

SXSW LONDON **1-6 JUNE 2026**

PASS TYPES

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SHAPE
THE FUTURE
IN PERSON.

GETTING STARTED

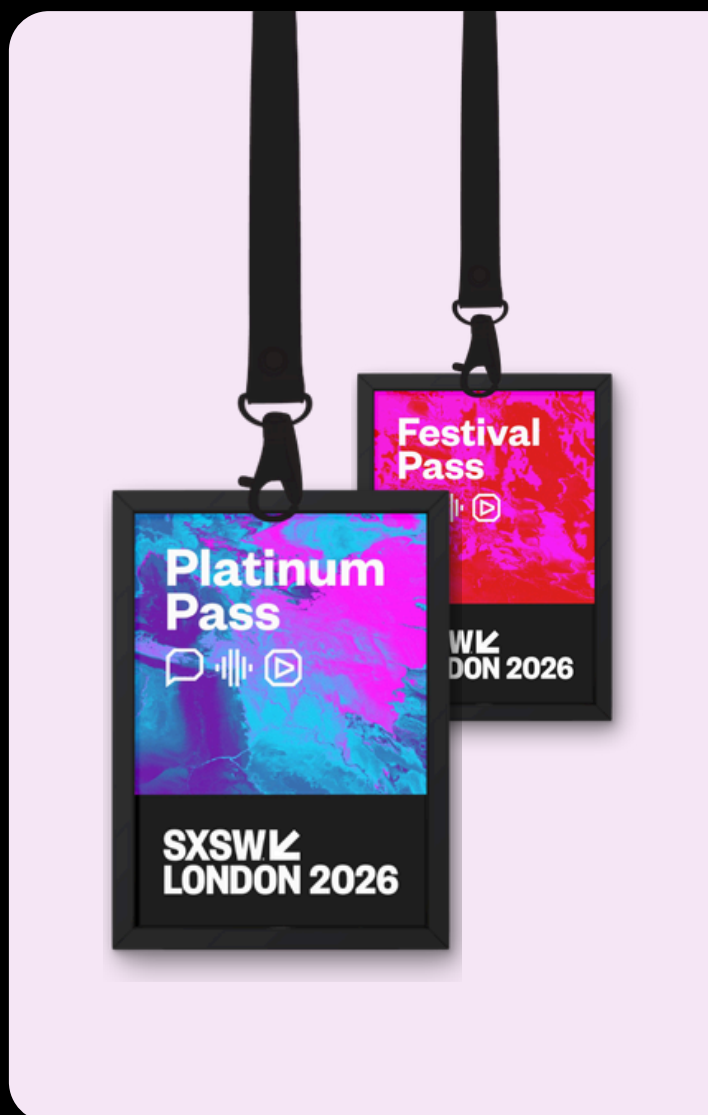
CREATE YOUR PROFILE AND ASSIGN YOUR PASS

Once you have ordered a pass or had a pass transferred to you, you will receive an email asking you to log in, assign the pass to yourself, and create your profile.

Individual Orders: When you buy a pass, you assign it to a named person.

Group Passes Orders: Once you have bought passes, you will receive a link to share with your team. Each person assigns their own pass via that link.

Your pass is what gives you access to the festival. This applies to everything from a one-day music wristband to a Platinum pass. If it is not assigned and linked, you cannot collect a pass and cannot enter the festival.



PASS TYPES & ACCESS LEVELS

Your pass defines the level of access you get, but it does not always guarantee entry to sessions. Some sessions may require advance reservation or early arrival due to capacity restrictions.

