



ITALIAN TRADE AGENCY  
Los Angeles Office

## MARKET SURVEY - EVENTS ORGANIZATION FOR "MEET ITALIAN CREATIVE INDUSTRIES" AND "ITALIAN MUSIC SHOWCASE" DURING ITALY AT SXSW 2024 - AUSTIN (TX), 8-16 MARCH 2024

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### FREQUENT ASKED QUESTIONS

#### Questions: SXSW / Convention center (outdoor setup)

- Is the Convention Center providing staging, sound, etc.?
- Are there any specific stages already built or are we bringing in trussing and a stage?
- What is the height limit?
- What artists/groups are performing?
- How much time is each artist/group getting per slot?
- How many members in each group/with artist?
- Can we bring non-unionized staff to work on a stage build, if needed?
- What size space do we have for the stage and front of house sound?
- Is a low volume generator available? Does the center rent them, or can we locate our own?
- What happens if weather is an issue? Is there a plan B?
- How many people are expected to be able to hear the performers?

**Answer:** the questions should be addressed to the venue that will be submitted to ITA by the company presenting the economic offer. In the Market Survey it is specified that the venue should be 'outside' the Convention Center, since it will not be related to the ITA presence at the Creative Industries Expo. This is not expected to be an outdoor event.

#### SXSW / Marlowe (Bar)

- What size space do we have for the stage and front of house sound?
- What is the height limit/ceiling height?
- How wide/deep can we build a stage and still allow for waitstaff to filter through?
- Is there enough power in the bar to run basic lights/stage monitors and front of house sound?
- Is a generator available or can we run one we rent outside venue? Is there a safe overhang free from any weather-related issues like rain or lightning?

**Answer:** the questions should be addressed to the venue that will be hosting the event.