

You must have a coupon to complete this application process. If you do not have a coupon, you should apply through [Sonicbids](#).

It is critical that the Primary Contact information provided is accurate. The person listed should check email frequently and be authorized to respond on behalf the act applying. Notifications from SXSW will only be sent to the Primary Contact email address.

All applicants will be notified, through their Primary Contact, of showcase status no later than January 20, 2017. Due to the large number of applicants, we ask that you do not call the SXSW offices to inquire about your status prior to this date. Within all reasonable means, international applicants will be prioritized to allow more time for those selected to arrange travel and visa processes.

If selected to showcase, foreign, non-U.S. acts will automatically receive SXSW artist wristbands as a benefit for performing. Artist wristbands grant free access to other official SXSW showcases, parties, conference programming, artist specific activations and more (unless otherwise noted). Domestic, US acts can choose to receive a small financial compensation in lieu of the artist wristbands (some exceptions may apply). For those who qualify to choose, only one selection may be made as no combinations of benefits are permitted. Some acts may perform on more than official showcase however all acts will only be benefited once regardless of multiple performances.

You do not need to purchase a registration badge to apply for or to perform at a SXSW showcase. Artists will be able to purchase registration badges at the lowest registration rate after notification of status, if they choose to do so. There are no refunds if you purchase a registration at a higher rate, or decide not to attend if you are not offered a showcase.

All invited acts must sign the SXSW Performance Agreement in order to be announced and thusly perform at SXSW. The full agreement will be sent upon acceptance of the invitation, but below is the exclusivity clause for review:

## 1. Exclusivity

- 1.1. Artist will not perform any unofficial shows during SXSW in Austin, TX from March 13-19, 2017, between the hours of 7pm and 2am local Austin time as well as any daytime events that SXSW deems to be a conflict and/or adversely impacts SXSW. In-store performances at record stores and any radio and television performances under ten minutes in length are not subject to this restriction.
- 1.2. Artist understands and acknowledges that Artist's official SXSW showcase is Artist's first priority. Artist will not take actions that undermine the success or inhibit attendance of Artist's official SXSW showcase, including, without limitation, accepting invitations for an excessive number of unofficial SXSW shows. Based on years of experience, such actions negatively impact SXSW.
- 1.3. By February 10, 2017, Artist will notify SXSW in writing of any and all unofficial shows Artist wishes to perform at during March 13-19, 2017, and request approval to perform (email [music@sxsw.com](mailto:music@sxsw.com)).
- 1.4. International Artists entering the country through the Visa Waiver Program (VWP), B visa or any non-work visa may not perform at any public or unofficial shows, DAY OR NIGHT, in Austin from March 10-19, 2017. Accepting and performing at unofficial events (including

unofficial events aside from SXSW Music dates during their visit to the United States) may result in immediate deportation, revoked passport and denied entry by US Customs Border Patrol at US ports of entry. For more information, please visit these pages:

- 1.4.1. (B Visa / ESTA) <http://travel.state.gov/content/visas/en/business.html>
- 1.4.2. (Work Visas) <http://travel.state.gov/content/visas/en/employment/temporary.html>
- 1.4.3. SXSW general visa FAQ: <http://sxsw.com/travel/visa-faq>

2. If SXSW determines, in its sole discretion, that Artist or its representatives have acted in ways that adversely impacts the viability of Artist's official SXSW showcase, the following actions are available to SXSW:

- 2.1. Artist will be removed from their official SXSW showcase and, at SXSW's sole discretion, replaced.
- 2.2. Any hotels booked via SXSW Housing will be canceled.
- 2.3. Artist's credentials will be canceled.
- 2.4. SXSW will notify the appropriate U.S. immigration authorities of the above actions.