

Own the Con

(Or How to reuse slides for ~~4~~⁵ straight
years) ⁶

Shmoos Your Daddy?

- ShmooCon Logistics, LLC is still the legal entity at the helm
 - Sort of have the hang of things now (LLC has existed for nearly 4 years)
 - LLC has been very little overhead, especially compared to a 501c3.

Organizational Structure (still the same)

- Almost everything was planned via email
- Lists for the main Shmoo Group, labs, selection committee, arcade, etc..
- Some phone calls here and there
 - Planning started LONG ago and email actually worked very well given the tempo

Conference Dates and Venue

- Driven by the availability of the venue and the Potter's desire not to have ShmooCon conflict with family b-days, xmas, obligations of other Shmoon
- Continues to be difficult to plan around other security cons...
 - In DC alone in the last 2 weeks there was DoD Cybercrime, BH Fed, and another workshop

When ShmooCon is 1500 people...



And more...



Speaker Selection

- About 128 submissions received (up 14% from last year)
- Used OpenConf again
- Small but dedicated selection committee
 - Many eyes on each talk

Some stats

- Did trending analysis for last few years of submissions
 - “VOIP” used to be popular.. “web” is now king
- Types of talks submitted
 - Very few hardware talks (12 this year, 5 previous)
 - About 60% more offensive talks than defensive
 - Largest percentage of submitted talks are forensics related
- Only 25 female authors have been part a submitted talk
- We'll post more detailed info online

How to hack selection

- FOLLOW DIRECTIONS!
- Explain your ideas and why they're important / relevant to the audience
- Put some effort in to it

Sales Model

- Updated our cart (again)
 - Updated code, updated servers, changed servers
- WHY do we run our own?
 - We keep more of the \$ to help run the con
 - Tight integration with the barcode system
- 3 rounds of sales, 3 prices
 - “Pay what you can” is still “Pay for what’s available”
- Sold out quickly... very quickly
 - Secondary market seemed more active than past years
- Strongly leaning towards a flat fee system + one ticket per transaction next year

Ticket Sales

- Size matters... how was this year's size?
- ~1170 out of 1423 checked in (1287 checked in in 2009 with roughly the same ticket count)
- ~53 speakers showed up (a few didn't make it but their co-presenters did)
- ~56 staff
- 14ish "press"
- West Point cadets got snowed out
- Roughly 1300+ people in attendance
 - Vs 1565 last year

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- Sponsorship funds = 68k
- Ticket Sales = 180k
- Total Funds Generated = 248k

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- Hotel Space
 - Last year was ~40k
 - This year ~43k (we wait for the final tally)
- Swag - 28k
- Prizes – 2k (some prizes donated or provided in trade)
- Equipment – 8k
- Party - 28k
- Speaker Honorariums – 6.4k
- Misc - 4k
- Credit card fees – 10k
- Event Insurance – 1k
- ShmooCon sponsorship of other cons and events – 6k
- Quarterly estimated tax – 24k
- Total ~ 160k (up from 150k last year)

So there's money leftover

- 90k or so left over (+/- 15%... These are soft numbers)
- Taxes will pull 20-25k out of that
 - Plus we pay tax on assets in MD (computers and office equipment)
- Still thinking about other types of events... Still up in the air

Network

- Luiz? Anyone seen Luiz?

Registration

- Again, went very smoothly this year
- Reg system was online early and worked pretty much perfectly
- Reg staff has the process down (even t-shirt rolling and bag stuffing in advance of the conference)
 - 600 registered in the first 60 mins... 10/minute... 1 every 6 seconds. (again!)

Video Streaming

- After watching DojoCon talks on uStream, realized it was probably a good idea
- uStream is free, ad supported, and relatively easy
- Dedicated 2 Con staff and 1 Lab staff to making sure it went smoothly
- Good feedback... will be doing it again next year

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

Other Gear and stuff

- 3 Servers for tech refresh / backfill
shmooscon.org server upgrades
- 3 Laptops and video capture devices
- A video presentation thingy
- Monitors, keyboards, mice, hard drives, etc

Contests

- Expanded ShmooCon contests
 - GiTS
 - Shmooball launcher
- All previous contests came back
- Did you like this year's contests?
- Do you want to see more?

Vendors / Sponsors

- 40 Sponsors (including 11 labs sponsors)
- We continued to push the sponsors to do something different
 - Both for their benefit and your benefit
 - Seemed to work out very well. Great deal of energy in the hallways

Feedback

- Custom feedback interface on the website (back again from last year)
- Still, we'll accept email to feedback@shmoocon.org 😊