

Own the Con

(Or How to reuse slides for 4 straight years. Hint – we didn't use these slides the first year.)

Shmoos Your Daddy?

- ShmooCon Logistics, LLC is still the legal entity at the helm
 - LLC has been very little overhead, especially compared to a 501c3.

Organizational Structure (still the same)

- Almost everything is planned via email or phone calls
- Lists for the main Shmoo Group, labs, selection committee, hack fortress, etc..
- Planning for next year starts....Monday?

Conference Dates and Venue

- Back at the Hilton – We like this space
 - Lots of room for side events and in the corridors compared to other venues
- Date tends to float a bit year to year
 - What works best for volunteers, hotel, not conflicting with other cons, etc
 - But frankly, this is was a bit early for us – too close to the holidays

Speaker Selection

- About 182 submissions received (down just a wee bit from last year)
 - ~ 75 talks came in before the early bird deadline
- Used OpenConf again
 - Upgraded to full version but not sure it was worth it
- Dedicated selection committee
 - 15 people
 - Many eyes on each talk. A few people looked at EVERY SINGLE TALK

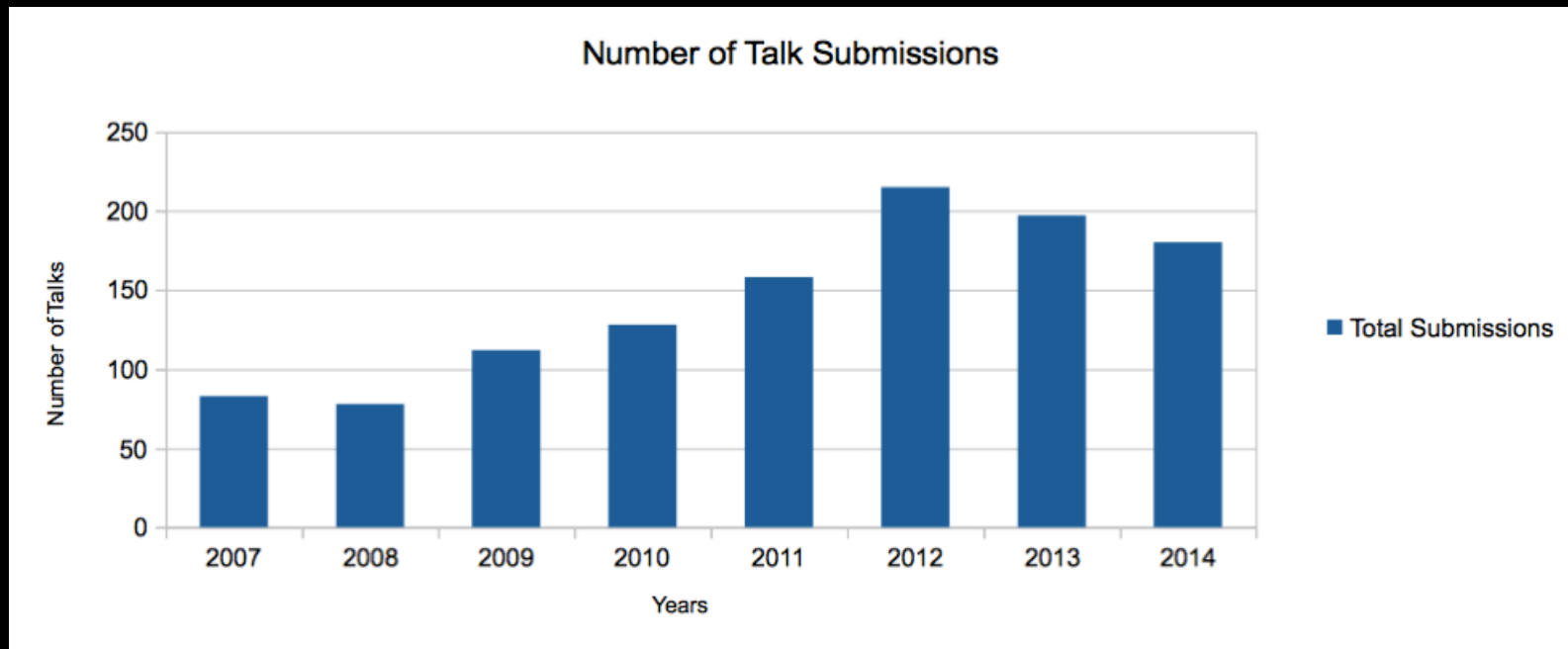
CFP Stats

- 182 total submissions.
 - Roughly 20 less submissions than last year and 32 down from the year before
- Acceptance Rate = 19.23%
 - w/ plenary = 21.42%
 - w/ plenary and alternates = 22.53%
- 224 unique names on submissions (some submissions had more than one author).
- Using dubious best guess methods (based on obvious indication by name and/or personal knowledge):
 - 209 male
 - 16 female

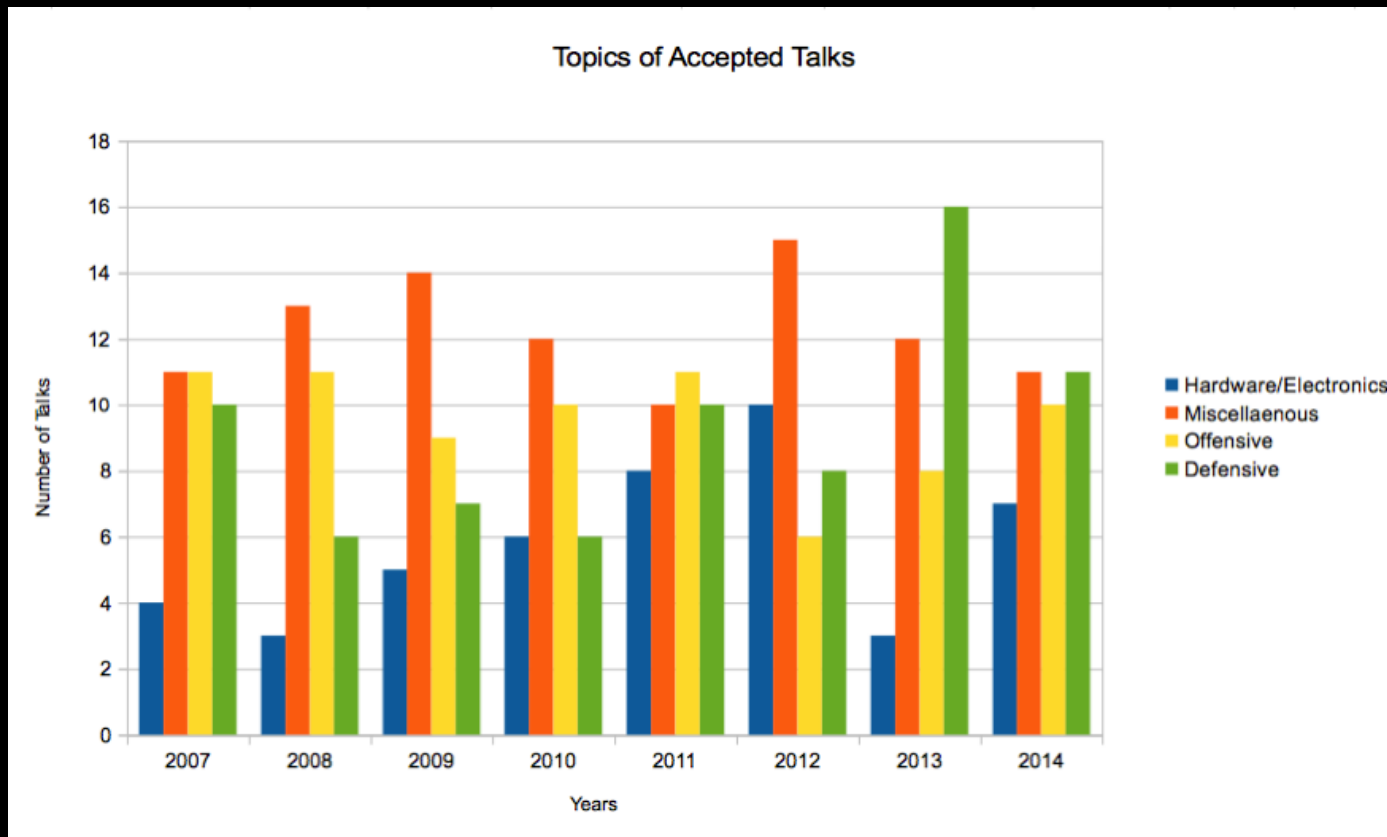
Talks submitted per track (some talks were submitted to multiple tracks)

