0wn the Con

(Or How to reuse slides for 4 straight years. Hint – we didn't use these slides the first year.)

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 is planned via email or phone calls

- Lists for the main Shmoo Group, labs, selection committee, hack fortress, etc..

- Planning for next year starts….Monday?

Conference Dates and Venue

- **New Venue**
  - Inauguration tends to make finding dates hard for our time frame
  - Not that we coincide with the inauguration but that event bumps a lot of the hotel annuals
  - Back at the Hilton next year
- **Date tends to float a bit year to year**
  - What works best for volunteers, hotel, not conflicting with other cons, etc
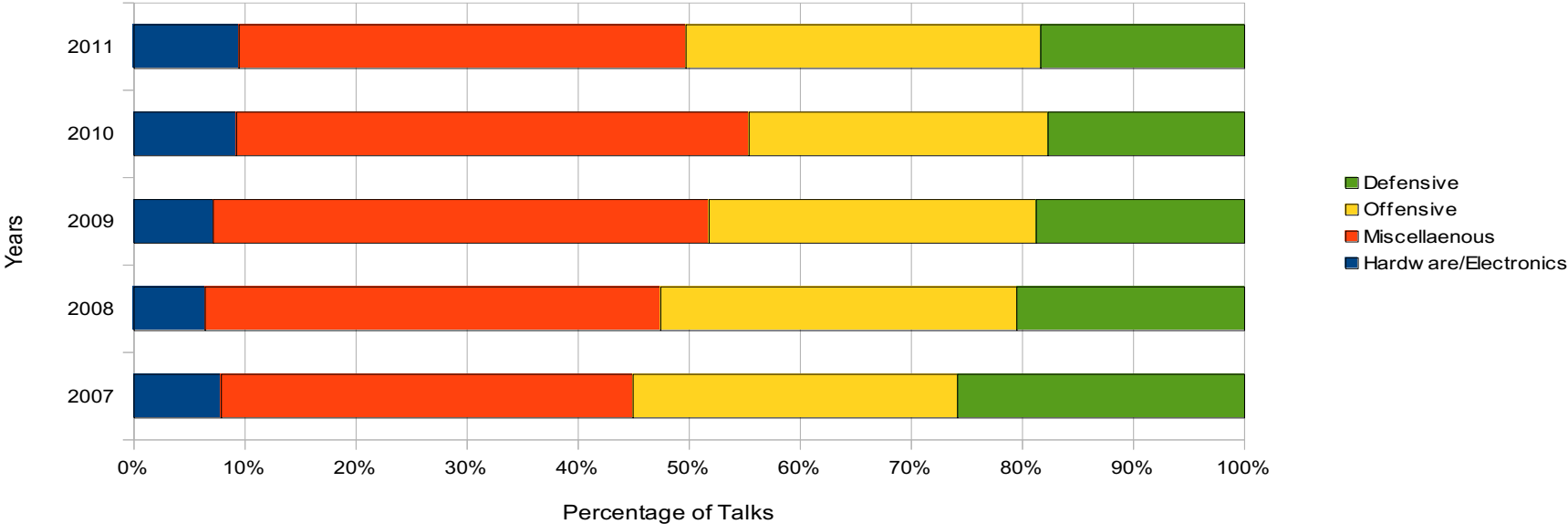
Speaker Selection

