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0wn the Con

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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.

CFP Stats (everything on this page is online)

- 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

Ticket Sales Stats, cont'd

- 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 0wn 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

Out $$$ Out
(Rounded numbers - not perfect, but pretty close-ish)

- Hotel Related Costs
  - Internet - 10.5k
  - PSAV (hotel a/v, power) - 40k
  - Staff Rooms - 10k?
  - Food/Bev - 65k?
- Rental Items
  - Furniture/Lights for Party - 13k
  - Radios - 1.4k
  - Trucks - 1.5k
  - Overnight Security - 1k
- Gear Purchased
  - Labs/Hack Fortress Gear - 4k
  - 3 Surfaces - 2.5k
  - Bullhorns - .1k
- Printed Materials
  - Programs - 15.5k
  - Banners - .3k
  - Foam Core Signs - .5k
  - Schedule/Staff Cards - 1.5k
- Stipends/Honorariums
  - Student - 19.6k
  - Speaker - 1.8k (most take ticket)
- Swag
  - Badges - 4.2k
  - Bags - 17k

- ShmooBalls - 5.4k
- Attendee Swag (pens, lanyards, etc) - 4.6k
- Student Swag - 1.3k
- Labs swag - 1.4k
- Staff/Speaker swag - 7k
- Shirts - 7.6k
- Misc - Con
  - 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
- Sponsorships
  - Other Cons - 3k
  - Science Museum - 5k
- Fees
  - Event Insurance - 1.2k
  - Site Hosting - 2.7k
  - Taxes - 74k
  - AWS - 4k
- Travel
  - Flights/Hotel/Tickets - 10k
  - Def Con - 7k
- Things I didn't remember
  - ?k

So There's Money Leftover

- Varies from year to year
- Having a buffer is nice

What else do you want to see in 0wn 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