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
  - 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

<table>
<thead>
<tr>
<th>Years</th>
<th>Number of Talks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>10 (Miscellaneous) 10 (Offensive) 10 (Defensive)</td>
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<tr>
<td>2008</td>
<td>10 (Miscellaneous) 10 (Offensive) 10 (Defensive)</td>
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<tr>
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<td>10 (Miscellaneous) 10 (Offensive) 10 (Defensive)</td>
</tr>
</tbody>
</table>
Topics of Submitted Talks

- **Defensive**
- **Offensive**
- **Miscellaneous**
- **Hardware/Electronics**

Percentage of Talks

<table>
<thead>
<tr>
<th>Year</th>
<th>Defensive</th>
<th>Offensive</th>
<th>Miscellaneous</th>
<th>Hardware/Electronics</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>10%</td>
<td>40%</td>
<td>20%</td>
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The number of talk submissions over the years is shown in the bar chart. The x-axis represents the years from 2007 to 2011, and the y-axis represents the number of talks. The graph shows a trend where the number of talk submissions increases from 2007 to 2011.
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 into 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@shmooccon.org 😊