

Own the Con

(Or How to reuse slides for ~~4~~⁵ straight years)

Shmoos Your Daddy?

- ShmooCon Logistics, LLC is still the legal entity at the helm
 - We've been paying estimated taxes
 - 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, ShmooCon planning (all the volunteers), labs, arcade, etc..
- A few phone calls here and there, but really not many
 - Planning started LONG ago and email actually worked very well given the tempo

Conference Dates and Venue

- Driven by the availability of the venue and the Potter's desire not to have ShmooCon conflict with family b-days, xmas, obligations of other Shmoon
- Continues to be difficult to plan around other security cons...
 - Who's going to BH Federal?

Speaker Selection

- About 110 submissions received (up 40% from last year)
- Used OpenConf again
 - Certainly some rough edges, but it's free and does the job
- Smaller, more focused speaker selection committee
 - Allowed for a more holistic view of the conference tracks

How to hack selection

- Educate, Entertain, Inform
- Something that appeals to us
- Something different
 - Don't rewash something you've given already elsewhere. There's venues for that, but it's not what we're shooting for

Sales Model

- Updated our cart (again)
 - Very flexible... handles direct sales, “coupon” sales, barcode creation, transaction lookups, etc...
 - Ported to mod_perl after round 2 ticket sales process
- 3 rounds of sales, 3 prices
 - “Pay what you can” is still “Pay for what’s available”
- Sold out quickly, but a bit slower than before
 - Probably due to server and code issues... demand is obviously still high.
- Opinions on tiered model vs. flat fee? (again)

Ticket Sales

- Size matters... how was this year's size?
- ~1287 checked in
- ~56 speakers
- ~52 staff
- ~65 Misc (West Point, etc)
- Roughly 1565 people in attendance
 - About 400 more than last year

\$\$\$

- In the bank from last year = 80k
- Sponsorship funds = 46k
- Ticket Sales = 190k
- Total Funds Generated = 235k

-\$\$\$

- Hotel Space
 - Last year was ~35k
 - This year ~40k (we wait for the final tally)
- Swag - 30k
- Prizes – 2k (many more prizes donated)
- Equipment – 10k
- Party - 27k
- Speaker Honorariums – 6.4k
- Misc - 2k
- Event Insurance – 1k
- ShmooCon sponsorship of other cons – 4k
- Quarterly estimated tax – 24k
- Total ~ 150k (up from 93k last year)

So there's money leftover

- 130k or so left over (+/- 15%... These are soft numbers)
- Taxes will pull 30-40k out of that
 - Plus we pay tax on assets in MD (computers and office equipment)
- Still thinking about other types of events... Still up in the air

Network

- Ken? Anyone seen Ken?

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)
 - 314 registered in the first 30 mins... 10/minute... 1 every 6 seconds. WOW!

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 (still doesn't make sense to buy our own)

Other Gear and stuff

- 2 Servers as a tech refresh to our older ones
 - 2 gen old Xeon's were starting to get long in the tooth and didn't have HW virt support
- 2 monitors for kiosk (even tho kiosk box died)
- 2 more projectors
 - Bigger rooms need 2 projectors
 - Bigger rooms need brighter projectors (3300 lumens)
- Parts to wrap around AMD donated gear for TF2 tourney (cases, memory, disks)

Contests

- Expanded vendor contests and ShmooCon contests
- Did you like this year's contests?
- Do you want to see more?

Vendors / Sponsors

- 22 Sponsors (including X labs sponsors)
- We pushed 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
- Should DRAMATICALLY increase the amount of feedback we get and reduce the work involved with dealing with feedback
- Still, we'll accept email to feedback@shmoocon.org 😊