- Belay It – 47 (just over half of what we received last year)
- Bring It On – 87
- Build It – 44
- One Track Mind - 65

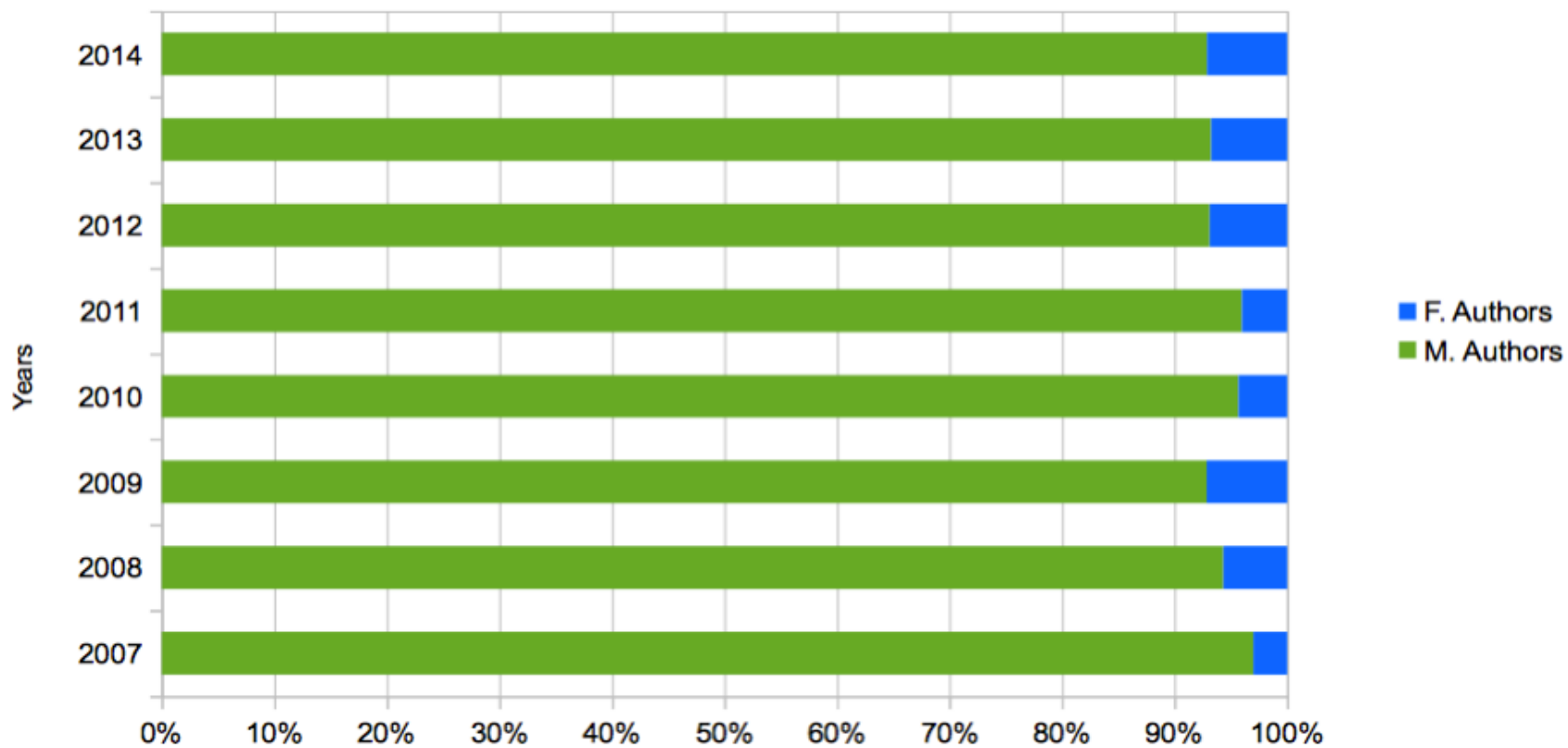
Some stats – number of submissions



By Topic



Submission Authors



How to hack selection

- FOLLOW DIRECTIONS!
- Explain your ideas and why they are important / relevant to the audience
- Put some effort in to it
 - Complete sentences
 - Spell the name of the conference correctly

