

# **SXSW LONDON** **1-6 JUNE 2026**

**HOW TO ASSIGN YOUR PASS**

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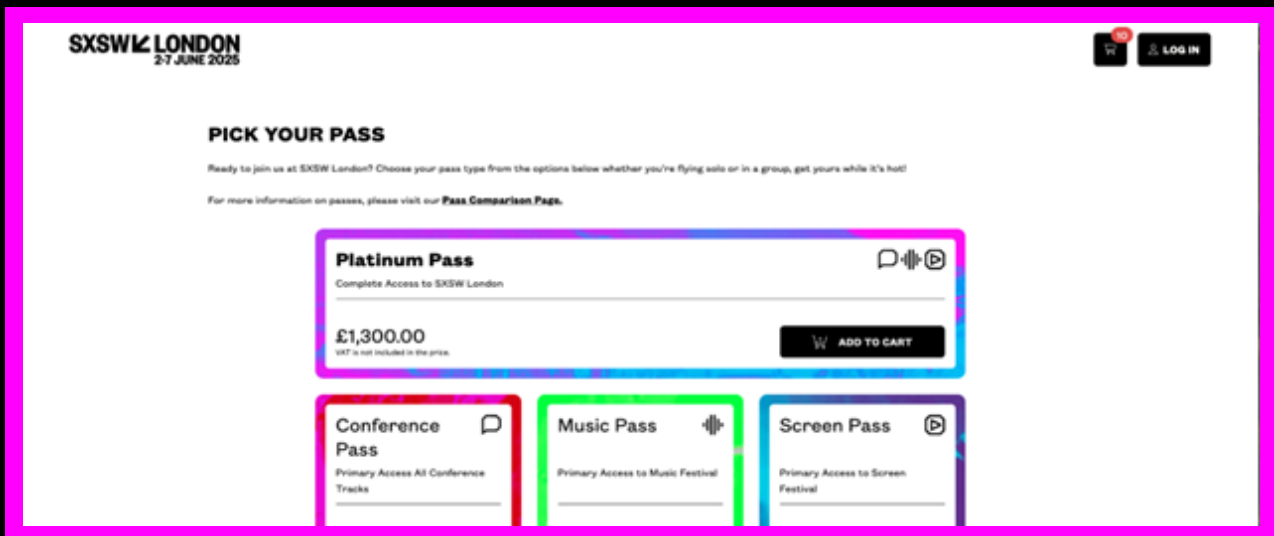
**HOW TO ASSIGN YOUR PASS**

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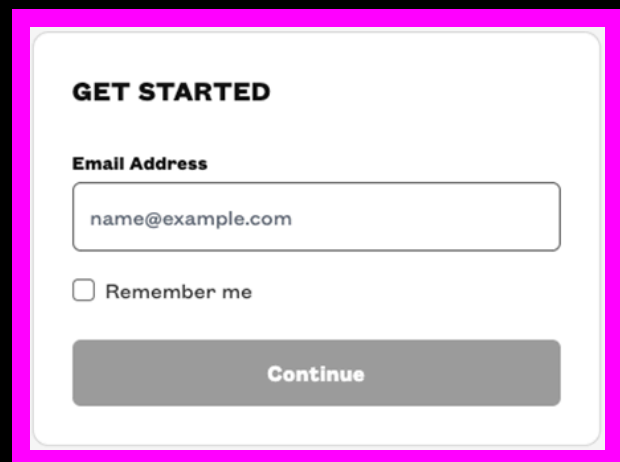
**SHAPE**  
**THE FUTURE**  
**IN PERSON.**

# 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:

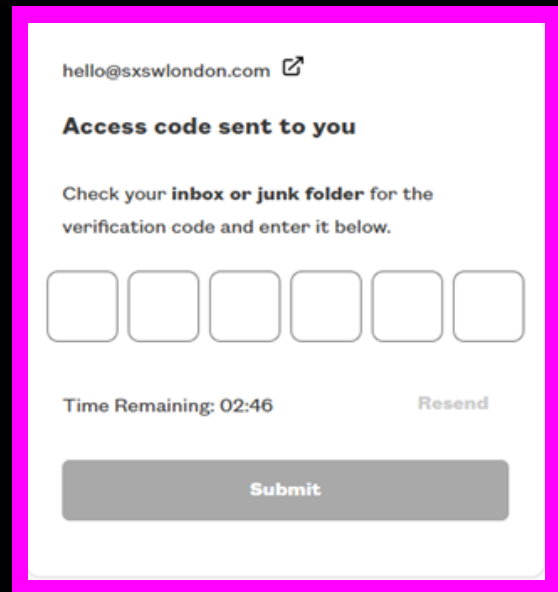
A screenshot of the 'GET STARTED' login form. The form has a title 'GET STARTED' and a label 'Email Address' above a text input field containing 'name@example.com'. Below the input field is a checkbox labeled 'Remember me'. At the bottom of the form is a large grey button labeled 'Continue'.

