<table>
<thead>
<tr>
<th>Know-it-all</th>
<th>Food!</th>
<th>Just for fun</th>
<th>Celebrities</th>
<th>Gadgets</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Fail Whale (not on a computer)</td>
<td>A food blogger eating food</td>
<td>People playing Rock Band</td>
<td>Someone who is internet almost-famous</td>
<td>Something built with an Arduino</td>
</tr>
<tr>
<td>Hash Tag Hand Sign</td>
<td>Tacos</td>
<td>Techy mom</td>
<td>Gary Vaynerchuk with a glass of wine</td>
<td>Old school arcade cabinet</td>
</tr>
<tr>
<td>Someone wearing this t-shirt</td>
<td>Free cupcakes</td>
<td></td>
<td>Guy Kawasaki Twittering</td>
<td>Someone using Kindle 2</td>
</tr>
<tr>
<td>BJ Novak making people laugh</td>
<td>A pie chart in a presentation</td>
<td>Geek girl</td>
<td>A famous actress</td>
<td>Cowboy hat</td>
</tr>
<tr>
<td>Someone wearing a Snuggie</td>
<td>Double Fisting</td>
<td>Pair programming</td>
<td>Scobleizer</td>
<td>Someone using a Zune</td>
</tr>
</tbody>
</table>

**FREE SPACE**
SXSW BINGO.com

How to play.
1. Take a photo of person, situation, or thing depicted on the Bingo board.
2. Twitpic your finding to Twitter with the tag #sxswbingo.
3. Mark an 'X' on the card for that item you found. When you have completed 5 squares in a row, tweet BINGO! with the tag #sxswbingo to announce your victory.

Note: There are six ways to win and speed is of the essence. Please read the rest of the card for more detail.

Rules.
• You can only win one prize (e.g. win the $50 Amazon Gift Card and forego your chance to win the Kindle 2).
• All photos must be taken between March 13th and 17th 2009 in Austin, Texas, United States.

Who did this?
This idea is brought to you by Iridesco, a NYC-based company behind products like HARVEST and CO-OP.

Follow us around: @harvest, @dannyw, @bjhess and @evilprguy

Prizes.
Six ways to win. Each person is eligible to only one prize. First come, first served.

Grand Prize
Kindle 2
Be the first to complete every square on the board.

Speedstr
$50.00 Amazon Gift Card
Be the first to Bingo in any combination.

The Foodie
$50.00 gift certificate to Stubb's Bar-B-Q in Austin
Be the first to complete every square in the Food! column.

Such a Know-it-all
Your very own Snuggie!
Be the first to complete every square in the Know-it-all column.

Celebrity Overdose
One-year subscription to US Weekly
Be the first to complete every square in the Celebrity column.

Go Go Gadget
MAKE or CRAFT ist Year Collector's Box Set
Be the first to complete every square in the Gadget column.

This card took 38.56 unbillable hours to create.