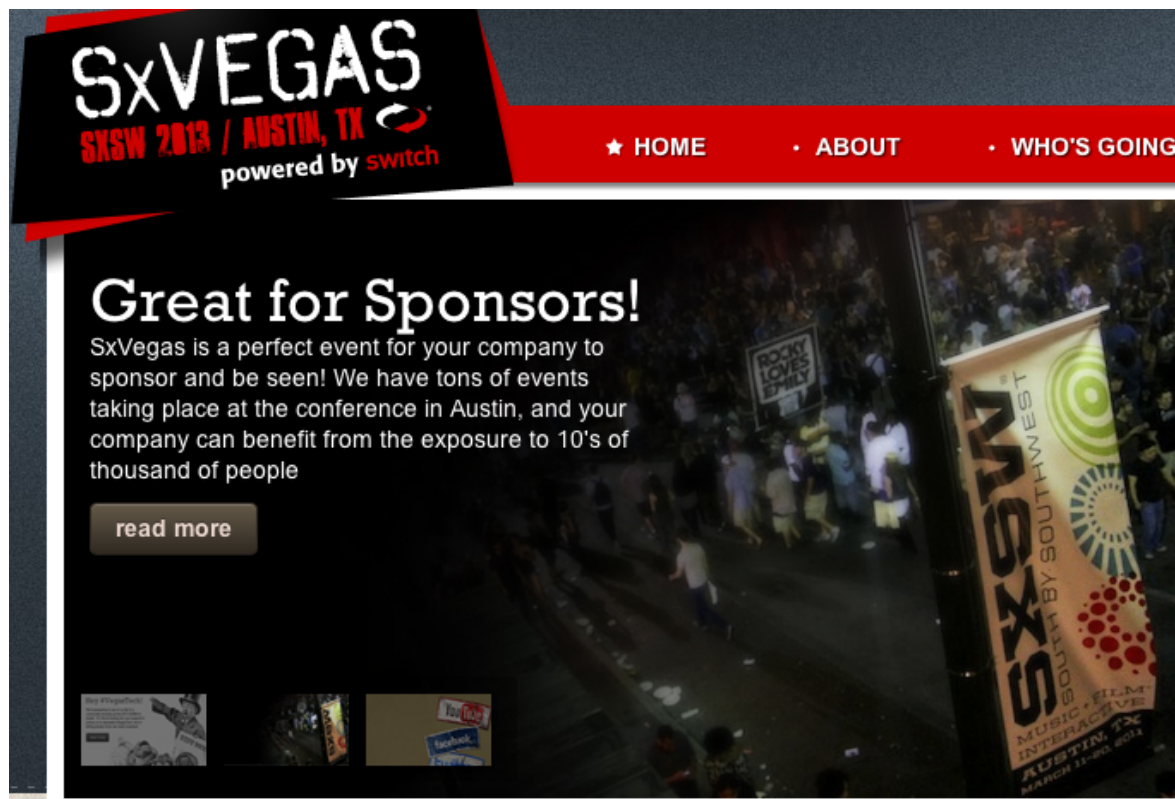


# SxVegas Initiative Announces New Sponsor, Tracky, In Preparation for the SXSW 2013 Festival

Vegas-based [social collaboration platform](#) Tracky to help showcase [#VegasTech](#) community



Las Vegas, NV (PRWEB) October 22, 2012

Startups helping startups? It happens. Open social collaboration platform [Tracky](#) **officially becomes a startup sponsor** of [SxVegas](#) and helps prepare for the annual South by Southwest (SXSW) 2013 Conference and Festival in Austin, Texas. They join other Vegas-based sponsors [Switch Communications](#), [TBAN](#), [Rumgr](#) and [Alice Receptionist](#). Tracky helps businesses and people [work with anyone, anywhere](#), so they're a perfect fit to help plan, promote and sponsor SxVegas.

SxVegas is a series of events taking place at this year's SXSW to promote and celebrate **the [#VegasTech](#) startup community**. The coordinators are also responsible for promoting the Las Vegas community as a **desirable city where companies can go to launch their businesses**.

Organizer [Gabe Shepherd](#) (@gabe\_justpros) launches SxVegas with the belief that bringing together the 500+ startups in Las Vegas under one umbrella will **create a more beneficial SXSW experience for all**. Thanks to sponsors, like [Tracky](#), the SxVegas experience will include:

- Product demos in the large 40x20 Vegas Tech trade-show exhibit;
- An "Old Vegas" cocktail party with open networking, startup pitches and live-viewing of video vignettes from the community; and

- Branding and inclusion in what is destined to be **one of the largest SXSW Parties in 2013.**

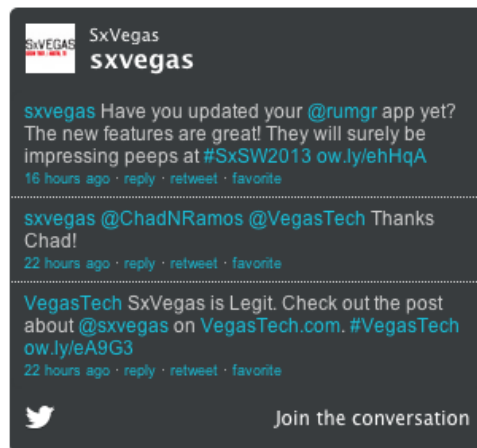
“Gabe’s vision for SxVegas is a great example of the collaborative nature of the #VegasTech community. It’s a brilliant idea and an amazing opportunity for startups like Tracky,” says Tracky founder and CEO David Gosse (@[davidgosse](#)), “Since we learned about the SxVegas project some months ago, the Tracky team has been ‘all in’ and ready to help in whatever way we can. It’s fantastic that SxVegas is **using Tracky to organize the initiative and now, we’re thrilled to be a startup sponsor as well.**”



A virtual caravan of [dozens of tech companies](#), from large data firms to newly launched startups, will trek to Austin to showcase together, as a unified group – the **first ever regional representation to exhibit** at SXSW in March of 2013. The initiative continues to grow and will share the stories and accomplishments of the technology community that is quickly growing in Las Vegas.

SxVegas is a completely **nonprofit project** focused solely on the promotion of the Las Vegas Tech community.

Want to join in the experience? Sign up here <http://www.sxvegas.com/whos-going/>. You can also follow along in the online conversation with #SxVegas and #VegasTech.



Questions? Email Gabe Shepherd at [gabe \[at\] sxvegas.com](mailto:gabe@sxvegas.com).