

# Own 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

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- 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

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- Roughly 90 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
  - Press
  - "Badge" Contest
  - Website Support
  - Graphics Support
  - 1 Runner

# Hours and Hours

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- 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

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- Date tends to float a bit year to year
  - Generally in January
  - January 31 - Feb 02, 2020 (GROUNDHOG DAY!)
- 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)

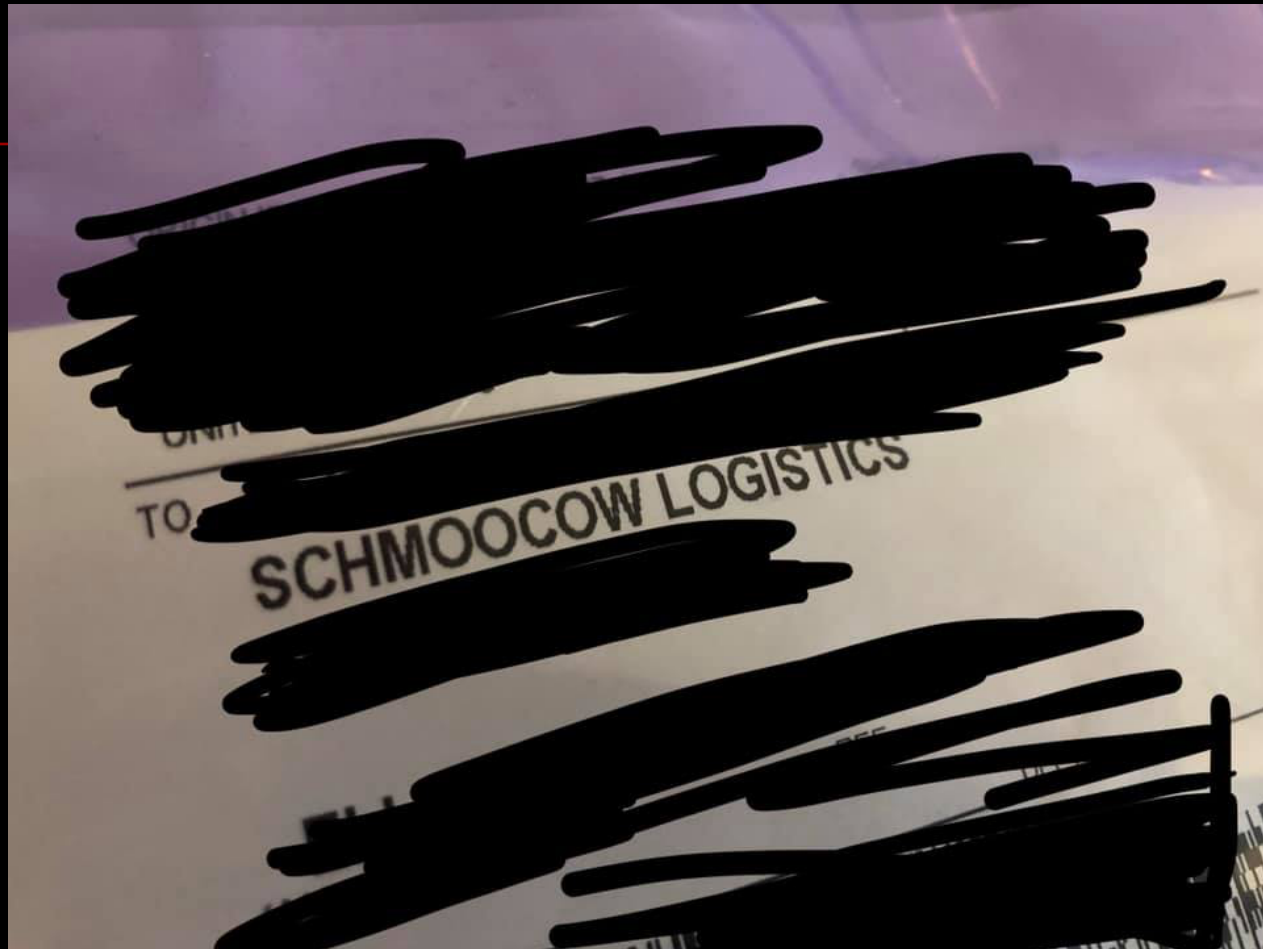
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- 168 Total Submissions
- Acceptance Rate = 24.4%
- 203 unique names on submissions (some submissions had more than one author).
- Using dubious best guess methods (based on obvious indication by name and/or personal knowledge):
  - 168 male
  - 35 female
- Talks Submitted Per Track
  - OTM: 56
  - Belay It: 35
  - Belay It Twenty: 19
  - Bring It On: 77
  - Bring It On Twenty: 51
  - Build It: 37
  - Build It Twenty: 28
- 45 of this year's speakers are first timers at ShmooCon (last year was 40)
- 10 have been on our stages before
- 10 are first time speaking at a major event