Sales Model

- Cart is holding strong.
 - C++, event driven, ticketing back end, Lighttpd front end, django for the rest
 - Single server – no load issues
- Reserved 1500 tickets in a total of 29.31 seconds over three rounds
- Hits to tix.shmoocon.org in first 20 seconds of round 1 = 2316
- Tickets Purchased Stats (roughly):
 - 824 IPs across all rounds
 - 899 unique emails
 - 735 of those emails purchased in just one round
 - 53 purchased in two
 - 6 purchased in all 3

Ticket Sales

- Size matters...and is somewhat dependent on venue
- 1887 out of 2016 checked in (by 2:30 – will probably go up a few)
 - 1610 out of 1662 in 2013
 - 1399 out of 1446 in 2012
 - 2010 (snow) ~1170 out of 1423 checked in
 - 1287 checked in in 2009 with roughly the same ticket count
- ~ 58 speakers
- 73 staff
- 10ish “press” and/or Press

Second Hand Sales

- We don't control what people do with their tickets
 - Easier for everyone
 - But....
- Re. eBay sales - You should know that we:
 - We don't really like it
 - Won't get involved
 - You accept a certain amount of risk
- eBay sales this year were.....down!
 - Less than 1% of tickets went across eBay for 2014
 - Previous years have seen 1% to almost 3% move across eBay

Sizing

- Why do we stay the same size?
 - Preserve the feel of the con
 - Difficult to find space that's just a bit bigger (it gets WAY bigger quickly)
 - Con gets staged at Chez Potter and there's literally no more room

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- Sponsorship funds = 135.6k
- Ticket Sales = 232.8k
- Total Funds Generated = 368k

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- Hotel Space – 40k
- Swag (includes t-shirts, bags, programs, shmooballs, etc) ~70k
- Prizes – 1k
- Equipment – 12k
- Party – OMG we don't know yet but at least 70k
 - Includes paul and storm, lighting, and drinks, etc
- Speaker Honorariums – 3k
- Misc - 5k
- Credit card fees – 15k
- Event Insurance – \$800
- Quarterly estimated tax – 36k
- Total ~ 253k (up from 203k last year – Can we say PARTY)

Other Gear and stuff

- A ton of ram for the labs servers
- Replaced Hack Fortress machines with laptops
- 5 scanners
- Light (or in our case Ap) stands
- Every year we spend at least \$150 on Gaffer Tape.

So there's money leftover

- 100k or so left over (+/- 15%... These are soft numbers)
- Let's see the end of party bill first

Network

- Luiz? Anyone seen Ken?

Onsite Registration

- Again, went very smoothly this year
- We even opened early
- Barcodes continue to be a great thing

Video Streaming

- Streaming is still a hit
- 3 windows laptops with FME and a Diamond A/D converter.. Pretty simple
- 200-300 ppl per track at various times
- Friday had 1200 unique viewers

Security

- Provided our own security staff (again)
- We've had a lot of success in not visually delineating security from the rest of the staff
- Radios rented from local vendor

Contests

- All previous contests came back
- A few new
- Did you like this year's contests?
- Do you want to see more?

Vendors / Sponsors

- 46 Sponsors (including labs)
 - Bronze level sponsorship was reserved for small biz/groups only
 - Several more requests to sponsor that we denied
 - Accepted less sponsorship than last time we were here to help keep hallways open
- We continue to push the sponsors to do something different
 - Both for their benefit and your benefit
 - We want vendor involvement to be a good thing – not a detraction

Feedback

- Feedback.shmoocon.org
 - New system – will work to improve
 - Give us feedback on our feedback
- Still, we' ll accept email to feedback@shmoocon.org 😊