

# DRUPALCON SAN FRANCISCO 2010 A PROPOSAL

## Contact Info

Matt Cheney  
matt@chapterthree.com  
1-217-390-4065  
www.chapterthree.com



The San Francisco Bay Area Drupal Community proposes to hold Drupalcon 2010 on April 18 to 20, 2010. We have put together a strong team from the local community and reserved the world class Moscone Convention Center in Downtown San Francisco for the event.

## *THE LOCATION*

San Francisco is a world class city steeped in a tradition of innovation and freedom. We are situated within a few miles of nationally prominent research universities, international corporate headquarters, and in the heart of one of the most active technology development markets. San Francisco has always been an incubator for startups and new technological innovation.

San Francisco is also a center for culture, cuisine, and creativity. Our location offers an ideal combination of cross-pollination with other innovators online, business connections for the expanding Drupal marketplace, and a stimulating and pleasurable experience for conference attendees and their families. The surrounding areas offer many things to do after the conference, from world class wine tasting in Napa valley to Redwood trees and surfing in Marin, and of course, great sightseeing around San Francisco.

With hundreds of thousands of web developers and designers in the area, we expect a massive local turnout and buzz around the conference. The greater Bay Area is also home to many of the leading new media ventures and startups, and we've received encouraging responses to initial outreach from the likes of Google, Twitter, and Facebook. These and other players in the emerging social web see the value and want to participate in DrupalCon.

## *THE VENUE*

The Moscone center is located in the heart of downtown San Francisco, within easy walking distance to more than 700 of restaurants, numerous lodging options, and cultural and nightlife spaces. It is also central to mass transit connections throughout the greater Bay Area, extending all the way to San Jose.

The Moscone Center hosts many existing premiere tech conferences, including JavaOne, the Web 2.0 conference, Linux World and MacWorld. The space within the Moscone Center, which is available during our proposed dates, is large enough to accommodate 4000 plus attendees.





The space includes three conference areas which can be configured in theater, presentation track, or breakout room style, supporting a variety of activities during the conference. We have access to Esplanade Ballroom located in the Moscone South building which will support up to 5,000 seats in a theater arrangement (e.g. for the keynote), as well as the East and West Mezzanine, which can hold 2,500 attendees. Broken down to their most granular configuration, these spaces can support over 30 simultaneous tracks.

## *THE VISION FOR A NEXT-GENERATION DRUPALCON*

As the Drupal project, community, and marketplace continue to mature and expand, the purpose and structure of DrupalCon must also evolve. Our vision for this event embraces the expanding audience for all things Drupal, and includes new events and innovations to deliver a more valuable experience to members of the Drupal community. A short list of our proposed innovations includes:

### **Dedicated Expo Space**

The marketplace around Drupal is expanding rapidly so quality attention to the needs and desires of the business community (and conference sponsors) is an area where DrupalCon can improve. We are proposing a dedicated Expo area, broken out into booths, with inducements (e.g. food and other giveaways) to draw people between conference sessions. This will create space for business networking and job-fair type activities, and it also fits in well with the expectations of many first-time participants from the enterprise business world.

### **Invitational Core Developer Summit**

DrupalCon's are evolving to meet the needs of the community. One aspect of DrupalCon that is missing is the focused attention on core development, the process, roles, and vision of where Drupal as a technology platform is going. The invitational summit allows proven core contributors, and contributed module developers who help innovate core APIs, to get together and improve core development collaboration. The summit will be a combination of interactive technical workshops and facilitated core collaboration among the developers who actually write core patches or who drive the improvements to core. The summit will be done by invitation through open criteria to ensure the quality remains high and to also ensure the summit is open to those who are active in core development. The second day will be an open code sprint to allow for the implementation of the ideas discussed on the first day.



## The Web Content Unconference

DrupalCon San Francisco takes place in the heart of Silicon Valley. Hundreds of technologies, trends, customers, users, and social media innovators are within driving distance of our event. The unconference aims to merge two efforts: the growing demand for DrupalCon BoFs and the unstoppable innovation of Silicon Valley. The web content unconference will be a facilitated, participant-driven conference centered on the theme of Making Open Source work together. This event would be a free event (registration still required) which would be run in a Barcamp style. We would have 20 session slots available each day. The attendees will find common ground between specific topics around Drupal usage, as well as an opportunity to learn about other emerging trends and technologies.

