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

[Bar chart showing the number of talk submissions from 2007 to 2014, with a peak in 2012.]

Number of Talk Submissions

- Total Submissions


Number of Talks: 0, 50, 100, 150, 200, 250

[Graph showing the increase in submissions from 2007 to 2014.]
By Topic

Topics of Accepted Talks

- Hardware/Electronics
- Miscellaneous
- Offensive
- Defensive

Number of Talks

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

- 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 😊