**Setting up the SXSW GO event app**

With SXSW 2018 just around the corner, take a few minutes now to set up your event app, then brush up on details and features offered to streamline and enhance your time at SXSW.

**DOWNLOAD THE EVENT APP**

If you haven't already, get started with the SXSW GO app. You just need the login details you created upon receiving the "Welcome to SXSW Social" email.   
  
[](https://itunes.apple.com/us/app/sxsw-go-official-2018-guide/id418450665?mt=8)      [](https://play.google.com/store/apps/details?id=com.xomodigital.sxswgo&hl=en)  
SXSW GO is essential because you can:

• Access your QuickCode for faster badge pickup  
• Search, build, and sync your schedule  
• RSVP for [Mentor Sessions](https://schedule.sxsw.com/2018/events/category/Mentor%20Session)  
• Get personalized event and attendee Recommendations  
• Search and message other attendees  
• Request digital [SXXpress Passes](https://www.sxsw.com/attend/sxxpress/) for Film Festival and Music Festival events

Questions about logging into the app? Email [techsupport@sxsw.com](mailto:techsupport@sxsw.com)

**PICKING UP YOUR BADGE - LOCATION & HOURS**

When you pick up your badge at Registration inside the Austin Convention Center, Exhibit Hall 5 (situated at the southwest corner of 4th Street and Red River Street), we will check your ID, scan your QuickCode, and print your badge. Though it will expedite the process, the QuickCode is not required to pick up your badge, but you **must** have your government-issued ID.   
  
After picking up your badge, make sure to grab your official SXSW bag and Festival Pocket Guides before you exit the Registration area.   
  
As always, SXSW badges are only valid when worn with the matching SXSW lanyard and pouch. For security reasons, you must wear your badge and the lanyard around your neck, and nothing else may be worn on the SXSW lanyard. The full walk-up price will be charged to replace any lost or stolen badges.   
  
**Expanded badge pickup hours for SXSW 2018 can be** [**viewed online**](https://www.sxsw.com/attend/#badge-pickup)**.**

**REVIEW THE NEW ATTENDEE SERVICES HUB**

Improve your SXSW experience by familiarizing yourself with information provided in the all-new [**Attendee Services Hub**](https://www.sxsw.com/attendee-services/). Some of the resources include:

• How to Navigate SXSW  
• Event Access  
• Event Navigation Tools  
• Conference Capacity Information  
• Badge Pickup Information  
• SXSW Tips

**PLAN AHEAD WITH THE ONLINE SCHEDULE**

The online schedule is continually updated to provide the latest confirmed dates, times, and locations for sessions, showcases, screenings, and networking opportunities. Visit [schedule.sxsw.com](http://schedule.sxsw.com/) to favorite events and build your SXSW itinerary today.

**SXSW HOUSING & TRAVEL**

**Know your method of payment before your arrival.** If you're not travelling with the credit card you intend to use to pay for your room, complete a [Credit Card Authorization form](https://www.sxsw.com/hotels/reservation-policies/#SXSWpreauthorization) and submit it to your hotel. Review our [reservation policies](http://www.sxsw.com/hotels/reservation-policies) for important cancellation deadlines and payment information.   
  
**Double check your dates.** Review your reservation confirmation to make sure you have the dates you need. Need to book a flight? Use the [SXSW Travel search engine](http://travel.sxsw.com) for flights to Austin.   
  
**Update your reservation online.** Make any necessary changes to your reservation online using the Request for Change link at the bottom of your reservation confirmation email or from your linked [SXSW Account](http://social.sxsw.com).   
  
**SXSW Housing & Travel is here to help!** Email our local team of travel professionals at [housing@sxsw.com](mailto:housing@sxsw.com) or call us at [512-467-7979](tel:(512)%20467-7979). We are also available on-site during SXSW in EH5 of the Austin Convention Center.

[Reservation Policies](https://www.sxsw.com/hotels/reservation-policies/) | [Hotel Map](https://www.google.com/maps/d/u/0/viewer?mid=1mMxfsGL4yU3YJlfk39MClJpgSsE&usp=sharing) | [Housing & Travel FAQs](https://support.sxsw.com/hc/en-us/sections/201312825-Housing-and-Hotels)

**GETTING AROUND**

Getting to and from your next session, Meet Up, Film screening, or artist showcase is easy. Most venues are walkable within a few minutes from the Austin Convention Center. If you need a ride, just hop in a [car2go](https://www.sxsw.com/hotels/transportation/#ondemand), hail a [LYFT](https://www.sxsw.com/hotels/transportation/#ondemand), or jump on our free circulating [Festival Shuttle](http://www.sxsw.com/hotels/transportation/).   
  
Transportation Resources

• [Getting Around](http://www.sxsw.com/hotels/getting-around): Plan your commute downtown, select airport transportation, get tips for commuting late night, and more.   
• [Transportation Directory](http://www.sxsw.com/hotels/transportation): Included is a complete list of services we recommend, with links to their web and mobile apps. Bookmark it before you leave for easy access during SXSW.

**YOU'RE INVITED! SXSW EDU CLOSING PROGRAM**

Looking for a thought-provoking event to attend after you pick up your badge on Thursday, March 8? Join SXSW EDU for the [2018 Closing Program](https://www.sxswedu.com/news/2018/alaa-murabit-jim-shelton-jessica-lahey-announced-closing-keynotes/), featuring a series of talks on preparing every child for success in and out of the classroom.   
  
**Thursday, March 8, 2018 (12:30pm - 2:00pm) Austin Convention Center - Ballroom D**   
  
*Open to all SXSW Interactive, Film, Music, and Platinum badgeholders, with priority access for SXSW EDU registrants.*

We look forward to seeing you soon!   
  
Thanks,   
  
Amin UBJ Simms  
**Director of Registration & Credentials**  
E-mail: [reg@sxsw.com](mailto:reg@sxsw.com)