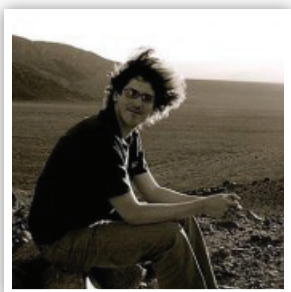
## Introduction to Drupal and Do It Yourself Publishing

DrupalCon targets an advanced audience. The sessions assume familiarity with basic Drupal concepts and familiarity with the technology stack. As part of the promotion and growth of the Drupal project, these two day free tutorials would introduce Drupal and basic concepts to new users on the first day. On the second day, the Do It Yourself Publishing tutorial would introduce small publishers and journalists to what's necessary for an organization to host their own publishing site. Topics would include selecting a host, moving from design to theme, selecting publishing features, publishing workflow, training content editors, syndicating your content, and generating revenue from advertising and sponsorships. The tutorials could accommodate up to 1400 people for these two all day tutorials. The tutorials would be free of charge and preference would be given to journalism students, journalists, bloggers with journalism content, and local reporters.



## THE ORGANIZING TEAM

The Bay Area is home to one of the most vibrant and active Drupal communities in North America, hosting an annual local Bay Area Drupal Camp (BADCamp) which draws attendees from around the state. Our conference organizing team brings in skill sets from all over the West Coast Drupal community. This all star team and the Drupal community will organize the best and most innovative DrupalCon yet.



Matt Cheney, Chapter Three  
Organizing and Proposing

Matt Cheney is the managing partner of Chapter Three and spends his time managing projects and producing wonderful websites. Since learning about Drupal in library school, Matt has been active in the Drupal community and believes in the power of both open source software and open processes. He also helps people customize and build beautiful bicycles at Mission Bicycle.



John Faber - AF83 Inc (San Francisco)  
Organizing and Proposing

John has been actively involved in internet technology and business for 17 years. He started using Drupal in early 2003, and has been an avid Drupal user and community member ever since. John runs the San Francisco Bay Area Drupal User's Group and currently is the COO of the US operations of af83, Inc., a Drupal development shop in San Francisco. John founded ISP Networks in 1992 one of the first business internet service providers in the bay area and

Ridgeworks Inc. in 2004 a consulting company focused on community, open source and Drupal.



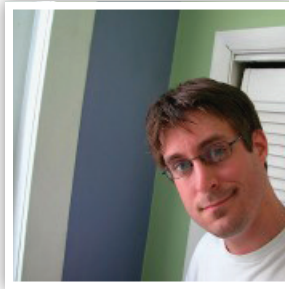
Josh Koenig - Chapter Three  
Organizing and Proposing

Josh is an open source developer, blogger, artist and organizer who loves Drupal, big ideas, bold statements, and building networks for change. He was a co-founder of the DeanSpace project (precursor to CivicSpace) and Music for America, a national non-profit promoting progressive politics and participation to the Millennial generation. In 2006, he co-founded Chapter Three LLC along with Matt Cheney and Zack Rosen, and has helped to grow that partner-

ship into one of the premier Bay Area Drupal consultancies. He also helped bootstrap the Drupal Dojo, one of the early successes on groups.drupal.org. Josh is excited to see what 2010 and beyond bring to the internet and the world of Drupal.







Mike McCaffrey  
Finance and Sponsorships

Mike is the Web Development Manager for Architecture for Humanity, a San Francisco-based nonprofit organization that uses design to improve living conditions for communities in need throughout the world. The primary focus of his work is the continued development of the Open Architecture Network, a community site built in Drupal that allows architects around the world to collaborate and share information on humanitarian design and construction. Before accepting the position with Architecture for Humanity last fall, Mike was working as a freelance developer in Washington DC, where he was involved with the local Drupal user's group, and organized monthly Drupal Labs where developers came together to explore basic and advanced methods of implementing Drupal sites.



