

SXSW LONDON **1-6 JUNE 2026**

HOW TO ASSIGN YOUR PASS

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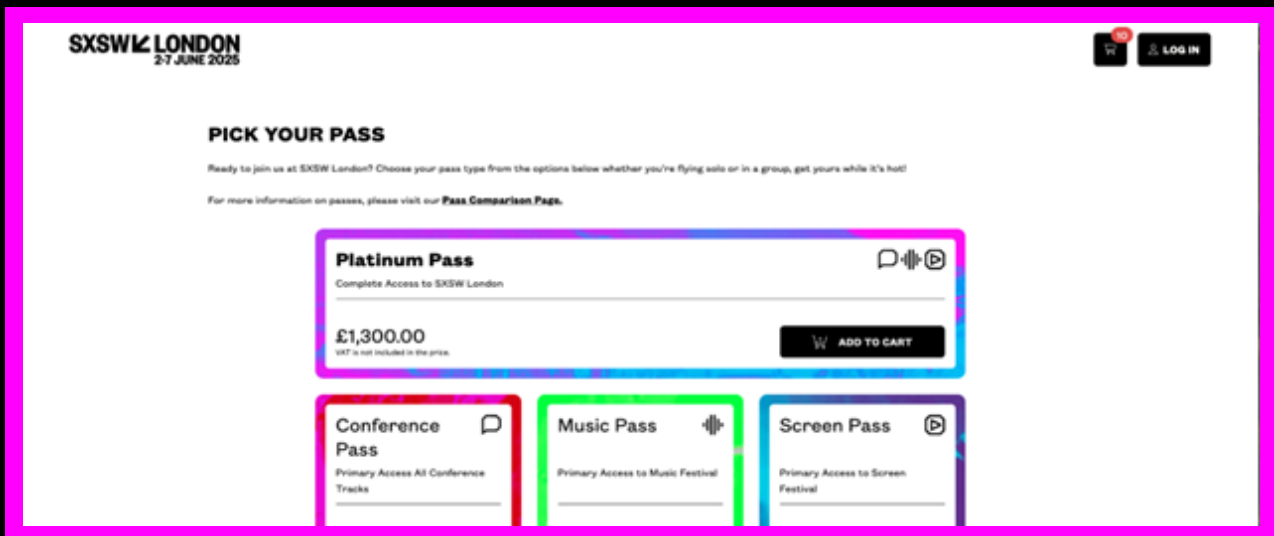
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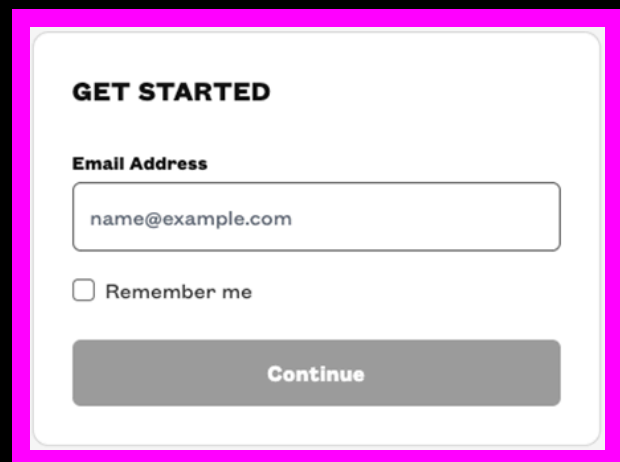
SHAPE
THE FUTURE
IN PERSON.

STEP 1 LOGIN

Log in to your account by going to the website [here](#). Click the black 'Log in' button on the top right of the screen, as shown below:



When prompted, enter the email address that you used to purchase your pass(es) as shown here:

