

A decorative arrangement of six circles. Three are solid light purple and three are hollow with a light purple outline. They are arranged in two rows of three. The top row has a hollow circle on the left, a solid circle in the middle, and a solid circle on the right. The bottom row has a solid circle on the left, a solid circle in the middle, and a hollow circle on the right. The text is overlaid on these circles.

Own the C0n!

The making of ShmooCon,  
and how to make it better.

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# Overview / format of this here BoF...

- ShmooCon, the copycat con?
- ShmooCon, the different con?
- ShmooCon, the how-to con?
- ShmooCon, the did-we-break-even con?
- ShmooCon, what rocked?
- ShmooCon, what sucked?
- Feel free to interrupt, interject, intercede, interwhatever.
  - I plan on only blabbing for about 15 minutes, BTW.

# Not all cons are created equal.

- DefCon is our annual party.
- We REALLY like ToorCon! w00t!
- LayerOne in L.A. had a nifty start.
- CanSecWest, Phreaknic, Notacon, etc.
- What the hell draws us to all of these friggin' cons?
  - Proximity, events, speakers, boredom?
- Is there room for a ShmooCon et al.?

One of these kids is not like the others.

- Why Winter? Holy CRAP its COLD!
- \$99, \$149, \$199, \$250, FREE, huh? Make up your MIND, man.
- WTF is up with these Shmooballs? Where's my automatic launcher?
- Dedicated Birds of a Feather (BoF) track, a.k.a. the room you are in right NOW.
- HorH, FUR, Reserve-a-Room Raffle, etc.

# WHERE is the Rebel base?

- Planning started over a year ago.
- Places scoped out and proposals submitted.
- Mailing list and IRC sessions kept things moving.
- Word of mouth advertising kicked off at DefCon and continued at ToorCon—video ads, stickers, plugs during presentations.
- Shmoo-friendly speakers pitched to present—a cool keynote to kick things off.
- Web site tracked progress.
- PayPal took money. ! Speaking of money...

# Show me the money! (Expenses)

- Hotel space = \$6000
- Network & A/V = \$10500
- Catering & Nightclub = \$7500
- Printing, badges & shwag bags = \$5000
- Speakers = \$4500
- Radios, NOC gear, HorH = \$6000
- Giveaways & Misc = \$7000
- Total = \$46500

# Show me the money! (Revenue)

- Personal cash = \$7000
- Sponsors = \$4000
- \$99 x 148 = \$14000 after PayPal
- \$149 x 92 = \$13000 after PayPal
- \$199 x ~150 = \$28500 after PayPal
- Total = ~\$66500
  
- w00t! We made \$20k right? Uh... sorta.

You win some, you lose some, you give some away.

- Paying back the Shmoo who paid to get in to their own con = \$3000
- Paying back the Shmoo who put in their personal dough to start things = \$7000
- Planned sponsorship of other cons = \$3000
- Hotel deposit for ShmooCon 2006 = \$10000
- Total post-ShmooCon expenses = \$23000



# The Shmoo, the bad, the ugly?

- Overall, did you like ShmooCon?
- What did you like?
- What did you not like?
- Any suggestions? For other cons?

Food for thought. Any takers?

- A small con alliance?
- A small con how-to?
- ConCamp? A con for con organizers?
- ShmooCon 2006 events?