PLATINUM PASS



- Fast Track Platinum Pass collection
- Advanced Booking - Three priority booking tokens per day to reserve conference sessions in advance (bookable 9am-6pm daily, tokens do not roll over to the following day)
- Priority lane access at venues
- Platinum Lounge access with complimentary refreshments
- Platinum Opening Mixer Party
- Priority access to the Music Festival and Party
- Priority access to the Screen Festival and Party
- Festival Opening Party
- All Festival pass benefits included

FESTIVAL PASS



- Conference access to an incredible line-up of keynotes, panels and fireside chats
- Music Festival access
- Screen Festival access
- Mentor sessions and workshops
- Networking meet-ups
- Brand experiences and brand houses
- Festival Opening Party, Music Party, Screen Party
- SXSW London Pitch sessions
- Visual Arts

SCREEN PASS



- Screen Festival access
- Access to Screen, Sound & Story conference track only (venues include Shoreditch Town Hall & Christchurch Spitalfields Only)
- Stage Streaming in Brick Lane Yard
- Screen mentor sessions and workshops
- Screen networking sessions
- Brand experiences and brand houses
- Festival Opening Party, Music Party, Screen Party

MUSIC PASS



- Music Festival access
- Access to Screen, Sound & Story conference track only (venues include Shoreditch Town Hall & Christchurch Spitalfields Only)
- Stage Streaming in Brick Lane Yard
- Music mentor sessions and workshops
- Music Networking sessions
- Brand experiences and brand houses
- Festival Opening Party, Music Party, Screen Party

TUESDAY
MUSIC WRISTBAND



WEDNESDAY
MUSIC WRISTBAND



THURSDAY
MUSIC WRISTBAND



FRIDAY
MUSIC WRISTBAND



FULL WEEK MUSIC WRISTBAND



TUESDAY DAY PASS



- Conference access to an incredible line-up of keynotes, panels and fireside chats
- Music Festival access
- Screen Festival access
- Mentor sessions and workshops
- Networking meet-ups
- Brand experiences and brand houses
- Festival Opening Party, Music Party, Screen Party
- SXSW London Pitch sessions
- Visual Arts

WEDNESDAY DAY PASS



- Conference access to an incredible line-up of keynotes, panels and fireside chats
- Music Festival access
- Screen Festival access
- Mentor sessions and workshops
- Networking meet-ups
- Brand experiences and brand houses
- Festival Opening Party, Music Party, Screen Party
- SXSW London Pitch sessions
- Visual Arts

THURSDAY DAY PASS



- Conference access to an incredible line-up of keynotes, panels and fireside chats
- Music Festival access
- Screen Festival access
- Mentor sessions and workshops
- Networking meet-ups
- Brand experiences and brand houses
- Festival Opening Party, Music Party, Screen Party
- SXSW London Pitch sessions
- Visual Arts

EXPLORE AND BUILD

Platinum Advance Booking

The Advance Booking feature is exclusive to Platinum Pass holders. It allows Platinum delegates to pre-book a guaranteed seat at high-demand sessions before general access opens.

Arrival & Queue Policy

- Platinum Pass holders with advance booking confirmed i.e. allocated token must arrive at least 5 minutes before their session begins to guarantee entry.
- If platinum Advance Booking arrive within 5 minutes before the session begins, we cannot guarantee entry but will do our best to get you in.
- If platinum pass holder advance arrives after session starts, then they will have to join the standard walkup line for platinum pass holders.

Token Allocation

- Daily tokens: Each Platinum Pass holder receives 3 tokens per day. Tokens can be used for any of the below sessions.
- Release schedule: Tokens for the following day are made available from 9am the day before.
- Time to Book: Platinum pass holders will be able to advance book their slots with tokens the day before between 9am and 6pm
- Rollover: Tokens will not be rolled over into the following day. If you do not use them in the allocated time to book, then they will go to waste i.e. 3 tokens used for Monday; 3 tokens used for Wednesday etc.
- Token Cancelling: If you cancel your advance booking the day of, then you will not be able to use your token for another session.

Eligible Sessions

- All Conference Sessions — All Venues apart from Jujus
- Music Marquee Showcase (where special guests perform) — Shoreditch Town Hall, Village Underground, Christchurch Spitalfields, and Unlocked
- We will include a line under music artist sessions that if “Platinum Pass Holders want to Advance Book for this session, they need to book for the entire showcase”
- Screen Headliners — Barbican

N.B. Press pass holders should have the same Advance Booking Functionality as Platinum Pass Holders.