Own the Con

(Or How to reuse slides for 4 straight years)
Shmoos Your Daddy?

- ShmooCon Logistics, LLC is still going
  - We now have an accountant
  - We now have to pay taxes
Organizational Structure (still the same)

- Almost everything was planned via email
- Lists for the main Shmoo Group, ShmooCon planning (all the volunteers), labs, arcade, etc..
- A few phone calls here and there, but really not many
  - 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 and xmas.

It’s getting harder and harder to find non-conflicting dates.

- More security conferences
- RSA moved its date

How did the space work this year?
Speaker Selection

- About 80 submissions received
- Used OpenConf to help with the review process
  - BACKUP YOUR DATABASE if you use OpenConf
  - Our cat deleted our comment database
  - This isn’t the first conference that has lost reviews
How to hack selection

- Educate, Entertain, Inform
- Something that appeals to us
- Something different
  - If everyone does the same different thing it’s not different
Sales Model

- Updated our cart
  - Handles normal sales as well as “special” registration such as vendors, staff, misc

- 3 rounds of sales, 3 prices
  - “Pay what you can” became “Pay for what’s available”

- Sold even faster than last year

- Opinions on tiered model vs. flat fee? (again)
Ticket Sales

- Size matters… how was this year’s size?
- 1037 Attendee Barcodes
- 961 checked in
- 60 speakers
- 64 staff
- 60 Misc (West Point, etc)
- Roughly 1150 people in attendance
  - 200 more than last year
In the bank from last year = 50k
Sponsorship funds = 41.5k
Ticket Sales = 105k (actually down from last year)
Total Funds = 196k
-$$

- Hotel Space
  - Last year was 25k (less than we thought)
  - This year closer to 35k (we covered 1 night for each staff member and this space is more expensive)
- Swag - 20k
- Prizes – 1k (many more prizes donated)
- Equipment - 3k (WAY down from last year)
- Party - 15k
- Speaker Honorariums - 7k
- Misc - 2k
- Event Insurance – 1k
- ShmooCon sponsorship of other cons – 4k
- Total ~ 93k
So there’s money leftover

- *whew* about 102k (NOTE: this is +/- 15% as we came up with these numbers a few minutes ago)
- Taxes will be a big hit this year
  - We carried more money over than we should have
  - It all flows down to our personal tax return. So, we really don’t know how much we’re going to pay yet. Probably more than we want
- Looking to do more events in the future as well as grow the conference
  - ShmooCamp? Shmoo teh Movie? Shmoo Cruise?
Network

- Ken? Anyone seen Ken?
Registration

- Went _very_ smoothly this year
- Reg system was online early and worked pretty much perfectly
- Reg staff has the process down
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 (still doesn’t make sense to buy our own)
Other Gear and stuff

- 1 Server to backfill a server that got racked in a real DC
- 4 monitors
- That’s it… we seem to have had everything else from years past
Contests

- Seemed to work much better this year with more people participating
- Did you like this year’s contests?
- Do you want to see more?
Vendors / Sponsors

- Many more sponsors than last year
- The “spirit” of sponsorship seems to have changed this year
  - In years past, many vendors sponsored b/c they liked us and wanted to help
  - This year, it’s starting to be more serious. The vendors know there’s a good target audience here and really want to advertise
Feedback@ShmooCon.org