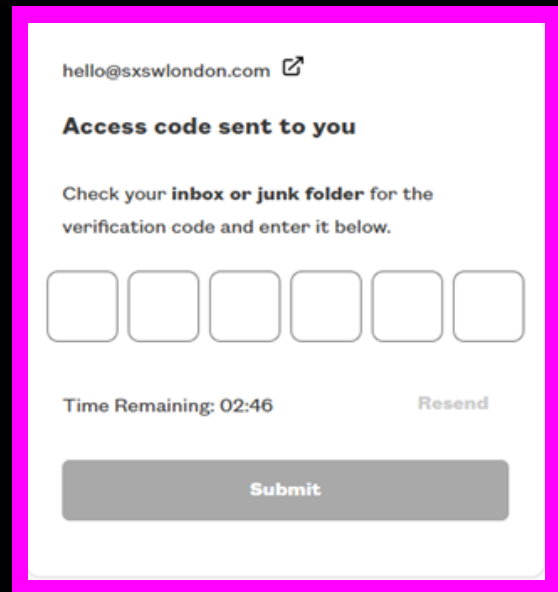
A screenshot of the 'GET STARTED' login form. The form has a white background with a red border. It contains the following elements: the heading 'GET STARTED', the label 'Email Address', an input field containing the placeholder text 'name@example.com', a checkbox labeled 'Remember me', and a grey 'Continue' button.

If you cannot remember which email address you used to make your purchase, please contact hello@sxswlondon.com with your order number and they can assist you.

STEP 2

ACCESS CODE

Once you click continue, you will automatically be sent a 6-digit access code to your email address you entered. Once you have this, enter it into the box and click 'Submit'. This will log you in to the event website.



hello@sxswlondon.com

Access code sent to you

Check your **inbox or junk folder** for the verification code and enter it below.

□ □ □ □ □ □

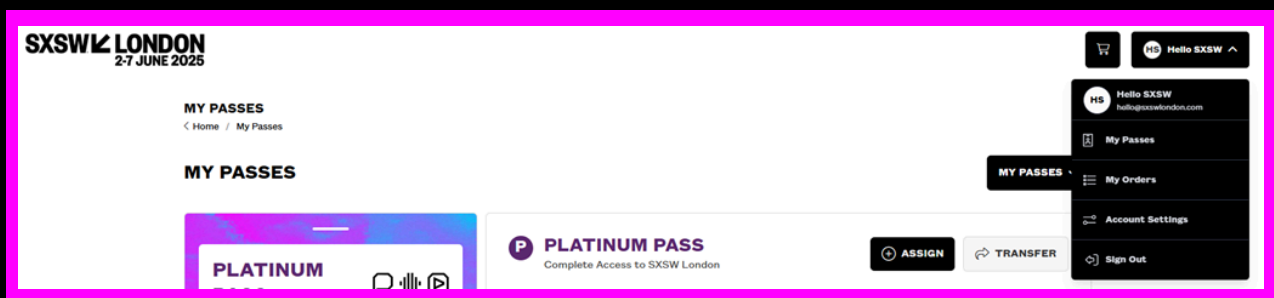
Time Remaining: 02:46 [Resend](#)

