# 0wn 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**
  - 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, hack fortress, etc..
- Some phone calls here and there
  - Planning started LONG ago and email actually worked very well given the tempo

# Conference Dates and Venue

- ## New Venue
  - Wanted to try something new
  - Hilton is a smaller hotel.. Which has advantages and disadvantages
  - Better layout for hallway con?
- ## Date tends to float a bit year to year
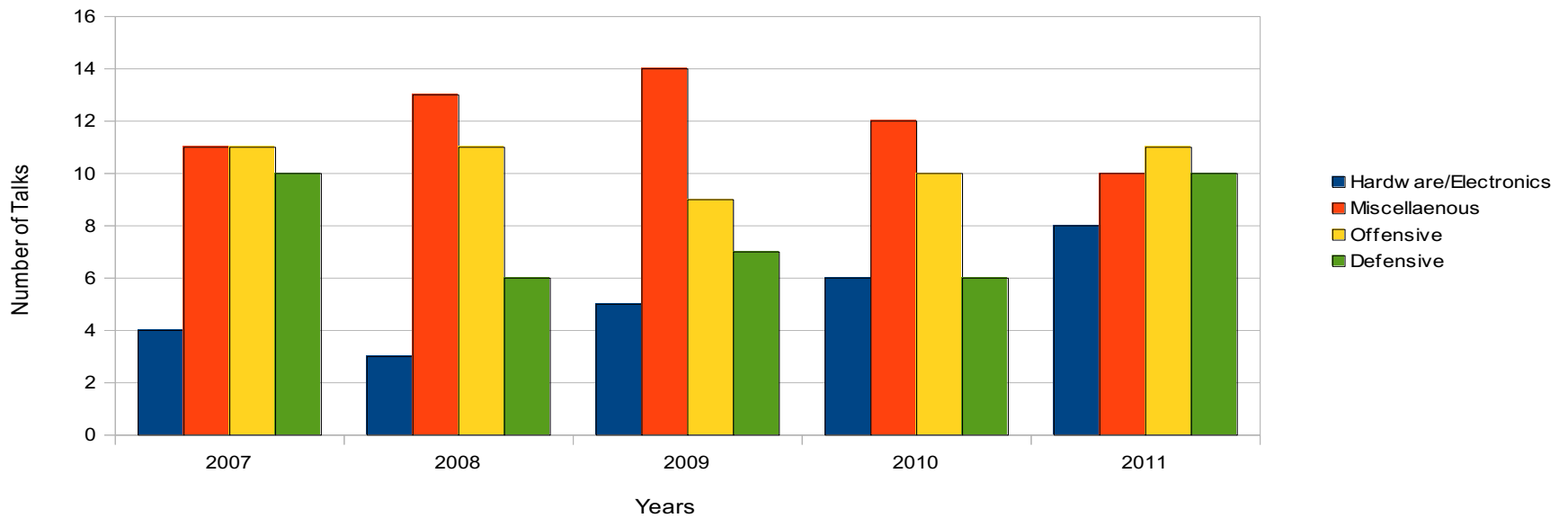  - What works best for volunteers, hotel, not conflicting with other cons, etc
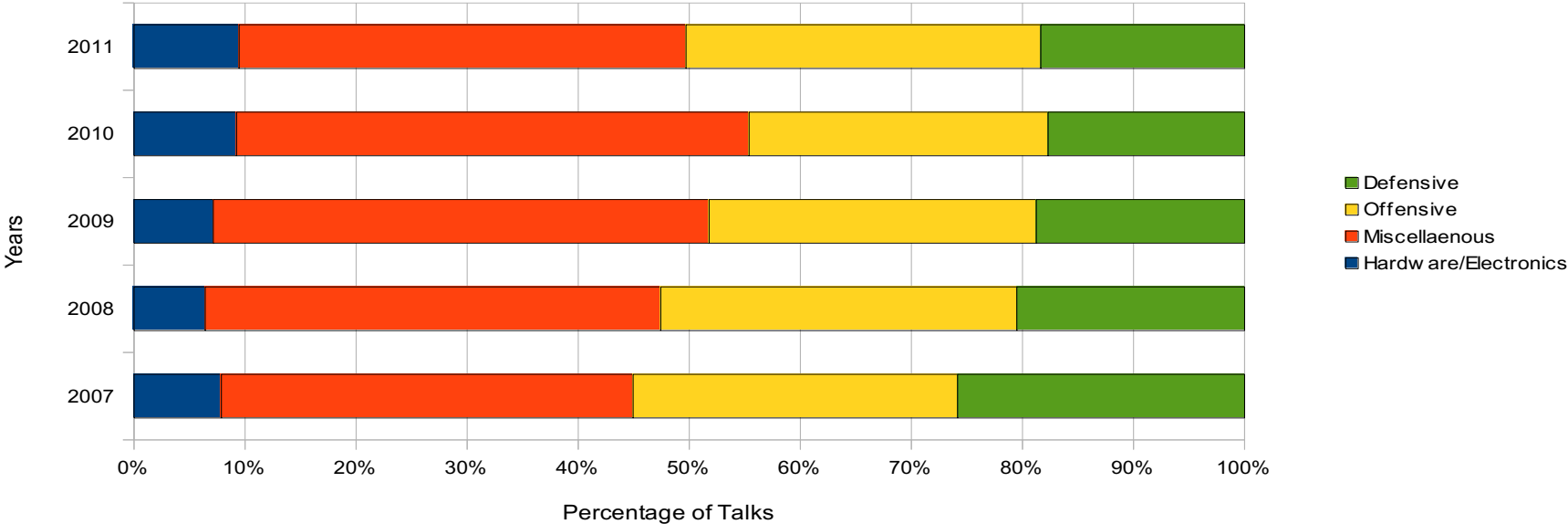
# Speaker Selection

