

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

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 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

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- In the bank from last year = 50k
- Sponsorship funds = 41.5k
- Ticket Sales = 105k (actually down from last year)
- Total Funds = 196k

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- 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