Kieran Lal - Acquia  
Finance & Sponsorships

Kieran earned his nickname, Amazon, by following a dream that he was biking through the Amazon River basin. That spirit of adventure continues in his multiple roles within the Drupal community today. He enjoys hiking, wine, and his wife Denise's gourmet vegan cuisine in San Francisco. Kieran was the lead organizer for Drupalcon Boston 2008 (feedback). Drupalcon Boston introduced many innovations in the Drupal community conference including conference tracks, job fair, industry social networking events, and conference track chairs. Kieran has been living in San Francisco for the last four years. He knows the wonders of San Francisco foodie and wine scene and how they can be integrated with the Drupalcon experience.



Tao Starbow - University of California Berkeley  
Programming

Tao is a Web Architect for the Center for Information Technology Research in the Interest of Society (CITRIS) at the University of California at Berkeley. He is a long time contributor to the Drupal community and the lead organizer of the Bay Area Drupal Camp (BADCamp) and the monthly Berkeley Drupal Users Group.





Jennifer Lea Lampton - Chapter Three  
Programming

Jennifer Lea Lampton currently holds the position of Web Developer at Chapter Three LLC, where she gets to learn from leading industry experts and work on exciting Drupal projects. Jen founded her own web-development company in 1997, right after graduating from High School. She wrote her own hand-coded CMS before discovering Drupal. She has been actively building sites with Drupal and participating in the open-source community for almost four years. Jen is a very active member in the Drupal community. She's a regular face at the Berkeley users group meetings and helps organize the smashingly successful Bay Area Drupal Camp. She also helps others in the Drupal Support forums, and contributes code.



Angela Veomett - University of California Berkeley  
Programming

Angela works at the University of California at Berkeley for the Townsend Center for the Humanities.



Zach Chandler - Stanford University  
Programming

Zach works with the faculty of the Division of Literatures, Cultures, and Languages (DLCL) at Stanford University. He specializes in multimedia post-production, web/graphic design, and bespoke web applications. Current interests include XML/XSLT, Drupal, the semantic web (esp. RDF), text indexing, folksonomy, remix, and Creative Commons.



Neil Drumm  
Programming

Neil is the Drupal 5 maintainer, a permanent member of the Drupal Association and maintains the API reference.





Zack Rosen - Chapter Three  
Programming

Zack co-founded and directed the CivicSpace project, a critical organization driving early-adoption of Drupal. He remains an active business leader in the community and has freely contributed his expertise to hundreds of web projects. It all started with the DeanSpace project in 2003, which he initiated during his summer break from the University of Illinois. Shortly thereafter he left school to take a job at Howard Dean presidential HQ in Burlington, Vermont, serving as a web-developer and technical volunteer coordinator on that historic campaign. He was responsible for servicing the web-technology needs of the state campaign offices, constituency groups, and grassroots web developers. Today, in addition to his work with Chapter Three and Drupal, he is CEO of Mission Bicycle, a new startup which manufactures beautiful customized fixed-gear bikes in San Francisco.



Chris Bryant - Gravitek Labs  
Programming

Chris is a tree hugging technology junkie who loves all things community and open source. He spent most of his time involved with Gravitek Labs, Drupal, Gento, Linux, open source software, web trends and technology, information architecture & visualization, as well as surfing, snowboarding, & mountain biking when he can manage to pull himself away from the computer. He started Gravitek Labs with a few good friends where they spend their days architecting and building a wide range of projects, from extensive social network/community sites to complex web applications. Their primary focus is to make sure their work enables their clients to meet their business goals. He spends what little spare time he has participating and helping in the Drupal community online, at local user group meetings, Drupal camps (BADcamp!) and Drupalcons. He's also working to help make Drupal easier to setup and automate using the Patterns module (<http://drupal.org/project/patterns>).

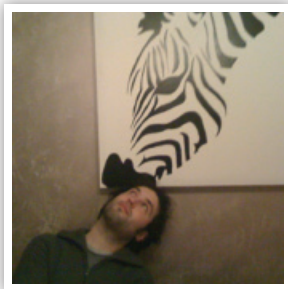


Dave Cohen  
Outreach

Dave has worked with Drupal and contributed modules since 2005. Wow, has it really been that long?!? Dave is the primary developer of Drupal for Facebook. You can reach Dave on [drupal.org](http://drupal.org) or on facebook.







Colin Sagan - Quilted Outreach

Colin Sagan is committed to making clear, accessible and, above all, useful media that supports cultural producers and activists guided by a structural understanding of power. From his background as production coordinator and designer for several nationally and internationally distributed magazines, Colin found Drupal as a powerful tool for designing collaborative systems to facilitate vivid and effective communication.