- About 197 submissions received (down just a wee bit from last year)
  - ~120 talks came in during the first round of CFP
- Used OpenConf again
- Small but dedicated selection committee
  - Many eyes on each talk. A few people looked at EVERY SINGLE TALK.
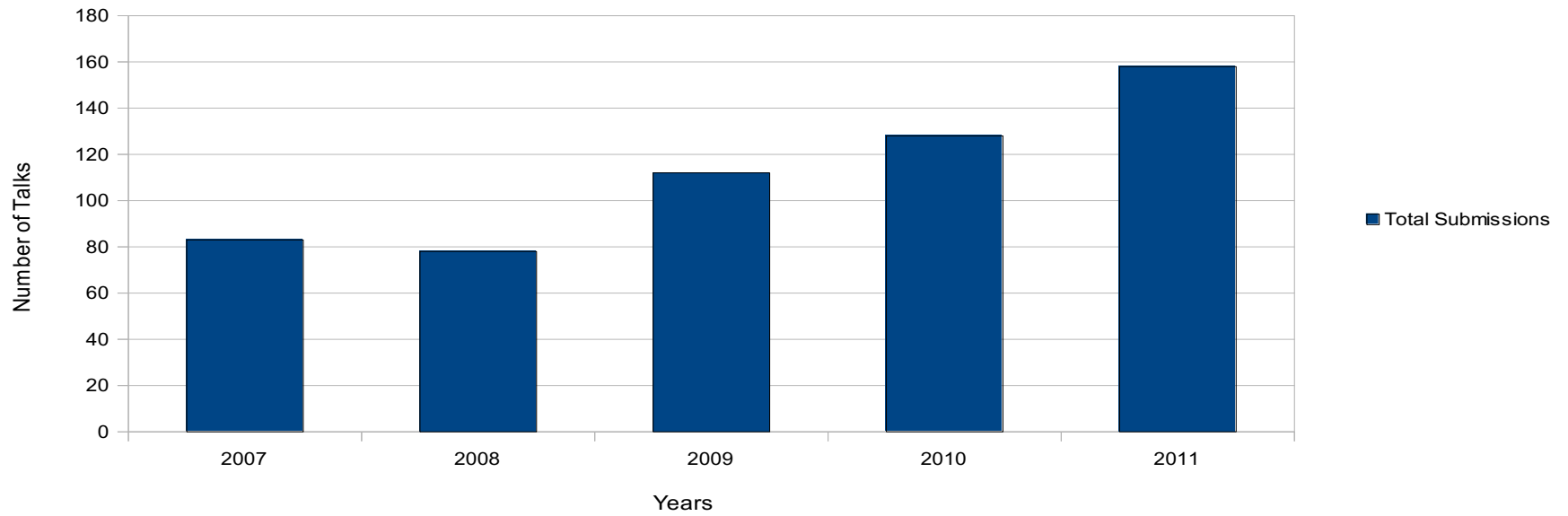
Some stats

Topics of Accepted Talks
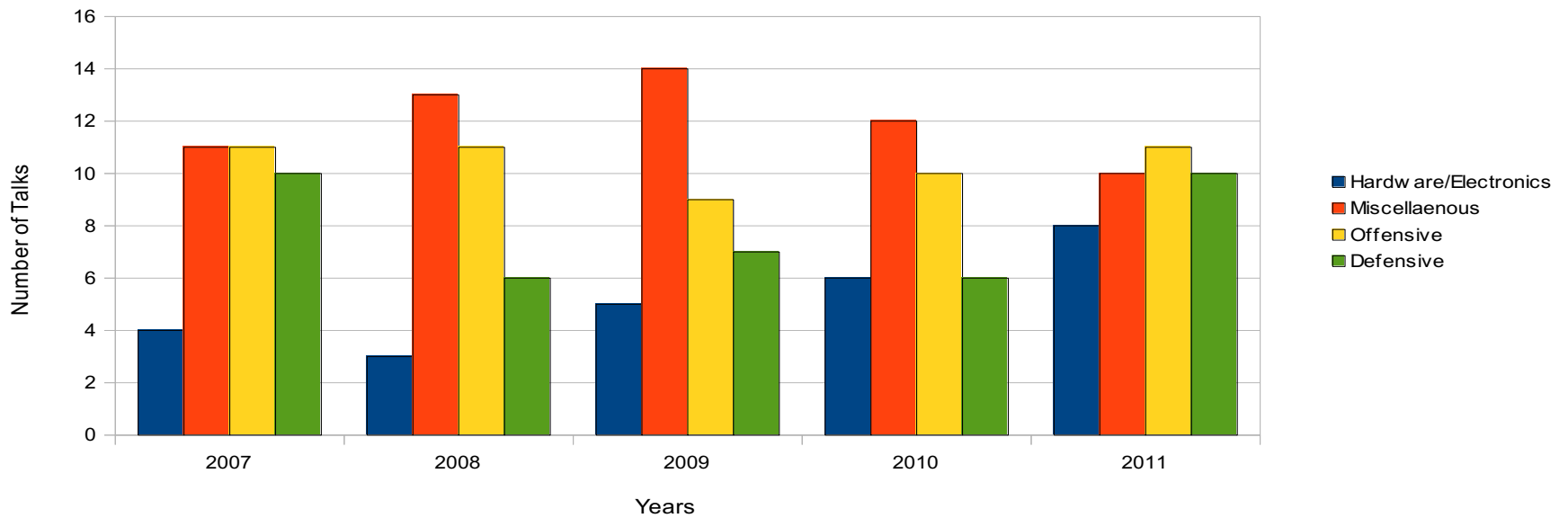
Topics of Submitted Talks

