Own the Con

Or How to Reuse Slides for 4 Straight Years

(Hint – we didn’t use these slides the first year)
Organizational Structure

- ShmooCon Logistics, LLC
- Almost everything is planned via email or phone calls
- Lists for the main Shmoo Group, labs, review committee, hack fortress, etc..
- Planning for next year started….Last year?
Staff

- Roughly 94 volunteers but also an army of general support
- We’ve had a lot of success in not visually delineating departments

- Heidi and Bruce (Top level decisions, finances, sponsorship, staffing, etc)
- Review Committee
- Registration
- Taping
- Streaming
- A/V Support
- Security
- Labs
- Hack Fortress
- Party
- Photographers
- Press Reg
- “Badge” Contest
- Website Support
- Graphics Support
- 1 Runner
- The Potter Children
Hours and Hours

- Heidi
  - Aug/September - part time job
  - September thru Feb - full time job
  - March thru Aug - it just varies.
  - Best guess? 1000+ hours

- Bruce
  - Less than Heidi but certainly several hundreds of hours dedicated to the con
  - Best Guess? 400+ hours

- All other Volunteers
  - Leading up the con best guess - 1000+ hours
    - Includes things like bag stuffing, t-shirt rolling, Hack Fortress prep, badge contest prep, graphic design, ticket sales, reviewing talks, Labs prep, down to my kids moving boxes around my house every weekend and more.
    - During the con itself best guess - 1200+ hours

- Honestly ALL of these numbers are probably on the low side.

- If you haven’t said thank you to a ShmooCon Staff member yet, please do.
Conference Dates and Venue

- Date tends to float a bit year to year
  - Generally in January
  - January 15 - Jan 17, 2021 (Back on MLK JR weekend)
- We like the Hilton
  - Lots of room
  - Keeps us all on one floor
  - For the most part, very easy to work with. To be fair, we’re a fairly easy event as far as things go.
- Hotel Logistics
  - Contracts, A/V orders, BEOs, Meetings (although we mostly skip these anymore), Diagrams, Trash cans, Scheduling, etc.
219 Total Submissions
Acceptance Rate = 18.7%
259 unique names on submissions (some submissions had more than one author).
Using dubious (not even) best guess methods:
  - 200 male
  - 56 female
  - 3 Animaniacs
Talks Submitted Per Track
  - OTM: 70
  - Belay It: 58
  - Belay It Twenty: 34
  - Bring It On: 97
  - Bring It On Twenty: 68
  - Build It: 43
  - Build It Twenty: 37
43 of this year’s speakers are first timers at ShmooCon (last year was 45)
15 have been on our stages before
10 are first time speakers at a major event
CFP Stats, cont’d.

- **Review Process**
  - Submissions received via OpenConf
  - Generally between 15-20 people on review committee
  - Goal = each submission have 4+ reviews from active reviewers
  - Talks are “scored” using basic system from 1-6 (hell no to hell yes), in addition reviewers leave comments explaining decision
  - Once reviews are done, Heidi generally takes first pass at line up and then works with Bruce/Ben/Jon to flush it out. Banter occurs.

- Talks are not just chosen based on score. Track/topic balance, etc are also a big part.

- What other info would you like to see here?
How to Hack Selection

- FOLLOW DIRECTIONS!
  - We ask for certain information in a certain order
  - Explain your ideas and why they are relevant to the infosec/security community
- Put some effort in to it
  - Detailed descriptions should be LONGER than your abstract…
- Don’t just send us your slides or a white paper, it’s not what we asked for.
- And yes
  - Spelling counts as does capitalization, complete sentences, you get the idea…
Ticket Sales

- Process
  - Landing server that soaks up all the F5’s
  - Manual go live
  - Reservation process is separate from payment
- Why do we choose to do it this way
  - Privacy
  - More control/visibility
  - Cost
Ticket Sales Stats

- Cart is holding strong - Using AWS for everything.
- 1400 tickets were held in a total of 13.62 seconds over three rounds
  - If we include time for waitlist to fill up (our technical “sold out” indicator) total time was 15.41 seconds
- Round One – 240 reservations were for 2 tickets, 20 were for one.
- Round Two – 307 reservations were for 2 tickets, 36 were for one.
- Round Three - 118 reservations were for 2 tickets, 14 were for one.
- 614 Unique IPs
- 632 Unique Email Addresses
  - 547 purchased in one round
  - 69 purchased in two rounds
  - 16 purchased in all three rounds
- 38 people (total from all 3 rounds) got tickets off the waiting list
Shenanigans?
- Not to the extent that people think but sure
- We check each round before opening it up to purchasing
- Will revoke tickets if we see anything that really indicates foul play
Second Hand Sales