Erik Hopp - Quilted Outreach

Erik Hopp has designed websites for twelve years, emphasizing creative approaches to social justice work. He gets excited about providing appropriate media tools to make organizations more efficient and effective and fostering participatory democratic social structures. Erik has extensive Drupal design and deployment experience, having working with the content management platform for over 7 years. Erik has been a hired gun for extensive Drupal front-end development on

many occasions.



Nica Lorber - Chapter Three Graphic design

Nica Lorber is the Creative Director at Chapter Three. She has been working with Drupal with Josh Koenig, Zack Rosen, and Neil Drumm from the early days following the Dean Campaign in 2003. She teamed up with Josh at Music for America and started seeing what this Drupal thing was all about. She even met a young themer named Erik Hopp along the way who themed the third and final version of the Music for America site. Years later, she has rejoined her old friends to form the

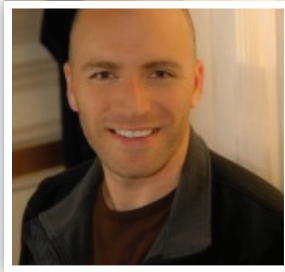
now matured Voltron Robot that runs Chapter Three. At Drupalcon DC, Nica not only drank the koolaid but is now feeding it to others and adding to the growing recipe. And it sure tastes good.





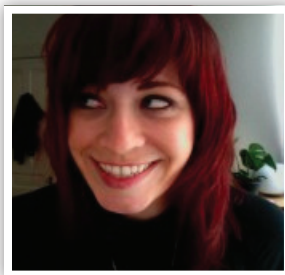
Joshua Lawrence - Chapter Three  
Logistics

Joshua joined Chapter Three in March 2008, as their first full-time project/account manager. He brings an outcome-oriented mindset, a strong ethic of customer service, and a passion for training and support. Joshua hails from Northern California. His love for technology has no boundaries, much like his ambitions for travel: he's visited over 11 countries and done community work overseas. Joshua has a passion to see this event become world class. He has been working with the City of San Francisco to secure the information needed to host an event of this size. He has been working with the Visitors Bureau and other local organizations to start opening the doors.



Aaron Pava - Civic Actions  
Creative & Marketing

Aaron Pava is a Internet Strategist committed to social empowerment through innovative and pioneering technologies. In 2004, Aaron co-founded CivicActions, a professional services firm which provides Free and Open Source Web technology to non-profit, political and social-change organizations. CivicActions clients include the most notable organizations involved in human rights, social justice and transpersonal growth such as Amnesty International, ACLU, Architecture for Humanity, Women's Funding Network and the Institute of Noetic Sciences.



