

Scoping out SXSW Interactive: an information session for Ontario interactive media firms

Interested in doing some intelligence-gathering at the upcoming SXSW Interactive? Looking to meet with some like-minded U.S. firms in Austin, TX between March 7-11? Come find out more about this key interactive media happening and the opportunities for Canadian firms in the Austin, Texas and the South-Central U.S.

Some financial support is available for qualified Canadian companies to help defray travel and accommodation costs while in Austin. In addition, Canadian Heritage, Foreign Affairs and International Trade Canada, Industry Canada and the Canadian Interactive Alliance/Alliance interactive canadienne will be assisting with B2B meeting opportunities and providing a trade show booth to showcase companies' offerings.

Speakers:

Bijoy Goswami, founder, Bootstrap Austin and author, "The Human Fabric"
Michael Mendoza, Trade Commissioner, Canadian Consulate General (Dallas)
Michael O'Byrne, Trade Commissioner, International Trade Canada Regional Office

Topics discussed include:

Business Strategies & The Influence of Interactive Media
The Demand for New Interactive Advertising Solutions
Creating Opportunities at South By Southwest
The New Media Industry in Texas

Venue:

Foreign Affairs and International Trade Canada's Toronto offices
3rd floor boardroom
151 Yonge Street, Toronto
(Corner of Yonge and Richmond, one block south of Queen)

Date and start time:

Friday, February 8, 9:00 a.m. sharp

Cost:

Free!

For more information on this session or anything else pertaining to the 2008 SXSW Interactive Canadian Delegation, please contact James Lewis, CIAIC Executive Director, at james@ciaic.ca.

We look forward to working with you in Austin!

JOIN US IN AUSTIN FOR SXSW INTERACTIVE, MARCH 7-11!

*The Department of Canadian Heritage's Trade Routes program, Foreign Affairs and International Trade Canada, and the Canadian Interactive Alliance and its provincial association members are looking for **20** Canadian firms interested in attending the South By Southwest Interactive Festival in Austin, Texas from March 7 to 11. Spaces will be available on a **first-come, first-serve** basis. The information below should hopefully help you decide whether or not SXSW Interactive is a good fit for you or your firm. If you have any further questions, please don't hesitate to contact James Lewis, SXSW Canadian Co-ordinator, at (613) 878-7604 or james@ciaic.ca.*

WHAT IS SXSW INTERACTIVE?

South By Southwest (SXSW) is an outgrowth of the world-famous South by Southwest Music Conference and Festival, which was founded in 1987. In 1994, the organizers created the SXSW Interactive Festival in recognition of the growing importance of interactive media.

Last year, SXSW Interactive attracted 27% more attendees – for a total attendance of 6,483 – than in 2006. Another 5,000 attendees were in effect at ScreenBurn, a free-to-the-public arcade gaming event held in tandem with SXSW Interactive.

WHO ATTENDS SXSW INTERACTIVE?

According to the organizers themselves, "SXSW Interactive appeals to uber-geeks and digital creatives who push the cutting edge of technological change. The event appeals to content developers, web designers, programmers, bloggers, wireless innovators, gamers, tech entrepreneurs, investors, and educators. Even if you are not a technical person, you will benefit from the outside-the-box thinking that thrives at SXSW."

WHAT SUPPORT IS AVAILABLE TO MY COMPANY?

Trade Routes, Foreign Affairs and International Trade Canada and the Canadian Interactive Alliance/l'Alliance interactive canadienne are offering a total of \$687 in support to Canadian companies attending the event.

Here's how it works: you pay the costs of your attendance up front (including airfare, conference registration, hotel, ground transportation and meals), then submit the receipts to us as soon as you can after your return to Canada. We'll process the claim on your behalf and send you a cheque for \$687.

There are a few stipulations: of the \$687, \$310 must go towards your hotel and/or meals while in Austin. Because this money also requires a matching contribution from you, that means you'll need to provide us with at least \$620 worth of receipts for your hotel and/or meals. Doing it this way allows us to give you maximum flexibility on how you choose to spend your \$687.

Also, participating firms receiving additional support to attend SXSW Interactive, such as Canadian Heritage's Trade Routes program or support from provincial government and associations, will be asked to acknowledge that they are aware of any limits placed on funds from multiple sources (referred to as "stacking rules") and accept full responsibility for compliance with such.

IS THERE ANYTHING ELSE YOU CAN DO FOR ME?

Absolutely! We're planning a whole slew of activities, including B2B meetings, a trade show booth where you can display promotional content, and a panel of distinguished Canadians who'll extol the virtues of doing business with Canadian firms in front of a big audience.

When you've been approved for participation in the event, you'll receive a profile form that'll help us gather information about you and your business. We'll incorporate all companies' profiles into the promotional material we'll be producing for distribution at SXSW. We'll also ask you who you'd most like to meet with in the U.S. market, and our trade commissioners will do their best to make it happen. Finally, we'll also suggest some possible companies to meet with that you perhaps hadn't considered.

WHAT ARE YOU ASKING FOR IN RETURN?