- About 155 submissions received (up 25% from last year)
    - ~100 talks came in during the first round of CFP
- Used OpenConf again
- Small but dedicated selection committee
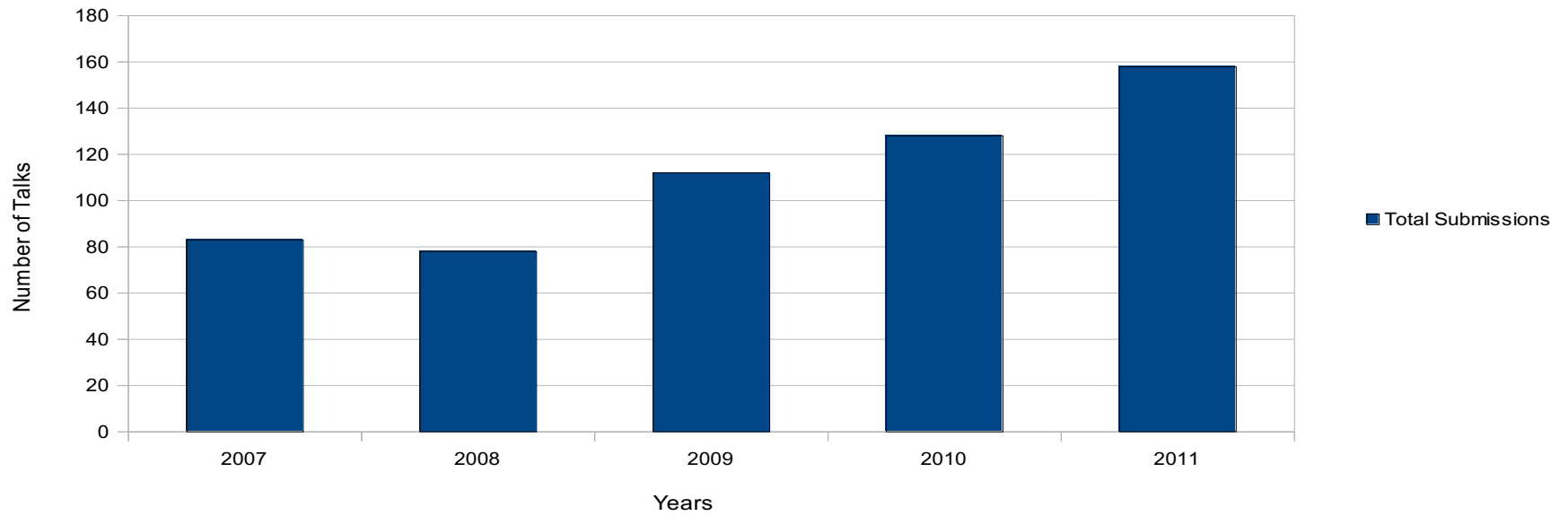    - Many eyes on each talk

