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## UK Trade & Investment South West & the Bristol Music Foundation

# Market visit to South By South West (Austin, Texas)

**17 - 21 March 2010**

### BRIEFING

**Length of stay:** 5 days

**Visit includes:**

- Discounted delegate registration at South By South West Music
- Access to UKTI stand in conference centre (subject to delegate registration)
- Facilitated networking activities
- Support from UKTI and BMF staff before and during the visit
- Contact identification and market research services via UKTI OMIS (subject to fee)

**Cost:** £125 BMF administration fee.

**Maximum number of places:** 20

**Final date for applications:** 29 January 2010

### Who is this Market visit for?

This visit is designed to help music companies and performers both new to and already active in the American market, and ready to take advantage of the opportunities offered.

### Why South By South West?

The South by Southwest (SXSW) Conferences and Festivals offer a unique convergence of original music, independent films, and emerging technologies and offer a launching pad for new creative content.

New media presentations, music showcases and film screenings provide buzz-generating exposure for creators and compelling entertainment for audiences. Conference panel discussions present a forum for learning, business activity thrives at the Trade Shows, and global networking opportunities abound.

SXSW Music is the leading music convention in the world with 16,000 international attendees experiencing an unrivalled opportunity to network with industry contacts from more than 50 countries, and to see and hear over 2,000 international artists performing across the city of Austin, the live music capital of the world.



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## About the visit

The visit will be led by the Bristol Music Foundation and an International Trade Adviser from the SW region and will be based around South By South West's programme of conference seminars and evening showcases, plus networking events organised by the BMF and UKTI.

## Costs and timings

A delegate badge is required to access SXSW events and discounted delegate registration is offered through the BMF as part of the visit package. Contact the BMF for further details.

The core activities will take place from 17 – 21 March 2010 inclusive and delegates are expected to be in Austin for at least 3 days during this period. There is no formal group travel package and delegates can arrange to arrive and depart to suit their own itineraries.

## Accommodation

Participants will be expected to make their own accommodation arrangements. Accommodation deals and access to downtown hotels are available for SXSW delegates, and hotel recommendations will be offered by the BMF.

## Grants

No UKTI travel grants are offered with this package although, with the agreement of your UKTI International Trade Adviser, companies on Passport or Export or Gateway to Global Growth may be able to use funding from these programmes towards this visit.

Some companies may be eligible for support with their travel, accommodation and other related costs via the ERDF Competitiveness or Convergence projects. Please discuss this with your UKTI International Trade Adviser or Chris Knight.

## Interested.... What Next?

If you are interested in this visit, please contact either:

**Matt Booth at the Bristol Music Foundation -**

**07796 265965** or **[matt@britolmusicfoundation.com](mailto:matt@britolmusicfoundation.com)**

**Or**

**Chris Knight at UK Trade & Investment**

**0845 602 3657 ext 8160** or **[chris.knight@uktisouthwest.org.uk](mailto:chris.knight@uktisouthwest.org.uk)**

Once accepted onto the visit, we will be able to take the brief for your contact identification or market research work (OMIS) so that our team can help you to get the most from your visit.