

Dear TEDxSMU Attendees:

We hope you're as excited about TEDxSMU as we are! Below you'll find some important info about the conference on October 16.

TEDxSMU EVENT INFORMATION AND DETAILS

Non-negotiable: come with an open mind!

This day is about exploration – meeting new people, hearing new ideas, experiencing the unexpected. There will be elements that will move you, make you think, bring you to tears, give you chills, make you laugh, and perhaps even offend you. You'll love some of it, and might hate some of it. But to have any reaction, you've first got to show up.

CHECK IN + REGISTRATION

Check in is from 9:00-10:00 a.m. on Saturday, October 16. You will receive all your event credentials at check in. No tickets will be mailed for the event. The event is at the Dee & Charles Wylie Theatre in Dallas (2400 Flora Street, Dallas, Texas 75201).

GETTING THERE + PARKING

To get here, you can walk, ride your bike (we've got extra bike parking available), take the DART Rail to the Pearl St. Station, drive or cab it to campus. If you drive, here are several parking options available to you:

Self parking is available for \$15 per car in the Lexus Red parking lot, located under the Winspear Opera House. The entrance to the garage is on Jack Evans St. Additionally, you can valet for \$25 per car in the same lot (as long as space remains). Please note: if you pre-paid for parking, you should have received your pass from the AT&T Performing Arts Center. If not, please contact the Box Office at 214.880.0202 during normal Box Office hours (Monday through Saturday, 10 a.m. – 8 p.m. / Sunday 11 a.m. – 4 p.m.).

The AT&T Performing Arts Center offers secure, on-site, underground parking located directly below the Center in Lexus Red Parking.

Designated Handicap Parking – handicap parking spaces are located on P2 & P3 Levels adjacent to the elevator / escalator lobbies. These spaces are on a first come first serve basis.

THE SCHEDULE FOR THE DAY

Please see the PDF of the program, including the schedule and speaker bios. Overall, the house doors open at 9:00 a.m. and the show runs from 10:00 a.m. to 6:15 p.m. with breaks for lunch and conversation. The After Party is from 6:15-8:30 p.m.

THE AFTER PARTY

TEDxSMU “4th Session” Location
(or, the After Party!)

The Winspear Opera House

Located directly across the street from the Wylie at 2403 Flora Street, Dallas, Texas 75201.

Important notes, disclaimers and jargon about the “4th Session:”

This is an integral part of the TEDxSMU experience! We will go straight from the conference to the after party at the Winspear. Don't worry about going home to change or primp...it's come as you are. If you go home, who knows what unexpected conversation you'll miss?

This year, we're trying something a little different and incorporating a free, public concert as a part of the after party. Daniel Bernard Roumain (DBR) and Elan Vytal (aka DJ Scientific) will be doing a dazzling performance at the Winspear Opera House's reflecting pool. Booker T. Washington High School and SMU dancers will perform alongside. While this

component is open to anyone, you MUST have TEDxSMU event credentials to get inside the private TEDxSMU After Party in the Lobby of the Winspear.

WHAT'S HAPPENING AFTER THE PART ENDS AT 8:30?

Lots of options! You can...

Join us at the After-After Party at CoHabitat in State Thomas, 2517 Thomas Street for more conversation and a relaxed environment.

~or~

Join in as the AT&T Performing Arts Center and Dallas Film Society host an outdoor screening of "Casablanca." See the next evolution of Dallas Arts District in a screening of Casablanca, the 1942 silver screen classic starring Humphrey Bogart and Ingrid Bergman, in the AT&T PAC's newly opened outdoor amphitheater, Strauss Square. Families invited to bring their own blankets. Food and beverages are available at concession stands on the premises.

Sat., 10/16, Screening at 8:00 p.m.

Strauss Square, 2403 Flora Street, between the Winspear Opera House and Meyerson Symphony Center

Free to public; Space limited; Reservations required. More information at DallasIdeas.org.

FREQUENTLY ASKED QUESTIONS

Will you start on time?

Yes! We'll start the program promptly at 10 a.m., so be sure to arrive in time to check in, grab a bite of breakfast and meet someone new. With very few exceptions, all seating is general admission. The theatre doors open at 9:50 a.m.

Will there be food?

Yes! We'll have light breakfast snacks, a buffet lunch, and afternoon snacks. There will be light hors d'oeuvres and a cash bar at the after party.

Who will be speaking?

Please see our website at www.TEDxSMU.org or the PDF of the program for the list.

What should I wear?

No need to dress up just for us. It's a Saturday! Be comfortable; it's a long day.

What should I bring?

While you really don't need to bring anything, you may choose to bring something to jot down some notes. Please leave your errand lists at home! Oh, you might want to bring a reusable water bottle. We'll have water stations and glasses throughout, but if you bring your own bottle, it saves the water from having to wash as many dishes.

I can't imagine unplugging for the whole day...can I bring my laptop?

It's ultimately up to you, but we do ask that you turn off your phones, computers, and anything else with an on/off switch while you are in the theatre. Those screens are really annoying to the people sitting behind you. If you would like to Tweet or blog from the conference, you are welcome to do so from the Lobby or one of the break spaces. We will be broadcasting the conference throughout the building.

What about my friends who couldn't be here today?

We are webcasting the entire conference from 10:00 a.m. to 6:00 p.m.! Tell your friends to log in at TEDxSMU.org.

DIRECTIONS TO THE WYLY / LEXUS RED PARKING

FROM US 75 NORTH/ I - 45 SOUTH: Take US 75/I-45 toward downtown Dallas. Merge onto Woodall Rodgers Fwy., exit at Pearl Street. Take an immediate left on Woodall Rodgers service road. Turn right off of the service road onto Jack Evans St.

FROM I - 35 NORTH/SOUTH: Take I-35 toward downtown Dallas. Merge onto Woodall Rodgers Fwy., exit at Pearl Street. Take an immediate left on Woodall Rodgers service road. Turn right off of the service road onto Jack Evans Street.

FROM DALLAS NORTH TOLLWAY: Take Dallas North Tollway South. Dallas North Tollway becomes Pearl Street; continue on Pearl Street into downtown Dallas. Take an immediate left on Woodall Rodgers service road. Turn right off of the service road onto Jack Evans Street.

FROM I-30 EAST AND WEST: Take I-30 toward downtown Dallas. Merge onto I-35 North. Merge onto Woodall Rodgers Fwy., exit at Pearl Street. Take a left on Flora.

VIA DART: Take the Red or Blue line toward downtown Dallas and exit at the Pearl Street DART Rail Station. Dallas Center for the Performing Arts is 3 blocks north and 1 block east at Flora Avenue and Leonard Street.