# Some stats

Topics of Accepted Talks

A grouped bar chart titled "Topics of Accepted Talks" showing the Number of Talks (y-axis, 0 to 16) by Years (x-axis: 2007, 2008, 2009, 2010, 2011) for four categories: Hardware/Electronics, Miscellaenous, Offensive, and Defensive.

- 2007: Hardware/Electronics 4, Miscellaenous 11, Offensive 11, Defensive 10
- 2008: Hardware/Electronics 3, Miscellaenous 13, Offensive 11, Defensive 6
- 2009: Hardware/Electronics 5, Miscellaenous 14, Offensive 9, Defensive 7
- 2010: Hardware/Electronics 6, Miscellaenous 12, Offensive 10, Defensive 6
- 2011: Hardware/Electronics 8, Miscellaenous 10, Offensive 11, Defensive 10

Topics of Submitted Talks

# Number of Talk Submissions

# 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

- Total rewrite of the cart
  - Django-based… easier dev and admin but much more heavy weight
  - Allowed for some scaling horizontally (after some tuning)
- Reserved 1250 tickets in a total of 20 seconds on three rounds
- Page views exceeded 1200/second at peak load
  - To be clear, that's a rate of >100million/day
  - The moose cluster needs to handle that kind of load for a total of 15 minutes a year
- Why?  To save money, to keep it in house, and because we really enjoy a challenge
- Went with a flat rate this year (finally)
- Feedback to info@shmoocon.org please

# Ticket Sales

- Size matters… how was this year's size?
- 1399 out of 1446 checked in (by FAR our lowest no show rate)
    - 2010 (snow) ~1170 out of 1423 checked in
    - 1287 checked in in 2009 with roughly the same ticket count
- ~50 speakers
- 60 staff
- 10ish "press"
- 40 West Point
- Nearly 1600 people in attendance
    - 1300+ people in attendance in 2010
    - 1565 in 2009

# eBay?

- We don't control what people do with their tickets
  - Easier for everyone
- Every year we've had tickets sold on eBay
  - Some were official listing, some weren't
- eBay sales this year were in line with previous years
  - ~2% of tickets went across eBay in 2011
  - Previous years have seen 1.5% 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

# No More ShmooBall

- Thoughts?

# $$$

- Sponsorship funds = 89k
- Ticket Sales = 195k
- Total Funds Generated = 284k

# -$$$

- Hotel Space – 40k
- Swag - 40k
- Prizes – 1k
- Equipment – 14k
- Party - 30k
- Speaker Honorariums – 6k
- Misc - 4k
- Credit card fees – 14k
- Event Insurance – 1k
- ShmooCon sponsorship of other cons and events – 6k
- Quarterly estimated tax – 30k
- Total ~ 186k (up from 160k last year)

# So there's money leftover

- 100k or so left over (+/- 15%... These are soft numbers)
- Still thinking about other types of events… Still up in the air

# Network

- Luiz?  Anyone seen Ken?

# Onsite 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)

# Video Streaming

- Streaming was a hit last year, tried it again this year with more planning
- 3 windows laptops with FME and a Diamond A/D converter.. Pretty simple
- Several hundred ppl per track at various times
  - Some hacker spaces watched the stream as a group event

# 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
- 2 4k Lumen projectors
- Monitors, keyboards, mice, hard drives, etc

# Contests

- All previous contests came back
  - Except HoH/TF2 which combined in to one
- Did you like this year's contests?
- Do you want to see more?

# Vendors / Sponsors

- **41 Sponsors (including labs)**
  - Bronze level sponsorship was reserved for small biz/groups only
  - Heavily limit sponsorship to ensure sponsors get value from
  - MANY more requests to sponsor that we denied
- **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 ☺