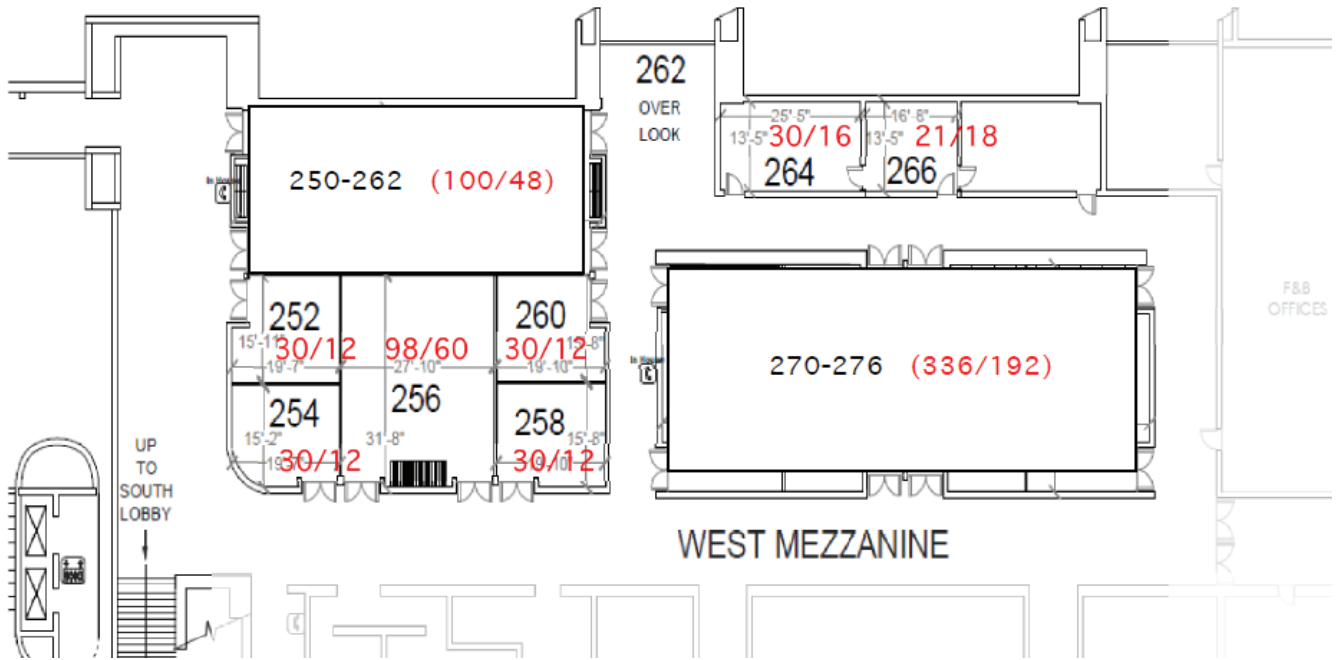
Crystal Williams - Workhabit  
Outreach

Crystal is the VP Professional Services at Workhabit and has been loving on Drupal since 2006 as a designer, themer, producer, and advocate. A veteran unconference unorganizer, she has co-organized BarCamps in Vancouver, Los Angeles, and Shanghai, and DrupalCamps in Seattle and Los Angeles, including founding the now 300+ attendee DrupalCampLA in 2007. Her "10 Steps to Organizing a Bar-Camp" article is now available in English, Spanish, Portuguese, French, and German. Crystal believes the web can be made more accessible, more secure, and even more attractive through open source, web standards, and design patterns. She lives on adrenaline, coffee, and tacos.