Submit

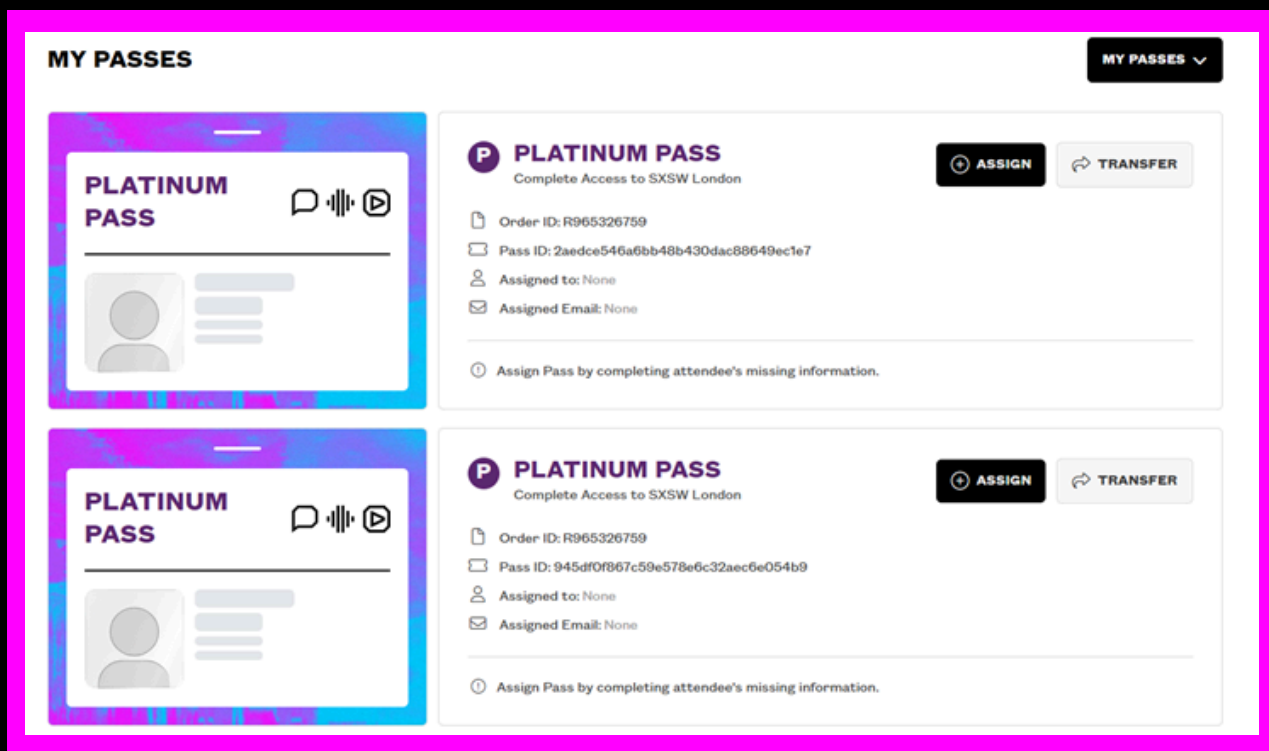
STEP 3

MY PASSES PAGE

To view your pass(es), click on the drop down menu, top right of your screen. You will see a menu item called 'My Passes'.

