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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, phone calls, and now the new norm - zoom.
- Planning for next year started….Last year?

Staff

- Roughly 90 volunteers this year 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
- Firetalks
- Labs

- Hack Fortress
- Party
- Photography
- Press Reg
- "Badge" Contest
- Website Support
- Graphics Support
- 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

This year?
<— This number is higher.

- 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, sometimes Feb/Mar
  - January 20-22, 2023
- We like the Hilton
  - Lots of room
  - Keeps us all on one floor
  - Generally 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)

- 142 Total Submissions - way down from our normal 200ish
- Acceptance Rate = 16.2%
  - This changes based on number of talks, format, etc.
- 168 unique names on submissions (some submissions had more than one author).
- Using dubious (not even) best guess methods (mostly based on bios):
  - 127 male
  - 39 female
  - 2 other
- Talks Submitted Per Track (some talks submitted to multiple tracks):
  - Fast and Furious - ?
  - One Track Mind 20 - ?
  - One Track Mind 50 - ?
- 34 speakers this year, 25 are first timers at ShmooCon

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.
- 1425 tickets were held in a total of 30.07 seconds over three rounds
  - If we include time for waitlist to fill up (our technical "sold out" indicator) total time was 32.18 seconds
- Round One – 310 reservations were for 2 tickets, 30 were for one.
- Round Two – 261 reservations were for 2 tickets, 28 were for one.
- Round Three - 106 reservations were for 2 tickets, 13 were for one.
- 624 Unique IPs
  - IPs with 1-2 transactions – 607
  - IPs with 3-5 transactions – 17
  - No IPs had more than 5 transactions.
- 639 Unique Email Addresses
  - 550 purchased in one round
  - 69 purchased in two rounds
  - 20 purchased in all three rounds
- 42 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 actually at ShmooCon?

- 87 staff
- 33 speakers
- 14 (registered) Press
- Attendees
  - 1583 General admission
  - 176 Sponsor
  - 27 Event
  - 38 Shmoozer
  - 41 Student
- Total = 2002

Attendees

- **1663 out of 2003 in 2022**
    - 0 out of 0 in 2021
    - 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

- 33 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 - 2 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 = 197.6k
- Ticket Sales = 285.4k
- Total Funds Generated = 483k

- Quick Math, Rounded Numbers, Mostly correct, but…
  - Realized when doing numbers this year, I messed up in 2020 and missed a small bucket in the ticket sales numbers.

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

- Hotel Related Costs
    - Internet - 10.5k
    - PSAV (hotel a/v, power) - 38k
    - Staff Rooms - 13k?
    - Food/Bev - 8k?
- Rental Items
    - Furniture/Lights for Party - N/A
    - Radios - 1.5k
    - Trucks - 2k
    - Overnight Security - 1k
- Gear Purchased
    - Laptops, cameras, soundboards, etc. - 12.3k
    - Games - 2.2k
- Printed Materials
    - Programs - 8k
    - Banners - .2k
    - Foam Core Signs - .5k
    - Staff Cards - .1k
- Stipends/Honorariums
    - Student - 8.4k
    - Speaker - .5k (most take ticket)
- Swag
    - Badges - 7.9k
    - Boxes - 12.3k
    - ShmooBalls - 1.8k

- Attendee Swag (pens, lanyards, etc) - 12.8k
- Student Swag - .5k
- Labs swag - N/A
- Staff/Speaker swag - 4.1k
- Shirts - 7.6k
- Misc - Con
    - Prep (security training, bag stuffing, etc) - 2k
    - Supplies (gaff/packing tape, sharpies, etc) - .3k
    - Storage Unit - 12k
    - Misc Other/Expenses during con - 5k
- Sponsorships
    - Science Museum - 5k
- Fees
    - Event Insurance - 1.2k
    - Services (Adobe, Office, cell phone, etc) - 8k
    - CC Processing Fees - 11k
    - Taxes - 90k
    - AWS - 5k
- Travel
    - Flights/Hotel/Tickets - Ha!
    - Def Con - 2k
- PPE
    - Masks, Hand Sanitizer, Wipes, etc - 1.2k
- 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?

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- 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