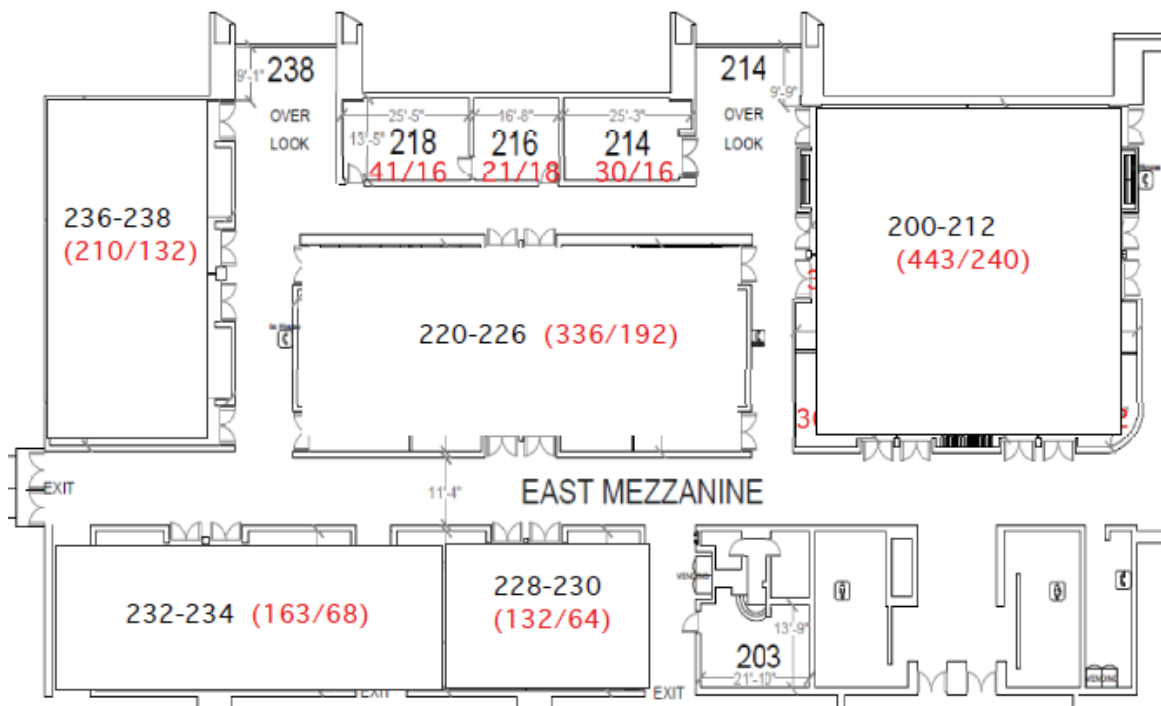


## APPENDIX A: FLOORPLANS

### West Mezzanine - Larger Rooms



### East Mezzanine - Larger Rooms



## APPENDIX B: FINACIALS

	Cost	Production Company	Notes
<b>Venue Associated Costs</b>			
Facility	\$46,200		Secures the following: Esplanade Ballroom, East Mezzanine, West Mezzanine and South Moscone Foyer. We get a 5% discount for spending more than \$50,000k on AV.
AV Equipment	\$60,000	ProJection	Includes streaming video, projection, stages and sound
Wireless	\$65,000	Priority Networks	Covers all rooms and foyer, could offset with sponsors
Lunch	\$0		Not offering lunch due to the wide variety of food available
Coffee	\$70,000	Moscone Catering	At Moscone rate of \$70/gal Keep out of public view of other events in the building, was noticed at DC that alot of individuals having coffee were not part of Drupal.
Snacks	\$10,000	Moscone Catering	Providing things to snack on was a part of the code sprints.
Extra power	\$5,000	Moscone Union	While power is suplied in a lot of places we need to account for power strips and droplines for expo and other areas that might need power.



Security	\$2,500	Outside Firm	Expo might mean we need 24hr Security. We might need to negotiate this a bit like DC.
GroundSwell	\$75,000		Hire a full event company
Union Assistance	\$5,000	Moscone	This is all the setup and break down of the rooms if we need to have them changed each day
Video recording	\$4,000	Projection	Record the Keynote Only, Can add for other rooms. Looking into being able to record our sessions without needing the techs. Will need the main av tech for keynotes on screens.
<b>Staffing Costs</b>			
EMT/Nurses	\$4,000	Moscone	Includes a EMT and Nurse during main event hours (RBV)
Accounting Services	\$5,000		Bookkeeping and financial advise to manage the conference budget and expenses
Interpreters	\$5,000		Sign Language, Interpreters
Security	\$3,500	Misc Vendor	Minimal Security Required by Moscone (RBV)
Keynote	\$15,000		Keynote expenses, all misc, transportation, hotels





Scholarship			
25 Scholarship Winners	\$20,500		15,500 for hotel, 5,000 for travel
Production Costs			
T-shirts	\$0		We order only as needed and can provide a better selection of sizes and variety!
Bags	\$3,000		
Printing program handbooks	\$3,000		Photocopies of daily schedule and online PDF
Design and materials production	\$25,000		Full Design phase for Newspaper Adds, Flyers, Web Adds and
Payment processing	\$8,000		Create a merchant account for the Drupal association as part of the store
Website Project Management	\$5,000		Professional project management for the website production process
Website Theme Production	\$15,000		Professional Drupal theming for the website
Website Development	\$40,000		Professional Drupal development for the website
Website Marketing / Advertising	\$5,000		Provide resources to market and advertise the website and the conference to a wider audience
Website Mobile Theme	\$7,500		Provide professional Drupal mobile functionality to the website
Printed Ads	\$5,000		



Conference Planning Expenses	\$7,500		Provides a budget for the conference planning committee including food, travel, drink, and other entertainment costs
<b>Sponsor VIP Event</b>			
Event Space	\$2,500		
Beverages / Food	\$3,000		
Prospective Budget:	\$519,700		
<b>Sponsorships</b>			
	Cost	# Sold	
Platinum	\$20,000	4	
Gold	\$10,000	10	
Silver	\$5,000	17	
Bronze	\$2,500	25	
Individual Sponsors	\$100	300	
Total sponsorships		\$360,000	
<b>Tickets</b>			
Ticket Price:	\$150	2500	
	Total	\$375,000	
	Total revenue	\$735,000	
Prospective Profit:		\$215,300	