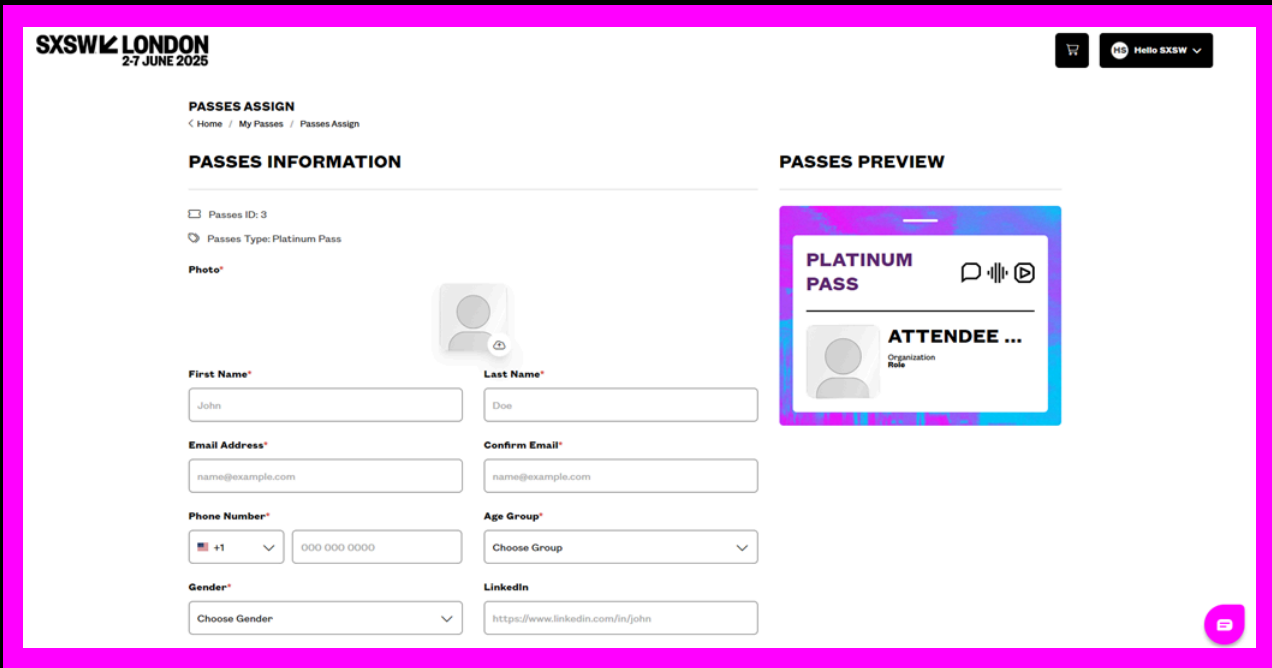


In this section, you will be able to see all of the Passes you have purchased. If you cannot see your Pass(es) here, please ensure you are using the same email address used to make the purchase. If you have more than one Pass, they will all appear on this page, an example below:



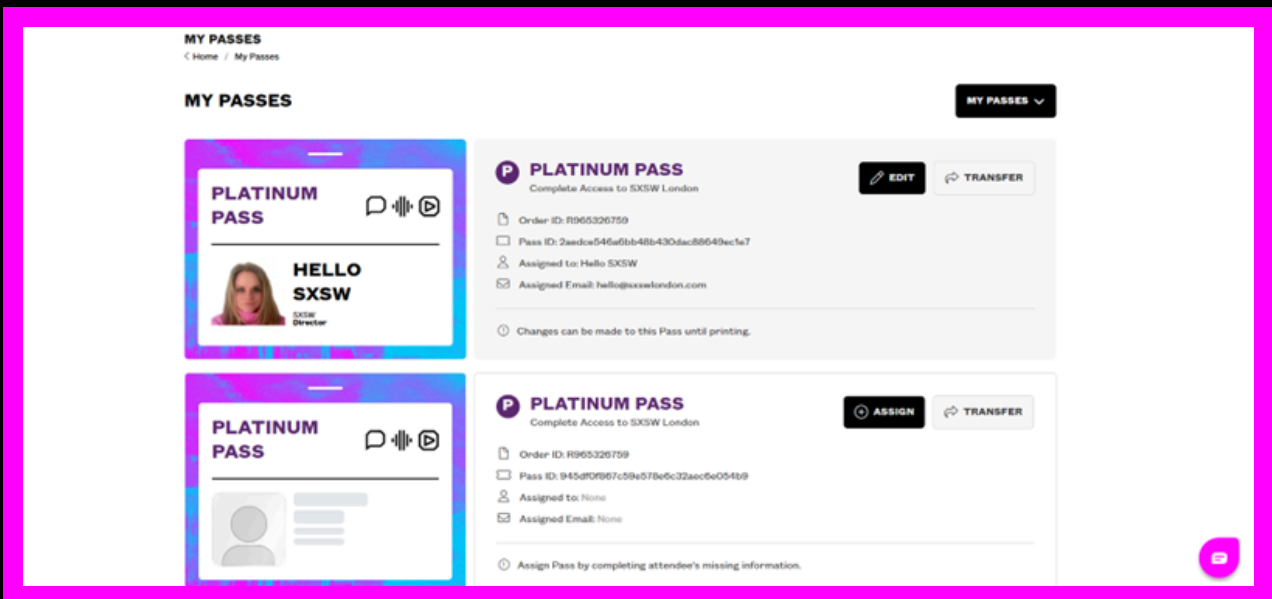
STEP 4 ASSIGN YOUR PASS(ES)

To assign a pass, please click on the black 'Assign' button to the right of the pass and you will see a Profile that needs to be completed to assign the pass. It is important that all fields on this page are completed to ensure your pass is assigned correctly.



Please note, when uploading a photo for your profile, this is the photo that will be used on your Badge at the event. Please ensure that this photo is appropriate for this purpose.

Once assigned, you will see this pass on your 'My Passes' page, complete with the information you provided. You can also edit the details from here, should you need to. Please note edits can be made to these details up until the point of badge collection at the event.