If you cannot remember which email address you used to make your purchase, please contact [hello@sxswlondon.com](mailto: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.

□ □ □ □ □ □

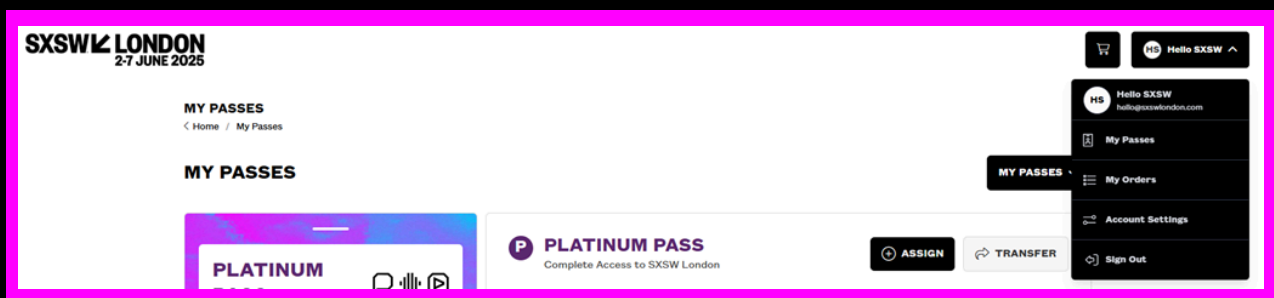
Time Remaining: 02:46 [Resend](#)