As outlined above, participating companies must submit receipts after the event ends in order to claim their \$687.

We'll also need you to write up a brief report telling us about your experiences at SXSW Interactive: who you met with, what information you found most beneficial to your business, any interesting industry developments you weren't aware of, and anything else you found important.

Finally, we'll ask you to complete a short evaluation form to collect your thoughts on the success of SXSW Interactive and our Canadian delegation. We'd also like the opportunity to do a quick follow-up a few months after the event, to see what opportunities it yielded for you.

WHO ELSE IS GOING TO SXSW INTERACTIVE THIS YEAR?

Our Canadian panel will feature Kris Krug from Raincity Studios, Steve Bocska from Hothead Games, Jennifer Ouano from Elastic Entertainment, Ron Thiele from Xpan Interactive, and Keith Clarkson from Xenophile Media.

Other Canadians attending – but not necessarily part of our official delegation – include Casey McKinnon of Galacticast/8bit Brownies, Microsoft Canada's David Crow, zinc Roe Design's Davin Risk, Keith Warner of BioWare, and many more.

WHAT DID ATTENDEES HAVE TO SAY ABOUT LAST YEAR'S SXSW INTERACTIVE?

Good question. Here's a small sampling from the blogosphere:

"It...is a great chance to get hip to some of the latest things happening in Web 2.0 land...walking the exhibit hall was great...and then there are the parties...."
Karsten Januszewsk, IRhetic

"Very interesting stuff on the current Web and some good ideas on what and where we might be heading..."
Andre Ribeirinho, blog.delaranja.com

"SXSWi has come and gone again, this was my fourth time to attend and it just keeps getting bigger every year....But, the panels were as diverse and interesting as ever."
Jeremy Johnson, www.jeremyjohnsononline.com

OK, I'M SOLD – WHAT DO I NEED TO DO TO REGISTER?

Go to http://2008.sxsw.com/register_to_attend/ and select the conference admission badge that suits your needs (scroll down the page past the FAQ for the actual links to admission). If you don't already have a profile set up with the SXSW Registration system, you'll be asked to create one.

After you've selected your badge, you'll be asked to pick a hotel. SXSW has nearly every hotel room in the downtown core bought up already, so we highly advise you use their housing registry to find your hotel room. Most rooms available through the SXSW Housing Registry are under \$200 a night.

The venue is at 500 E. Cesar Chavez, between Trinity St. and Red River St.. Nearby hotels include: Driskill Hotel (premium pricing), Four Seasons Austin (premium pricing), Hilton Austin, Omni Downtown Austin, Hyatt Regency Austin (premium), and the Radisson Hotel and Suites. We **DO NOT** recommend the La Quinta Capitol.

After you've selected your badge and hotel, you'll receive confirmation notices for both. You're all set! Please note that the earlier you register, the cheaper the cost, so book early. The same thing obviously goes for your transportation to Austin, which is your own responsibility to book.

WHAT DO I DO IF I NEED MORE INFORMATION, OR HAVE MORE QUESTIONS?

Contact James Lewis, SXSW Interactive delegation's Canadian coordinator, at (613) 878-7604 or james@ciaic.ca. Hope to see you there!



SXSW Interactive – Canadian delegation company profile form

Please e-mail your answers to this questionnaire to james@ciaic.ca.
Electronic version (Word format) available on request from james@ciaic.ca.

<p>COMPANY NAME (insert here)</p> <p><i>Insert Company Logo here (or email to james@ciaic.ca)</i></p>	<p>Company Address:</p> <p>Company Contact Info: (Phone, fax, e-mail, etc.)</p> <p>Company Headquarters: (Address, phone, etc)</p>
<p>Management Team</p> <p>Industry</p> <p>Year Established</p> <p>Number of Employees</p> <p>Strategic Partnerships</p> <p>Investment History</p> <p>Financing Sought</p>	<p>Company: (Description)</p> <p>Projects: (Current and/or relevant projects):</p>

<p><i>Insert Representative's picture here</i></p>	<p>Short biography of company representative:</p>
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Which 3 companies would you most like to meet with while at SXSW Interactive? Please include a contact name, if you have one. (NOTE: You can search the Registrants Directory online [here](#))