STEP 5

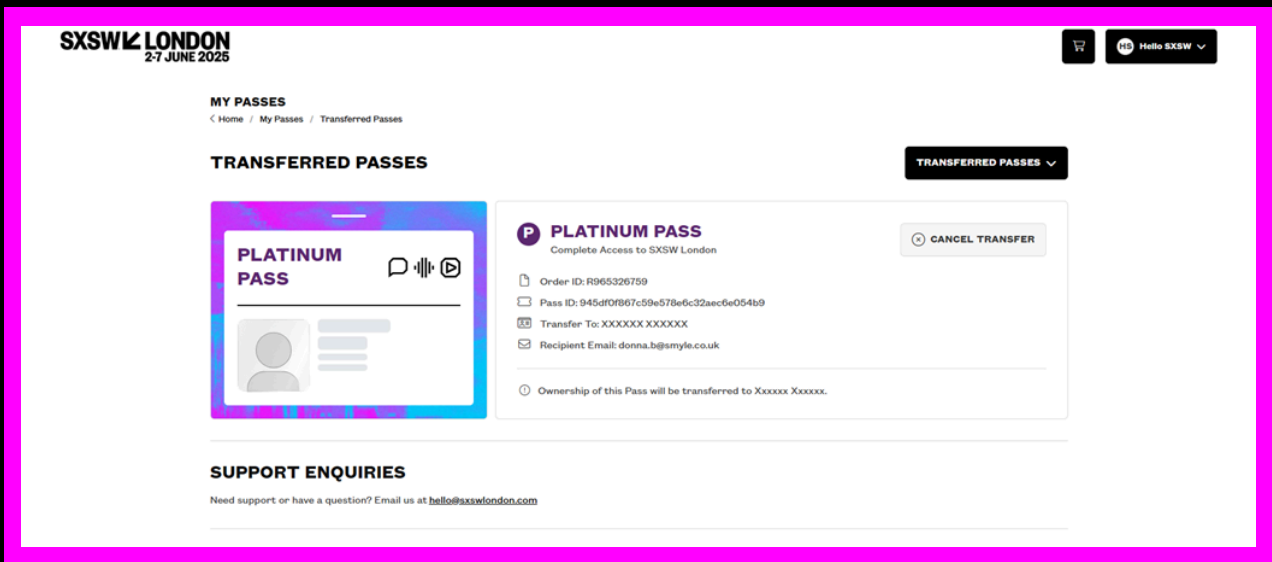
TRANSFER PASSE(S)

If you are not attending SXSW London yourself and wish to transfer ownership of a pass to a colleague or friend, please use the 'Transfer' button, located next to the Assign button.

When transferring the pass, you will need to complete the below information, including the recipient's email address. Both you and the recipient will receive an email confirming the transfer:

The screenshot displays the 'PASSES TRANSFER' interface on the SXSW LONDON website. At the top left, the event logo 'SXSW LONDON 2-7 JUNE 2025' is visible. The page title is 'PASSES TRANSFER' with a breadcrumb trail: '< Home / My Passes / Passes Transfer'. The main content is divided into two sections: 'PASSES INFORMATION' and 'PASSES PREVIEW'. Under 'PASSES INFORMATION', there are two columns of input fields: 'First Name*' (with 'John' entered), 'Last Name*' (with 'Doe' entered), 'Email Address*' (with 'name@example.com' entered), and 'Confirm Email*' (with 'name@example.com' entered). Above these fields, it shows 'Passes ID: 3' and 'Passes Type: Platinum Pass'. To the right, the 'PASSES PREVIEW' section shows a 'PLATINUM PASS' card with a QR code and a profile icon. At the bottom, there are two buttons: 'CANCEL' and 'TRANSFER'. A disclaimer at the bottom of the form states: 'By transferring this Passes, you agree to also transfer its ownership to the email recipient, who will be contacted by the event organizer on your behalf. This Passes is subject to SXSW London 2025 Terms of Use'.

Once transferred, please note that the transferred pass will no longer show in your 'My Passes' page, and will now show in the 'Transferred Passes' section, which is accessed via the dropdown menu to the right, as shown below. Please note that any transfers can be cancelled on the 'Transferred Passes' page and the pass in question will return to the original owner. Cancellations of transfers cannot be undone.



Your assigned pass(es) will remain accessible on your My 'Passes' page.

Closer to the event, further information with your QR code and where to collect your physical pass will be provided.