March 1. All daytime SXSW events are at the Austin Convention Center.	<b>Springhill Suites – Austin South</b> \$129/\$139/\$139/\$139  <p>✓✓✓½ DISTANCE: 4.5 MILES</p> <p><b>4501 S. IH-35</b> All suites with kitchen area and free HS internet. Transportation to the convention center will be offered for a reasonable fee.</p>	<b>Fairfield Inn – South</b> \$109/\$119/\$119/\$119  <p>✓✓ DISTANCE: 4.5 MILES</p> <p><b>4525 S. IH-35</b> Enjoy the indoor pool and free HS internet. Transportation to the convention center will be offered for a reasonable fee.</p>	<b>Courtyard Marriott - South</b> \$139/\$149/\$149/\$149  <p>✓✓ DISTANCE: 4.6 MILES</p> <p><b>4535 S. IH-35</b> Only 10 minutes from downtown. Free HS internet. Transportation to the convention center will be offered for a reasonable fee.</p>	<b>Ramada – North Central</b> \$85/\$85/\$85/\$85 formerly Drury Inn– Highland Mall  <p>✓✓ DISTANCE: 4.7 MILES</p> <p><b>919 E. Koenig</b> Complimentary hot breakfast, free internet, and 60 min. free long distance.</p>	
<b>Americas Best Value Inn</b> \$74/\$74/\$74/\$74 formerly Quality Inn  <p>✓✓ DISTANCE: 4.7 MILES</p> <p><b>909 E. Koenig Ln.</b> Only 10 minutes north of downtown and 6th St. Microwave/fridge units available upon request - \$5 per day.</p>	<b>La Quinta – Airport</b> \$99/\$109/\$109/\$109  <p>✓✓ DISTANCE: 4.9 MILES</p> <p><b>7625 E. Ben White Blvd.</b> Complimentary breakfast and free HS in rooms. Free parking and only 11 minutes drive to the convention center.</p>	<b>Hampton Inn &amp; Suites – Airport</b> \$139/\$149/\$149/\$149  <p>✓✓✓ DISTANCE: 4.9 MILES</p> <p><b>7712 Riverside Dr.</b> Located at the intersection of Ben White &amp; Riverside. Only 11 minutes to the convention center. King Suites - \$169</p>	<b>Courtyard Marriott – Airport</b> \$139/\$149/\$149/\$149  <p>✓✓ DISTANCE: 4.9 MILES</p> <p><b>7808 E Ben White Blvd.</b> Complimentary breakfast, internet service, airport shuttle and parking. Just minutes to downtown and the convention center.</p>	<b>Holiday Inn Express</b> \$92/\$92/\$92/\$92 formerly Americasuites Airport  <p>✓✓ DISTANCE: 4.9 MILES</p> <p><b>7601 E Ben White Blvd.</b> All suites with fridge &amp; microwaves. Free HS internet. Transportation \$5 to downtown on request subject to availability.</p>	
<b>Comfort Suites Austin - Airport</b> \$92/\$92/\$92/\$92  <p>✓✓ DISTANCE: 4.9 MILES</p> <p><b>7501 E. Ben White Blvd.</b> All suites with fridge &amp; microwaves. Free HS internet. Transportation \$5 to downtown on request subject to availability.</p>	<b>Crowne Plaza</b> \$125/\$125/\$135/\$145  <p>✓✓✓ DISTANCE: 5.0 MILES</p> <p><b>6121 N IH-35</b> Newly renovated guest-rooms. Outdoor pool, full service restaurant and club.</p>	<b>Doubletree Hotel Austin</b> \$146/\$146/\$156/\$156  <p>✓✓✓✓ DISTANCE: 5.0 MILES</p> <p><b>6505 N IH-35</b> Deluxe full service ten minutes from downtown. Roundtrip transportation to downtown 3/14-3/18.</p>	<b>Drury Inn &amp; Suites</b> \$85/\$85/\$115/\$115  <p>✓✓ DISTANCE: 5.3 MILES</p> <p><b>6711 N. I-35</b> Suites have sofas/beds in livingroom. Free breakfast, HS internet and parking. A short drive to downtown and the convention center.</p>	<b>La Quinta - Austin North</b> \$99/\$109/\$109/\$109  <p>✓✓ DISTANCE: 6.1 MILES</p> <p><b>7622 N. IH-35</b> Conveniently located in North Austin near Hwy 183 and IH35. Complimentary continental breakfast &amp; evening mgr. reception daily.</p>	
<b>Hilton Hotel - Airport</b> \$129/\$129/\$129/\$129  <p>✓✓✓ DISTANCE: 6.9 MILES</p> <p><b>9515 New Airport Dr.</b> Full service hotel. Convenient bus shuttle to downtown. 15 minutes to convention center.</p>	<b>Ramada Limited North</b> \$80/\$80/\$80/\$80  <p>✓✓ DISTANCE: 7.2 MILES</p> <p><b>9121 N. IH-35</b> Located just 15 minutes north of downtown Austin. Free wireless internet in rooms.</p>	<p>✓ – MARKS: General indicator of hotel quality &amp; service ranging from best luxury (✓✓✓✓) to limited service (✓✓).</p> <p>DISTANCE: Indicates distance to Austin Convention Center.</p> <p>RATES: US\$ per night based on number of guests in the room (1/2/3/4 people). Rates do not include 15% occupancy tax or personal charges. Some hotel rates decrease during SXSW Film/Interactive (March 9-13). Priority for rooms with 2 beds will be given to requests listing 2 or more registrants.</p>		<p><b>SOLD OUT HOTELS</b></p> <p>Hilton Austin – Downtown                      Capitol Place                      Clarion Inn &amp; Suites                      Courtyard Marriott – Downtown                      Doubletree Club                      Doubletree Guest Suites                      Driskill Hotel                      Embassy Suites – Downtown                      Four Seasons                      Hampton Inn &amp; Suites                      Holiday Inn – Town Lake</p> <p><b>Hyatt Regency – Town Lake</b>                      Intercontinental S.F.A.                      La Quinta – Ben White                      La Quinta – Capitol                      La Quinta – Oltorf                      Mansion at Judges Hill                      Marriott – Capitol                      Omni – Downtown                      Omni Southpark                      Radisson Hotel &amp; Suites                      Residence Inn – Downtown                      Wyndham Garden Hotel (formerly The Woodward)</p>	<p><b>HOTEL TRANSPORTATION OPTIONS</b></p> <p>See pg 3 for travel options between your hotel and downtown:                      Rent Cars, Chauffeured Vehicles and Shuttles</p>

Printed using vegetable based inks on Recycled 10% PC paper. ♻️

JANUARY 12, 2007!  
 NEXT REGISTRATION DEADLINE:  
 SXSW MUSIC 2007  
 EMAIL: [UPDATE@SXSW.COM](mailto:UPDATE@SXSW.COM)  
 DO YOU WANT TO STAY ON THIS MAILING LIST?  
 MUSIC 3

Austin, Texas 78765 US  
 Post Office Box 4999  
 SXSW HEADQUARTERS

MUSIC MARCH 14-18 2007 AUSTIN TX  