**Submit**

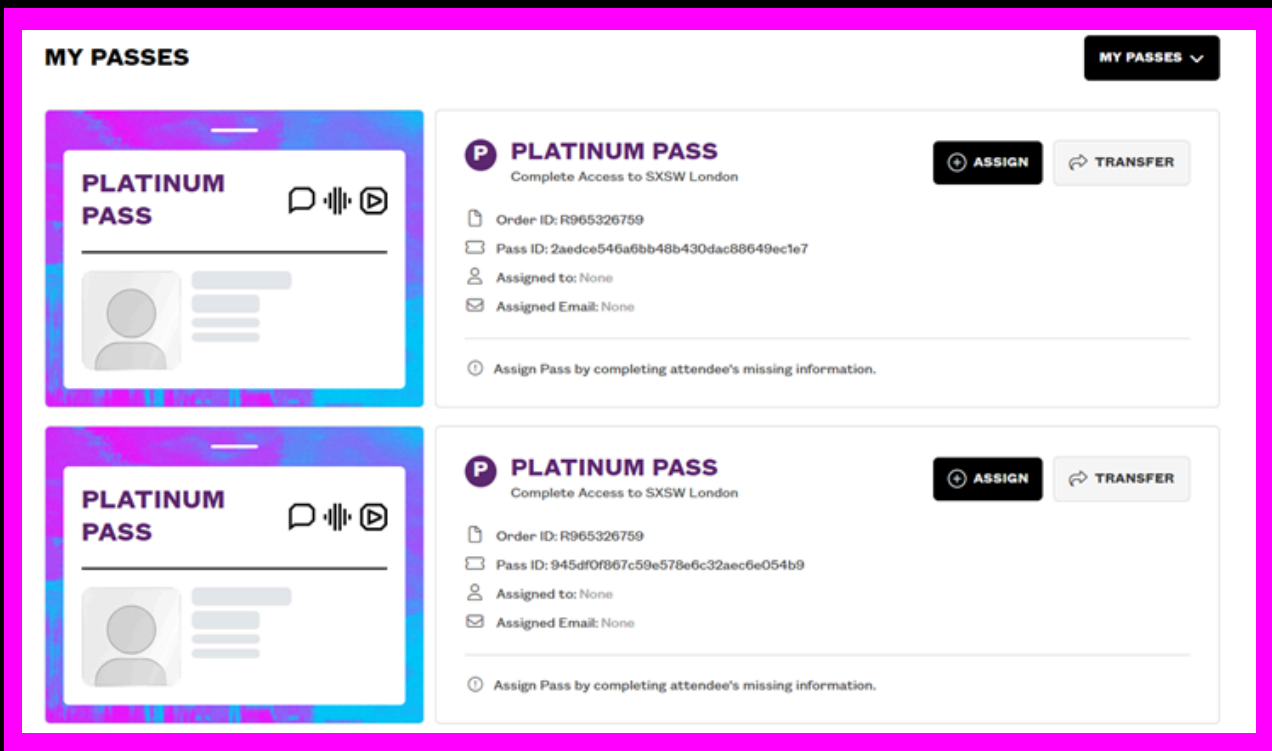
## STEP 3

### 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'.

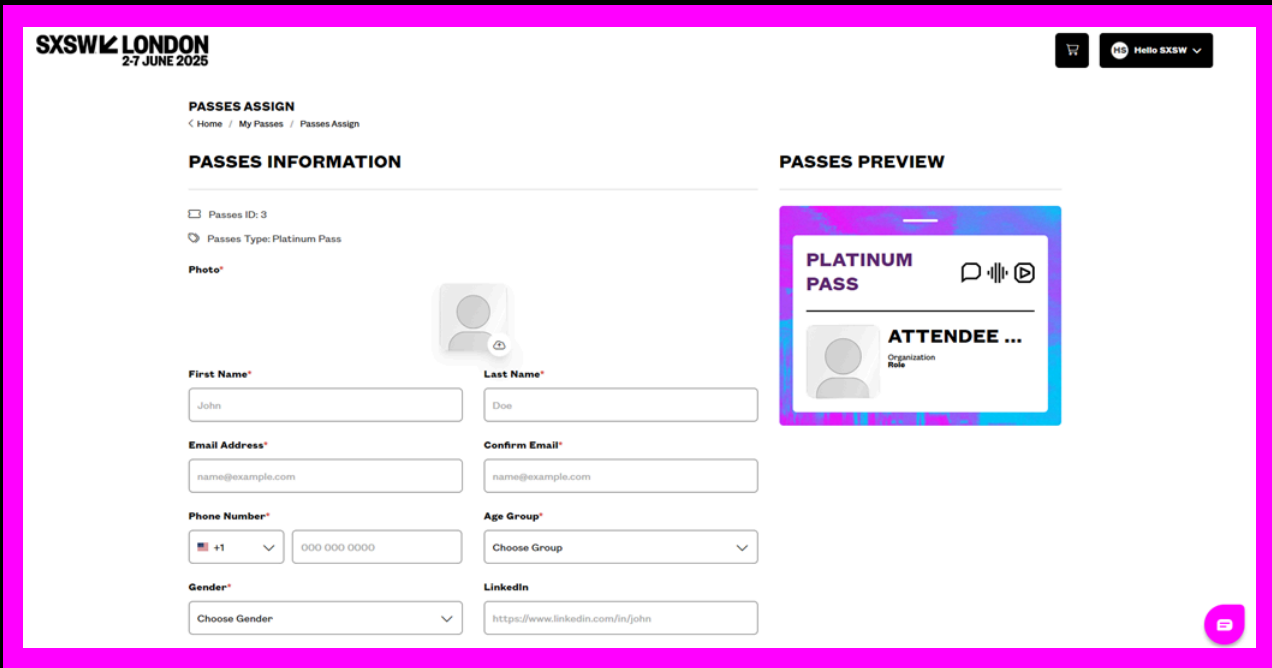


In this section, you will be able to see all of the Passes you have purchased. If you cannot see your Pass(es) here, please ensure you are using the same email address used to make the purchase. If you have more than one Pass, they will all appear on this page, an example below:



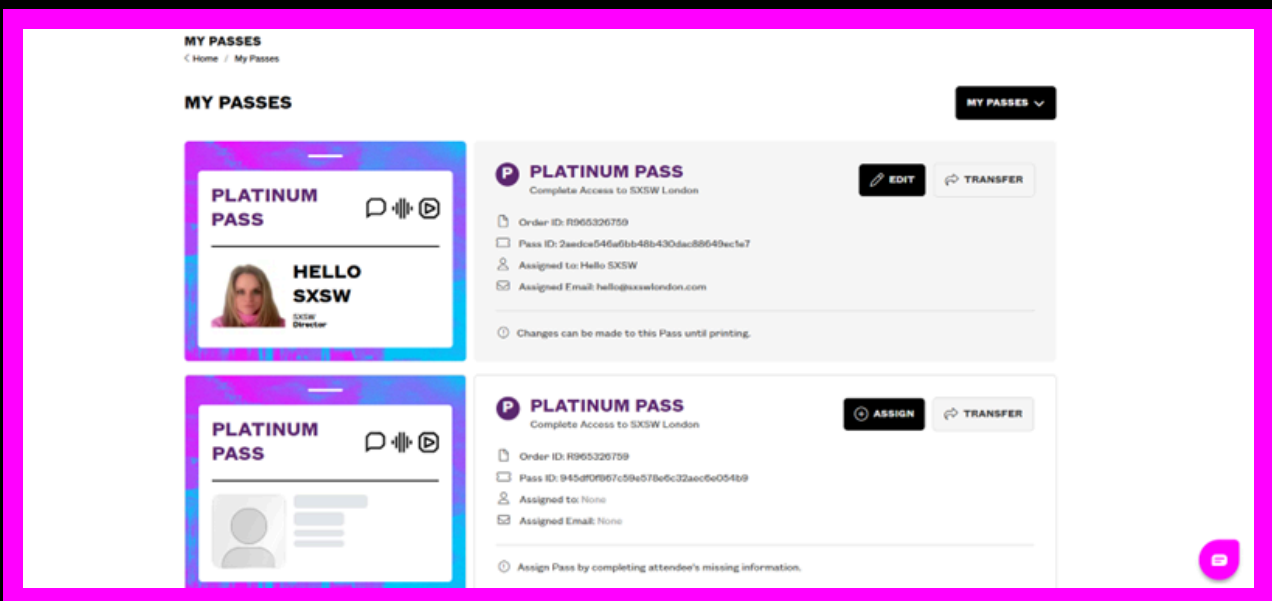
## STEP 4 ASSIGN YOUR PASS(ES)

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(ES)

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:

**SXSW LONDON**  
2-7 JUNE 2025

**PASSES TRANSFER**  
Home / My Passes / Passes Transfer

**PASSES INFORMATION**

Passes ID: 3  
Passes Type: Platinum Pass

**First Name\*** John  
**Last Name\*** Doe

**Email Address\*** name@example.com  
**Confirm Email\*** name@example.com

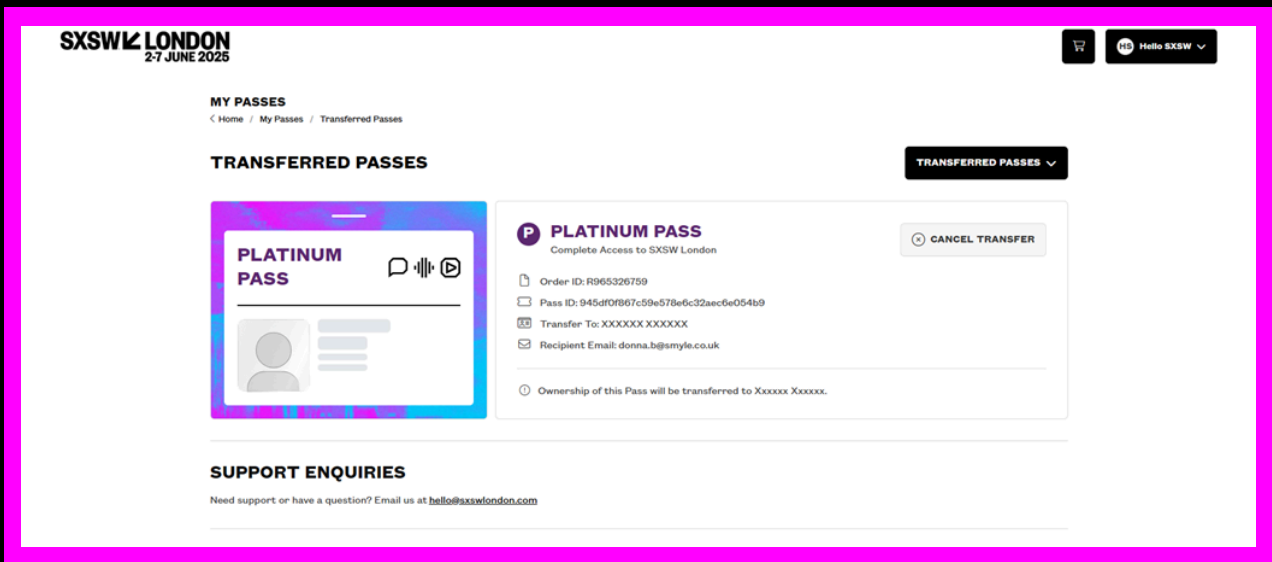
By transferring this Passes, you agree to also transfer its ownership to the email recipient, who will be contacted by the event organizer on your behalf. This Passes is subject to SXSW London 2025 [Terms of Use](#)

**CANCEL** **TRANSFER**

**PASSES PREVIEW**

**PLATINUM PASS**

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.