Number of Talk Submissions

How to hack selection

- FOLLOW DIRECTIONS!
- FOLLOW DIRECTIONS!!
- FOLLOW DIRECTIONS!!!
- Explain your ideas and why they are important / relevant to the audience
- Put some effort in to it
- See the first three points

Sales Model

- New (old) cart is holding strong.
  - C++, event driven, ticketing back end, Lightppd front end, django for the rest
  - No more moose cluster. Runs on single server with NO LOAD issues.
- Reserved 1200 tickets in a total of 19.65 seconds over three rounds
- Page views in first 20 seconds of round 1 = ~ 1931
- Tickets Purchased Stats:
  - 832 IPs across all rounds
  - 994 unique emails
  - 899 of those emails purchased in just one round
  - 87 purchased in two
  - 8 purchased in all 3

Ticket Sales

- Size matters…and is somewhat dependent on venue
- ? out of 1662 checked in (by FAR our lowest no show rate)
    - 1399 out of 1446 last year
    - 2010 (snow) ~1170 out of 1423 checked in
    - 1287 checked in in 2009 with roughly the same ticket count
- ~ 58 speakers
- 69 staff
- 10ish "press"

Second Hand Sales

- We don't control what people do with their tickets
  - Easier for everyone
  - But….
- Re. eBay sales - You should know that we:
  - We don't really like it
  - Won't get involved
  - You accept a certain amount of risk
- 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

The ShmooBall

- It's Baaaack

$$$

- Sponsorship funds = 118k
- Ticket Sales = 195k
- Total Funds Generated = 313k

-$$$

- Hotel Space – 40k
- Swag (including the cost of t-shirts) – 57.5k
- Prizes – 1k
- Equipment – 17k
- Party - 35k
- Speaker Honorariums – 3k
- Misc - 4k
- Credit card fees – 14k
- Event Insurance – $300
- ShmooCon sponsorship of other cons and events – 5k
- Quarterly estimated tax – 30k
- Total ~ 205k (up from 180k last year – a lot of this was due to equipment purchases and an extra 5k on the party)

Other Gear and stuff

- A ton of ram for the labs servers
- 1 Mac mini for reg
- 3 new 4k Lumen projectors
- 2 laptops, 1 desktop
- Monitors, keyboards, mice, hard drives, etc
- Every year we spend at least $150 on Gaffer Tape.

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

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

Contests

- **All previous contests came back**
  - Did something different with Badge Contest – more on that at closing
- **Did you like this year's contests?**
- **Do you want to see more?**

Vendors / Sponsors

- **32 Sponsors (including labs)**
  - Bronze level sponsorship was reserved for small biz/groups only
  - Heavily limited sponsorship due to space issues
  - MANY more requests to sponsor that we denied
- **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

Feedback

- Custom feedback interface on the website (back again from last year)
- Still, we'll accept email to <u>feedback@shmoocon.org</u> ☺