1.) _____

2.) _____

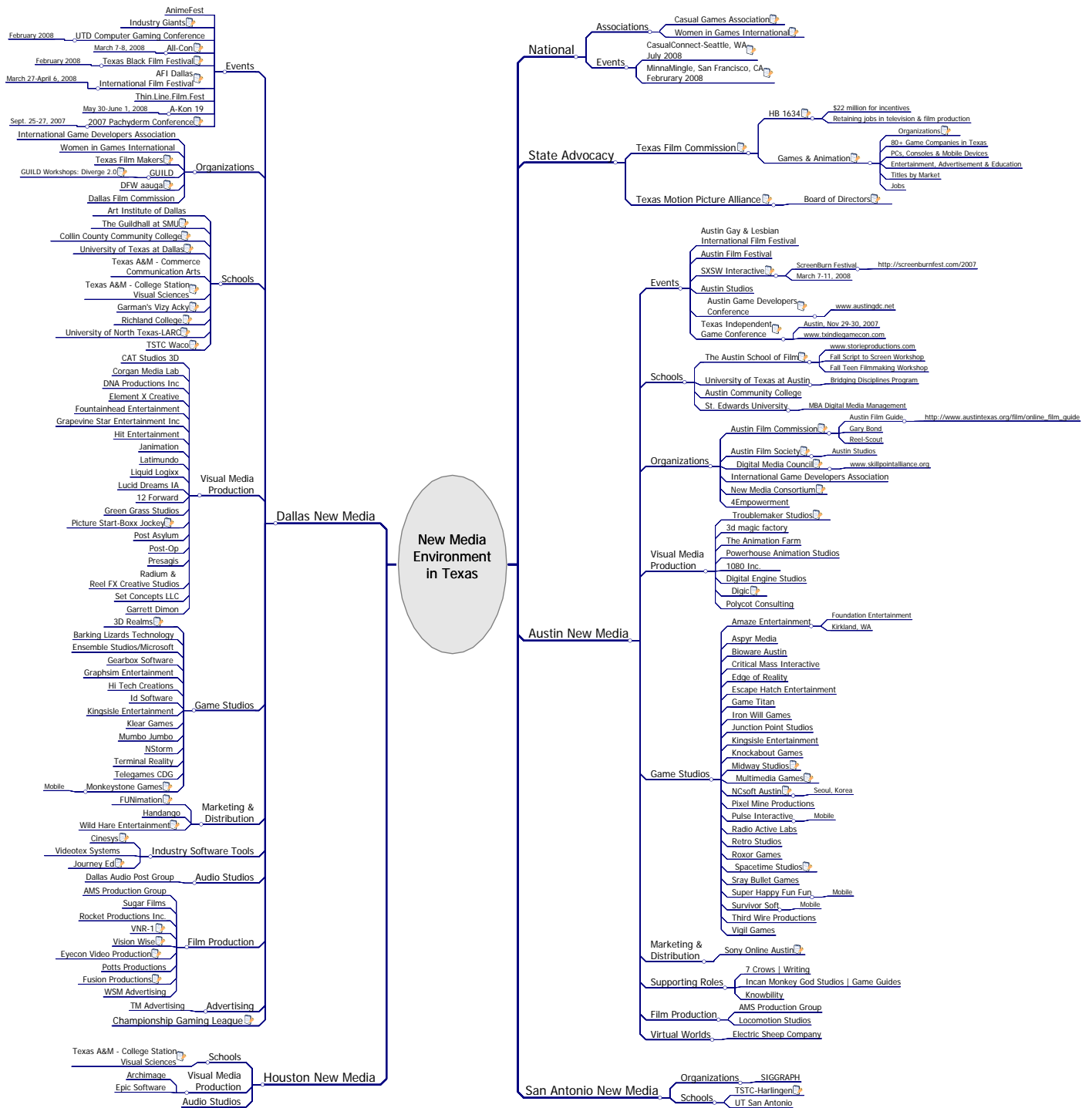
3.) _____

**Please e-mail your answers to this questionnaire to james@ciaic.ca.
Electronic version (Word format) available on request from james@ciaic.ca.**

[Bijoy Goswami](#)'s diverse background provides him a unique vantage point from which he synthesizes disparate thinking into focused and actionable frameworks. Raised in India, Taiwan, and Hong Kong, he moved to the United States in 1991 to attend [Stanford University](#), where he studied economics, history and computer science. He was also an Oxford scholar and completed an Honors program in [Science, Technology and Society](#). After graduating from Stanford, Bijoy joined [Trilogy](#) Software, where he worked for five years in business development, sales, consulting, and product management.

His lifelong passion for personal and organizational transformation led him to co-develop the MRE Framework. The Framework categorizes people and organizations into one of three core types—Maven, Relater, or Evangelist—and shows how these types affect our perceptions of the world. A synthesis of elements from eastern philosophy, the social sciences and management theory, the MRE Framework is a powerful, practical tool for understanding yourself and others, for building better teams, designing better products, making sense of social and economic policies, and much more. His first book, [The Human Fabric](#), explores the MRE Framework in detail. The book was released in November, 2004.

Bijoy is the founder of [Bootstrap Austin](#), a vibrant open source community of entrepreneurs adopting the principles of bootstrapping. The group has evolved into the [Bootstrap Network](#) with chapters in multiple cities. Bijoy created the [Bootstrap Bootcamp DVD](#) to help individual entrepreneurs through the bootstrap process. Bijoy believes bootstrapping is not just for young companies, but can serve as the basis for innovation at large ones. He has created a total [Rebootstrap](#) Innovation Program to help large companies become nimble - like they were when their founders started them. This program brings together MRE, Bootstrapping and his experiences building the Bootstrap Network.



Title:	New Media Environment in Texas	Author:		Date:	Jan. 10, 2008
File:	New Media Environment in Texas.twd	Company:			