- We don’t control what people do with their tickets
  - Easier for everyone
  - But....
- Re. eBay or other 2nd hand sales - You should know that we:
  - Won’t get involved
  - You accept a certain amount of risk
  - We get a bit cranky about folks doing it for profit
- Thankfully the “for profit” category has gone way down, mostly due to community policing itself. Thank you.
- ShmooCon does run a waitlist
  - Only opens after last round of sales
  - One ticket per person on the list
  - People with extra tickets let us know and we pair folks up
  - Payment is handled between buyer/seller, but we will invalidate and issue a new ticket (we will only do this for tickets sold through waitlist)
Size

- Why do we stay the same size?
  - Main reason - Preserve the feel of the con
    - Beneficial for volunteers and attendees
  - Other logistical issues (or preferences rather)
    - At this size we fit into a single 26’ truck, for example.
    - And really? Because we want to…
Who is in Attendance?

- 96 staff
- 58 speakers (including closing plenary)
- 17 (registered) Press
- Attendees
  - 1572 General admission
  - 247 Sponsor
  - 36 Event
  - 48 Shmoozer
  - 96 Student
- Total = 2170
Attendees

- 2036 out of 2170 in 2020
  - 2072 out of 2179 in 2019
  - 2100 out of 2168 in 2018
  - 2017 out of 2138 in 2017
  - 2021 out of 2160 in 2016
  - 1923 out of 2003 in 2015
  - 1920 out of 2016 in 2014
  - 1610 out of 1662 in 2013
  - 1399 out of 1446 in 2012
  - ~1170 out of 1423 in 2010 (snow)
  - 1287 checked in for 2009 with roughly the same ticket count

- Above data is at time of own the Con presentation (Saturday or Sunday depending on year)
Vendors / Sponsors

- 48 Sponsors (including labs)
  - 6 Levels
    - Platinum/Gold/Silver/No Table/Bronze/Friendship
    - Bronze level sponsorships reserved for small biz/groups less than 3 years old
  - Limited number of each level available
  - Labs sponsorship is separate - 7 labs sponsors this year
- We continue to push the sponsors to do something different
  - Both for their benefit and your benefit
  - We want vendor involvement to be a good thing – not a detraction or distraction
In $$$ In

- Sponsorship funds = 226.8k
- Ticket Sales = 247.2k
- Total Funds Generated = 474k
<table>
<thead>
<tr>
<th>Category</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Related Costs</td>
<td>Internet - 10.5k, PSAV (hotel a/v, power) - 40k, Staff Rooms - 10k?</td>
</tr>
<tr>
<td></td>
<td>Food/Bev - 65k?</td>
</tr>
<tr>
<td>Rental Items</td>
<td>Furniture/Lights for Party - 13k, Radios - 1.4k, Trucks - 1.5k, Overnight Security - 1k</td>
</tr>
<tr>
<td>Gear Purchased</td>
<td>Labs/Hack Fortress Gear - 4k, 3 Surfaces - 2.5k, Bullhorns - .1k</td>
</tr>
<tr>
<td>Printed Materials</td>
<td>Programs - 15.5k, Banners - .3k, Foam Core Signs - .5k, Schedule/Staff Cards - 1.5k</td>
</tr>
<tr>
<td>Stipends/Honorariums</td>
<td>Student - 19.6k, Speaker - 1.8k (most take ticket)</td>
</tr>
<tr>
<td>Swag</td>
<td>Badges - 4.2k, Bags - 17k</td>
</tr>
<tr>
<td>ShmooBalls - 5.4k</td>
<td>Attendee Swag (pens, lanyards, etc) - 4.6k</td>
</tr>
<tr>
<td>Shirts - 7.6k</td>
<td></td>
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<td>Misc - Con</td>
<td>Prep (security training, bag stuffing, etc) - 5k, Supplies (gaff/packing tape, sharpies, etc) - 1k, Services (Adobe, Office, cell phone, etc) - 4k, Storage Unit - 6k, Misc Other - 5k</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>Other Cons - 3k, Science Museum - 5k</td>
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<tr>
<td>Fees</td>
<td>Event Insurance - 1.2k, Site Hosting - 2.7k, Taxes - 74k, AWS - 4k</td>
</tr>
<tr>
<td>Travel</td>
<td>Flights/Hotel/Tickets - 10k, Def Con - 7k</td>
</tr>
<tr>
<td>Things I didn’t remember</td>
<td>?k</td>
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So There’s Money Leftover

- Varies from year to year
- Having a buffer is nice
What else do you want to see in Own the Con?

- We have added new information over the years, but do you want more?
Feedback@shmoocon.org

- We really do read it all
- We try to respond to each email
- Positive feedback feels good, but ideas, suggestions, and constructive remarks help us build a better con