

SXSW 2019

POCKET GUIDE



BerlinSaloon.com/Guide

Join us @ 6th Street

Presented by:





From 8th to 10th March, noon till late night, BerlinSaloon will host an exciting mix of entertainment, talks and meetups, presenting the best of Berlin's creative and tech community as well as the latest innovations from one of Europe's leading startup hubs.

#1 Program

The BerlinSaloon is the perfect mix of fun and entertainment, information and networking. We will carry out the "Wild West" traditions, but with a modern twist.

For the most up to date information go to BerlinSaloon.com

#2 Berlin Café

During the day, we will turn the space into a co-working cafe where people can hang out and enjoy free fast internet and complimentary drinks and coffee

Available for everyone, every day from 12:00 PM

#3 Meetups

We'll host exciting meetups around topics like Internet of Things, Web Development, JS & React, Serverless Computing, AI, FinTech, Blockchain, UX and Design.

Remember to book your free ticket at BerlinSaloon.com

#4 Parties

Berlin is a city not only known for its startups but also for its unique music and DJ scene. We will host three great parties on Friday, Saturday and Sunday.

Party as if it was Berlin, every day, from 7th of March

We would love to have you to join us at the BerlinSaloon!

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Tech + Music + SXSW

Try out our finest mixture for free!

Come and experience Berlin's legendary nightlife while listening to rising music artists from Germany's creative capital!

- ➔ **STEFAN GOLDMANN** (Berlin's Berghain club)
Techno has always been about imagining the future and experiencing the excitement of change and discovery. If anybody has lived up to this aspiration in recent years, it must be Stefan Goldmann.
- ➔ **MORITZ SIMON GEIST**
Media artist and robotic musician, published the world's first techno record played entirely by self-made futuristic robots.
- ➔ **ORI**
Inspired by R&B, Pop, Ambient and Soul, ORI shares his music with a soft voice, manipulated vocals, loops and beats.
- ➔ **QUID HADEN** (Kingsize Bar)
At the mixing desk he is a regular at the hottest events in Berlin. He plays the finest sounds from HipHop to House.
- ➔ **SOFIA PORTANET**
Berlin's new Duchess of alternative pop brings post punk and Neue Deutsche Welle into 2019 in her very own contemporary style.
- ➔ **DANIEL BRANDT**
His album's thrilling avant-garde framework interweaves chord-driven techno, orchestral flourishes, rich electronic textures and hints of dark cinematic pop.
- ➔ **GURR DJ Set**
GURR is a punk and garage band from Berlin. They make music for people with long hair but also with short hair.

Get your free tickets now at BerlinSaloon.com



Tips from SXSW Veterans

Make sure, when you're going to SXSW, to not just go to the official conference venues, but check out the rest of the city as well. Most of the interesting things happen around 6th Street, and that is exactly where BerlinSaloon is located.

- ➔ Most of the showcases and events fill up quickly, make sure you get there early (often 15-30' in advance). Be prepared for long lines, treat them as part of the whole experience, while you're in the line: Talk to people.
- ➔ Sign up for events in advance, everything will be booked out quickly. Make sure to check out these lists:

bit.ly/Festsav
bit.ly/wwwspread
bit.ly/keegly
bit.ly/southbyrsvp
do512.com
Rsvpster.com

- ➔ There are also a lot of SXSW groups on Facebook (most of them require an invite), sign up early:

bit.ly/FBSXSWparty
bit.ly/FBSXSWshow
bit.ly/unSXSWguide
bit.ly/SXSWnetwork

- ➔ Follow the official Twitter feeds (@sxsw), there's also a good overview of other interesting accounts like @thefreenoms here:

bit.ly/twittersxsw

- ➔ Bring comfortable clothing. This is not a formal event, your jacket and tie can stay at home. You will walk A LOT, so make sure to bring comfortable shoes.
- ➔ Check schedule.sxsw.com and mark events you don't want to miss. Don't worry if you have a lot of overlapping events, that happens all the time. Just make sure you KNOW what you want to see and then make your decisions on the fly.
- ➔ A lot of SXSW is go-with-the-flow. Talk to people. Everybody is open and friendly and can recommend their highlights, and provide tips to secret events and parties. This event is about networking. If you're standing around, just approach groups and make an introduction. Leave your comfort zone - remember, there are a lot of big names going to SXSW. So you might be talking to a VP of a big corporation without knowing. So make sure you bring a lot of business cards.
- ➔ Your phone is the most precious thing. Without connectivity and the ability to check events on the fly, you're lost. Get a local SIM card when you arrive in the US with a lot of data. Never leave the hotel without the charger and an extra power bank.
- ➔ Get at least an account for Uber and maybe also for Lyft. Getting a taxi is impossible, everybody's using Uber at SXSW. If you get stuck, try Ride Austin - a non-profit rideshare service created by the local community, one of the widely available bike cabs or hire your own bike with SXcycles program and B-Cycle.
- ➔ Don't overschedule - plan some free time between panels and conferences for networking or simply making friends. Leave FOMO at home and remember that nothing ever goes according to plan.



For the ultimate Austin experience

The recovery from the SXSW. If the festival gets too exhausting and a break is needed, then we have some tips on what else to do and relax in the city.

