Own the Con
(Or How to reuse slides for 4 straight years)
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
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
Sponsorship funds = 68k
Ticket Sales = 180k
Total Funds Generated = 248k
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
  shmoocon.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@shmooccon.org 😊