# CFP Stats, cont'd.

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- 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?



UNIT  
TO

SCHMOOCOW LOGISTICS



# How to Hack Selection

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- 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

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- 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

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- Cart is holding strong - Using AWS for everything.
- 1465 tickets were held in a total of 17.13 seconds over three rounds
  - If we include time for waitlist to fill up (our technical “sold out” indicator) total time was 19.66 seconds
- Round One – 242 reservations were for 2 tickets, 16 were for one.
- Round Two – 306 reservations were for 2 tickets, 38 were for one.
- Round Three - 146 reservations were for 2 tickets, 23 were for one.
- 631 Unique IPs
- 709 Unique Email Addresses
  - 617 purchased in one round
  - 59 purchased in two rounds
  - 10 purchased in all three rounds
- 45 people (total from all 3 rounds) got tickets off the waiting list

# Ticket Sales Stats, cont'd

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- 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

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- 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

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- 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.

# Who is in Attendance?

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- 90 staff
- 60 speakers (including closing plenary)
- 15 (registered) Press
- Attendees
  - 1622 General admission
  - 238 Sponsor
  - 33 Event
  - 35 Shmoozer
  - 82 Student
- Total = 2175

# Attendees

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- 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

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- 46 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
- 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

# In \$\$\$ In

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- Sponsorship funds = 194.5k
- Ticket Sales = 250.5k
- Total Funds Generated = 445k

# Out \$\$\$ Out

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

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- Hotel Related Costs
  - Internet - 10.5k
  - PSAV (hotel a/v, power) - 35k
  - Staff Rooms - 8k
  - Food/Bev - 55k?
- Rental Items
  - Furniture/Lights for Party - 13k
  - Radios - 1.2k
  - Trucks - 1.7k
  - Overnight Security - 1k
- Gear Purchased
  - New banner stands, laptops, etc - 7k
  - Roland Printer/Cutter - 20k
- Printed Materials
  - Programs - 15.5k
  - Brochures - 1.5k
  - Banners - .3k
  - Foam Core Signs - .5k
  - Staff Cards - .1k
- Stipends/Honorariums
  - Student - 16.4k
  - Speaker - 2.2k (most take ticket)
- Swag
  - Badges - 6k
  - Bags - 17k
- ShmooBalls - 2.1k
- Attendee Swag (pens, stickers, lights, etc) - 8.5k
- Student Swag - .7k
- Labs swag - 1.1k
- Staff/Speaker swag - 9k
- Shirts - 9.4k
- Misc - Con
  - Prep - 3.5k
  - Prizes - 1.5k
  - That Moose - .5k
  - Supplies (gaff/packing tape, sharpies, etc) - 1.5k
  - Misc Other - 4k
- Sponsorships
  - Other Cons - 3k
  - Science Museum - 5k
- Fees
  - Event Insurance - 1k
  - Site Hosting - 2.7k
  - Taxes - 85k
  - AWS - 2.2k
- Travel
  - Flights/Hotel/Tickets - 6k
  - Def Con - 5k
- Things I didn't remember
  - ?k

# So There's Money Leftover

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

# What else do you want to see in Own the Con?

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- We have added new information over the years, but do you want more?

# Feedback@shmoocon.org

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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