- ➔ Grab Austin's signature dish - the breakfast taco, which is a delicious combination of beans, eggs, cheese and every ingredient you can imagine, all wrapped in a tortilla.
- ➔ Satisfy your inner geek with a Yoda taco at Tyson's Tacos. Hot tip: if you you're brave enough to entertain other guests playing the ukulele, get it for free.
- ➔ Go for a dunk at Zilker Park in its spring-fed, same temperature, year-round swimming pool. Just don't be surprised if you get passed by a turtle. This giant recreational space is perfect to chill out between festival attractions. You can swim in the Barton Springs Pool if you have your swimming clothes and a towel with you.
- ➔ Try hiking up Mount Bonnell for the most spectacular views of Colorado River and Austin.
- ➔ Wake up early to queue at Franklin's BBQ for what Anthony Bourdain called "the finest

* In BerlinSaloon you can build your own website using fast and intuitive CMS Scrivito, and we'll help you!



brisket he's ever had". The place opens every day except Mondays at 11 am but people start showing up a couple hours earlier.

- ➔ Go shopping at South Congress Avenue, where many of the city's coolest boutiques can be found. Thanks to a large population of students and artists, Austin has brilliant second-hand clothing stores where you can buy anything from a vintage designer's dress to a pair of stylish cowboy boots.
- ➔ Party old Texas style, try out your country western two-step or line dancing skills in the legendary Broken Spoke, named "Best Dancehall in Texas". If you're new to this – don't worry, dance lessons start at 8 p.m. every Wednesday to Saturday.
- ➔ Walking along the main streets of the city, you can not overlook one of the most important landmarks, the majestic building of the Texas Capitol. This important and beautiful historic site is not only home to many important state institutions but also a nice tourist attraction. You can take a free tour, with a guide, and enjoy the panoramic view of Austin from the Capitol's dome.
- ➔ Known for many years simply as Town Lake, Lady Bird Lake is the place where you can find both a quiet corner for relaxation, as well as a great spot for water sports. The local rental companies offers not only canoes and kayaks, but also dragon boats!

* We will host a great party with DJs and live acts in BerlinSaloon every night from 7th till 10th of March.





What?

An official SXSW venue powered by Infopark and supported by Berlin Partner.

When?

From 8th till 10th of March
From Noon till Late night

Where to find us?

Located directly at the corner of W 6th Street and Brazos, Buffalo Billiards overlooks the heart of downtown Austin. The famous 6th street is frequented by all SXSW participants, in fact, it is THE main street where all the buzz takes place - during the day and in the important after-hours as well. Buffalo Billiards is a real piece of "Wild West" history.

Make sure you book your ticket in advance:
www.berlinsaloon.com

Schedule

Thursday, March 7th

09:00 PM

Opening party

Meet the famous Berlin blend: tech & techno.
DJ Quid Haden

Friday, March 8th

03:00 PM

Make IT happen in Berlin

Expand your network, go international & get innovative via Berlin and its partner city Warsaw!

05:00 PM

Downtown ReactJS Meetup

JavaScript, React, Web Development, Serverless Computing. Discover a full spectrum of development from fun side projects to tips on keeping up to date with the current technologies, and applying the latest React functionalities.

06:30 PM

JAMstack and Cloud Meetup

The JAMstack is not about specific technologies. It's a new way of building websites and apps that delivers better performance, higher security, lower cost of scaling, and a better developer experience.

08:00 PM

Infopark Party

Come and experience Berlin's legendary nightlife while listening to rising music artists from Germany's creative capital. DJs from famous Berghain and Kingsize Bar are here for you. DJs: Quid Haden and Stefan Goldmann.

Saturday, March 9th

12:00 PM

Healthtech Innovation Day with Startup Colors

- 12:00 PM Healthy Lunch powered by FTR4H

- 01:00 PM Impulse Talk
- 01:15 PM Talk to me - Voice Recognition and AI in Healthcare
- 02:00 PM Science Fiction meets Health: Cyborgs, Wearables and Bionics
- 02:45 PM Ignite Talk
- 03:00 PM Mini break
- 03:15 PM Blockchain for Impact in Healthcare
- 04:00 PM #Pinksocks Meet & Greet
- 05:00 PM End of Healthtech Innovation Session

05:30 PM

Austin Fraser Meetup: Leaders in Tech

Join us and discuss current tech trends, share knowledge, learn new things and network.

08:00 PM

Infopark Party

Experience famous Berlin vibes. Dance with DJ Quid Haden, draw in sounds with ORI and see the amazing robotic orchestra of Moritz Simon Geist.

Sunday, March 10th

03:00 PM

Pitch Perfect with Berlin Partner: Best of Berlin Startups

Experience Berlin's most innovative startups pitching to international VCs.

04:30 PM

Berlin x London Tech Meetup

Hosted by Berlin Partner and London & Partners.

05:30 PM

Future of Mobility Panel: Too Long; Didn't Reach - tl;dr

Curated content hosted by re:publica.

08:00 PM

Official Berlin Interactive Night

Join us and mingle with Berlin's tech and startup scene while listening to artists and enjoying free drinks (first come, first served).

Sofia Portanet, Daniel Brandt, Gurr.



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From Noon till Late Night

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CO-WORKING

MEETUPS

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