

YAPC::NA 2012 Proposal - Austin, TX

We, the Austin Area Perl Mongers & the Houston Perl Mongers, formally propose that YAPC::NA 2012 be held in the Live Music Capital of the World - AUSTIN, TX.



Dates

The proposed dates for YAPC::NA 2012 are Wednesday, June 13 through Friday, June 16.

The proposed venue does have availability over these dates at this time.

Expected Size

We have planned a conference for 400 people. The General Session Room will hold up to 450 guests. This room can be divided into (3) breakout rooms that can accommodate up to 150 guests each. These rooms will be utilized for three concurrent sessions. There are additional meeting rooms available for add-on meetings.

Budget

The University of Texas at Austin's San Jacinto Hall meeting space will cost \$5,000.00 for the entire 3 day event.

We plan on providing refreshments (water, coffee, tea, and soda) throughout the day. The fee is \$10 per person per day for a total of \$12,000.

There is a dinner planned for all attendees. The cost for this is \$19.00 per person for a total of \$7,600.00.

Internet for the conference is \$5.00 per attendee for a total of \$2,000.00.

Our total expenses come to \$26,600.00. We will charge the standard \$100 per attendee, which makes our total revenue \$40,00.00. Therefore we intend to leave The Perl Foundation a surplus of \$13,400. If the attendance falls short by 25%, to 300 attendees, revenue of \$30,000 and expenses of \$21,200, then The Perl Foundation will receive \$8,800.00.

The Austin & Houston Perl Mongers have already secured \$10,000 in sponsorship. We project that we can secure an additional \$5,000 from other local businesses.

Attendee Budget

Austin is an ideal place to fit everyone's budget. The average cost of meals in Austin are \$7.00 for fast food, \$12.00 for the average sit-down casual dining and up to \$36.00 for a true Texas Steakhouse. Hotel rooms will cost between \$120-\$180 per night.

University of Texas Resident Rooms are available starting at \$70 per night.

All major American airlines serve Austin's Bergstrom International Airport. Flights to/from Austin to/from Los Angeles are approximately \$500.00 roundtrip. The total cost for an average attendee's trip will be approximately \$1,100.00

Speaker's Dinner

We will host a speaker dinner the night before the conference. The Austin & Houston Perl Mongers will secure sponsorship for this dinner to make it complimentary to speakers.

Paid Workshops

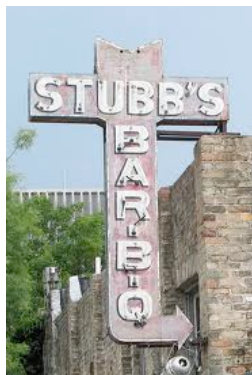
If there is an interest we will set aside rooms to run paid workshops either before or after the conference. There will be additional charges based on the meeting space required.

Lunches

In addition to the numerous restaurants available in the area, the attendees can eat at University of Texas' food establishments. The average cost for lunch is \$8.00.

Attendee Dinner

Attendees will be treated to Stubb's Slow Smoked Texas Bar-B-Q. For dinner the attendees will enjoy a brisket bbq sandwich on a bun with potato salad & coleslaw. Estimated price per person is \$19.00. There will be a vegetarian optional meal available.



Host Committee

The Austin and Houston Perl Mongers are excited about teaming up in an effort to host YAPC::NA 2012 in Austin, TX.

The Houston Perl Mongers Group has been meeting on the second Thursday of each month. There are 10-20 guests at each meeting. Of our regular attendees, at least 8-10 have attended YAPC::NA in the past and we have at least 3 members who have been presenters.

The Austin Perl Mongers Group Meetings gather 10-30 attendees per meeting. There have been approximately 5 members who have attended YAPC::NA Conferences.

Location

Austin is not only the Live Music Capital of the World, it has turned into a center for technology growth. 3M, Apple & Dell are just a few of the over 30 technology companies with offices in and around Austin.

While in Austin, everyone is encouraged to be themselves and embrace their uniqueness. Austin is made up of a diverse blend of cultures and lifestyles and has a reputation of being an open, accepting city.

Austin prides itself on being far from ordinary. In fact, they celebrate being “weird”. Austin is a hot spot for creativity and highlights its community of musicians, artists, entrepreneurs and progressive thinkers - YAPC::NA would fit right in!

Austin has some of the country’s best Tex-Mex and barbecue restaurants. The entertainment available in Austin is like no other in the world. Austin has nearly 200 live music venues and is home to thousands of musicians. Which means you can catch a show any day of the week, at almost any time.



Airport

All major American airlines serve Austin's Bergstrom International Airport. The airport is easily accessible and a \$25.00 cab fair to/from The University of Texas.

The Public Bus System has a schedule bus route from Austin's airport to the Campus. Attendees would board the bus 100 to Stop 2 at the corner of MLK and Congress.

The bus fair is \$4.00 per trip.

Venue

We propose to host YAPC::NA 2012 at the University of Texas at Austin. The program will be held at the San Jacinto Conference Center on the UT Campus.

The University of Texas sits in the heart of Austin and is walking distance from restaurants, shops, and the famous 6th Street.

Austin is a walk-friendly town and easy to get around.

**Internet Access**

Internet Access at the conference is \$5.00 per attendee. This cost will be covered by the attendee's registration fee..

Accommodations

The University of Texas has 175 sleeping rooms available at \$70 per room. These accommodations are furnished with twin beds, desks, chairs and a microwave-refrigerator. San Jacinto Hall is equipped with a TV and each room is supplied with linens, pillows, blankets, towel and soap. The residential hall does have shared bathrooms.

Beyond the University there are plenty of hotels with walking distance. Austin & Houston Perl Mongers will secure a discounted price of approximately \$160.00 per night.

Event Support Services

If selected, event planning services including assistance in the registration process, attendee communications, sponsorship procurement and overall logistics will be provided by a professional team of event planners that have vast experience in event coordination. This will allow the Perl community as a whole to enjoy the event from start to finish without deep involvement in all the extra curricular activities involved with planning a successful event. At the same time the most important part of the conference which is network, content, speaking sessions shall remain in the capable hands YAPC::NA and Perl Community enthusiasts.

Summary

Austin is the ideal location for YAPC::NA 2012. The venue we have selected is located within walking distance of dining, shopping, and Austin's vibrant nightlife. It is our belief that with a full time event planning staff at the helm of this event, it will decrease the amount of time needed from the community and allow those involved members to focus on more important aspects (sessions, content, and speakers). It is also believed that an allocated event staff that sponsorships will be easier to procure and attendees will have a more enjoyable experience.