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LAS VEGAS DESIGNATED AS OFFICIAL HOST CITY OF SECOND ANNUAL SXSW V2V EVENT, JULY 13-16

Community Meet Up scheduled for May 21 on the rooftop of Inspire Theater in downtown Las Vegas

May 19, 2014 -- Austin, TX -- SXSW V2V is excited to announce its renewed partnership with Las Vegas as the official host city of its second annual event, taking place July 13-16 at The Cosmopolitan of Las Vegas, as well as multiple locations on the Strip and downtown.

"As one of the premiere international destinations for business conferences and exhibitions, Las Vegas continues to display the tenacity of spirit and vision that has attracted the attention of startup communities from around the world. That ideal speaks to what SXSW is about and we look forward to being part of their ongoing success and evolution," said Christine Auten, SXSW V2V producer.

"We're excited SXSW V2V has selected Las Vegas as its official host city for the second annual event," said Cathy Tull, senior vice president of marketing for the Las Vegas Convention and Visitors Authority. "As the No.1 trade show destination in the U.S., Las Vegas offers an exceptional experience for meetings and conventions, allowing delegates the opportunity to conduct serious business and networking while also enjoying world class dining and entertainment found nowhere else."

SXSW V2V is hitting the road for our [Community Meet Up Summer Tour](#), visiting exciting startup communities around the country. Join us on Wednesday, May 21, 2014 from 6:30-8:30 p.m. on the rooftop of the [Inspire Theater](#), located in downtown Las Vegas to connect with V2V registrants and meet representatives from SXSW V2V, the LVCVA and various Las Vegas resorts.

Now in its second year, SXSW V2V is an extension and re-imagining of the legendary SXSW experience with an emphasis on the creative spark that drives entrepreneurial innovation. SXSW V2V highlights the intersection between the creative industries and the startup and entrepreneurial landscape. SXSW V2V serves innovators and entrepreneurs from across all the industries at the core of the SXSW family of events - technology, music, film, fashion, health, education, sustainability, and more - as they learn the skills, make the connections and find the inspiration to take their ideas and talents to the next level.

SXSW V2V will take place at The Cosmopolitan of Las Vegas -- a deluxe urban resort in the heart of the Las Vegas Strip -- from Sunday, July 13 through Wednesday, July 16. SXSW V2V registration will include four days of informative sessions, inspirational speakers, great networking opportunities, a pitch competition, hands-on workshops and mentoring sessions.

Adding to the already announced programming lineup that includes Tuesday Keynote John Maeda and a plethora of hands-on Mentor Sessions and Workshops, we are excited to announce our accepted PanelPicker session ideas this coming Wednesday, May 21. First introduced at the SXSW Interactive Festival in 2007, and now employed by all SXSW events, PanelPicker is the unique online platform that allows the SXSW community to enter, and then vote on speaker and session ideas for SXSW events. The

PanelPicker programming we will announce on May 21 represents the core of our SXSW V2V community. We will be adding to this lineup with special curated speakers, panels and events in the coming weeks.

About SXSW V2V

SXSW V2V is an extension and re-imagining of the legendary SXSW experience with an emphasis on the creative spark that drives entrepreneurial innovation. This four-day event brings the startup and venture capital communities together with the creative industries that have helped to make SXSW so special. SXSW V2V serves innovators and entrepreneurs from across all the industries at the core of the SXSW Family of events - technology, music, film, fashion, health, education, sustainability, and more - as they learn the skills, make the connections, and find the inspiration to take their ideas and talents to the next level. This excitement-packed event takes place Sunday July 13, 2014 through Wednesday July 16, 2014 at The Cosmopolitan of Las Vegas in Las Vegas, Nevada.

About the LVCVA

The Las Vegas Convention and Visitors Authority (LVCVA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center and Cashman Center. With more than 150,000 hotel rooms in Las Vegas alone and 10.8 million square feet of meeting and exhibit space citywide, the LVCVA's mission centers on attracting ever-increasing numbers of leisure and business visitors to the area. For more information, go to www.lvcva.com or www.LasVegas.com.

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If you are a member of the press and interested in attending, press accreditation is now open until July 1, 2014. For more details, please visit www.sxswv2v.com/press.

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