



**SOUTHLAND, THE FIRST ANNUAL CONFERENCE
HIGHLIGHTING THE BEST IN
SOUTHERN CULTURE & TECHNOLOGY,
COMES TO NASHVILLE**

**RUNS JUNE 12-13 SHOWCASING THE SOUTHEAST'S TOP STARTUPS
AND EARLY-STAGE COMPANIES FOR INVESTORS
ACROSS THE COUNTRY**

**FEATURES PANELISTS FROM TWITTER, PANDODAILY, CNN,
SCRIPPS NETWORKS INTERACTIVE AND IBM**

Nashville, TN—Launch Tennessee (LaunchTN) and the Music City Music Council are set to introduce **Southland**, a conference focused on entrepreneurship and investment in the Southeast. The event, which will be held at the historic Cannery Row in Nashville **June 12-13** just ahead of the Bonnaroo Arts & Music Festival, will showcase the best regional startups and early-stage companies along with unique offerings of southern culture.

Southland will feature venture capitalists and angel investors from across the country along with an extensive lineup of speakers and panelists with a firsthand knowledge of the power of innovation and its ability to transform a region's ecosystem. Speakers include **Sarah Lacy** (Founder, PandoDaily), **Michael Sippy** (Vice President of Consumer Products, Twitter), **Michael Marquez** (Co-Founder, Code Advisors), **KC Estenson** (SVP & GM, CNN Digital), **Ali Partovi** (Co-Founder, Code.org), and many more from **CNN, Scripps Networks Interactive, IBM** and others.

"The Southeast is a hotbed for technology startups," notes **Charlie Brock**, CEO of LaunchTN. "This conference is going to be the premier event for bringing together the best our region has to offer in entrepreneurs and cultural tastemakers, along with investors, technology and health care executives from around the country."

Key elements of the inaugural Southland are:

- Southland Startup Village featuring high-growth startups from the Southeast
- Early-stage investors from around the U.S.
- Thought leaders in health care, technology and media discussing emerging trends
- Wednesday evening entertainment featuring a 2013 Bonnaroo artist
- "Makers Marketplace" of southern culture featuring local musicians, BBQ pit-masters, small batch distillers and southern artisans

continued

**For more information, please contact Joe Cohen, Krista Williams or Carla Sacks at
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Further updates on speakers and events for the conference will be made through Twitter (@SouthlandSE) and the Southland website (www.SouthlandSE.com).

LaunchTN is a public-private partnership focused on supporting the development of high-growth companies in the State of Tennessee with the ultimate goal of fostering job creation and economic growth. LaunchTN focuses on four key areas: entrepreneurship, commercialization, capital and outreach, and is funded in part by a grant from the State of Tennessee. LaunchTN can be followed on Facebook (www.Facebook.com/LaunchTN), Twitter (www.Twitter.com/LaunchTN), YouTube (www.YouTube.com/LaunchTN) and Flickr (www.Flickr.com/LaunchTN).

The Music City Music Council is an association of business leaders charged by Nashville Mayor Karl Dean with developing strategies toward heightening the awareness and development of Nashville as THE global Music City.

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