YAPC::NA 2012 Proposal

We, the Madison Area Perl Mongers, formally propose that YAPC North America 2012 be held in our beautiful city: Madison, Wisconsin.

Dates
The proposed dates for YAPC 2012 are Wednesday, June 13 through Friday June 16th. We already have these dates tentatively reserved with our venue.

Expected Size
We have planned for a conference of 400 people. We have a room capable of seating all 400, plus additional session rooms for 100, 96, and 55. These rooms will give us the facilities to have four concurrent sessions, and the University has said we can reserve additional rooms as needed. There is a board room set aside for Perl Foundation meetings, if needed. We've also arranged for at least three birds of a feather locations, and can add more if needed.

Budget

The University Extension Conference Center has graciously agreed to donate facility space to The Perl Foundation for YAPC 2012, so our entire facility fee for this event is only $795, which is merely a setup/teardown fee.

We plan to provide refreshments (water, coffee, tea, and soda) and snacks (chips and cookies) through-out the day. The fee for this is $10 per person per day, for a total of $12,000.

We also plan to hold a banquet for all attendees. The cost for this is $20 per person, for a total of $8,600.

Our total expenses come to $21,395. We will charge the standard $100 per attendee, which makes our total revenue $40,000. Therefore we intend to leave The Perl Foundation a surplus of $18,605. If our attendance falls short by 25%, that will leave us with 300 attendees, revenue of $30,000, and expenses of $16,395. Therefore TPF will still get $13,605.

Sponsorship

Plain Black has agreed to donate money for the cost of the Speaker's Dinner and SWAG for all attendees. The Game Crafter has agreed to donate the printed programs for all attendees. In addition, we will be reaching out to all the local organizations that use Perl to see if they would like to contribute to a job faire, or other things. And we'll of course reach out to some of the bigger names such as Google and O'Reilly seeking donations.

Attendee Budget

Of course it is not enough for us to plan our own budget, we must also make every effort to make the entire trip as inexpensive as possible for all attendees. We think we've struck a nice balance between cost, convenience, entertainment, and education. The average cost of meals in Madison are $6 for fast food, $11 for the average sit-down place, and $24 for a nice steakhouse. Hotel rooms will cost between $85 and $130 per night, and there is also a hostel nearby where you can stay for around $20 per night, and the dorms for $55 per night. Flights into Madison are relatively inexpensive; for example a round trip ticket from the 2011 YAPC to Madison is about $265. Therefore, the total-all inclusive cost for an average attendee (not including beer) will be about $700, which is far less than even the badge cost at most conferences.

Conference Activities

We are planning a variety of activities.

Speaker's Dinner

We will be having a speakers dinner the night before the conference, which will be free to all speakers, due to Plain Black's sponsorship.
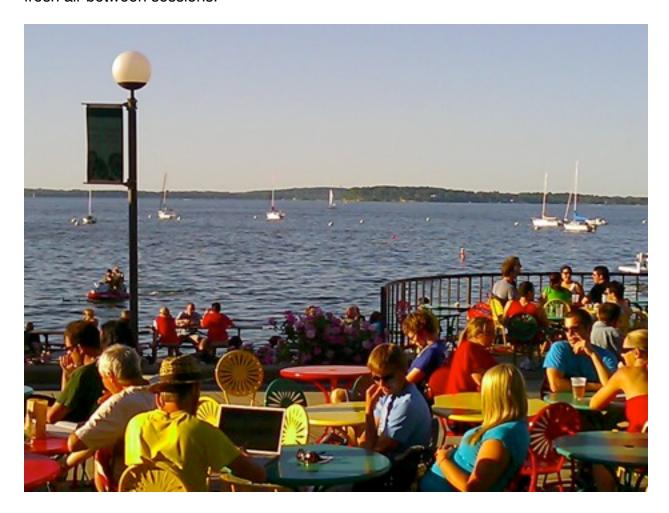
Paid Workshops
If there is interest we will set aside rooms to run paid workshops either before or after the conference. We will work with workshop trainers from previous YAPC events to see if they have interest in running them at YAPC 2012.

Lunch Cookout
In addition to the numerous restaurants available in the area, there will be a lunch cookout on the Union Terrace next door to the conference facility each day of the conference. This will provide the attendees with the opportunity to get out for some fresh air between sessions.

Banquet
We are planning a banquet for all attendees. The banquet will be held on a balcony at the University overlooking one of Madison's beautiful lakes (we also have a backup location in the same building in case of bad weather). The food will be included in the price of the attendee's badge and will feature a several buffets: a pasta station, a brat and burger station, a Mediterranean station, a pizza station, and a desert station. In addition, cash bars will be available serving a wide selection of spirits, wine, beer, and soda.

Auction
Directly after the banquet in the same location we will hold a charity auction benefiting The Perl Foundation. As part of our sponsor drive we will seek donations for the auction.

Spouses Program
A professional event planner has graciously agreed to donate her time to run a spouses program. The spouses program will take a tour of the local wineries and breweries, do shopping excursions, and visit the local museums. The fee for the spouses program will be $100 per person which will cover travel and entrance fees for the various activities.

Host Committee
We MadMongers (Madison Area Perl Mongers), are an experienced and intelligent bunch. We have been running MadMongers with monthly meetings now for 5 consecutive years without missing a month. Of our 9 regular attendees (those that attend every month, or close to it), eight have volunteered to help setup and run YAPC 2012. Not only that, but 5 of the 9 regulars have been to YAPC at least once, and several have presented at YAPC.

Leadership
Our leader, JT Smith, not only runs MadMongers, but has also helped run Chicago.pm when he lived there. In addition, he has successfully run an international technology

conference every year for the past seven years for the WebGUI community, which averages 60 attendees from at least three continents. He has spoken at two YAPC::NAs and one YAPC::EU, and will again be speaking at YAPC::NA 2011.

Support
Since JT owns four Perl-based businesses in Madison, and each of the four are involved in the Perl community, they may provide staff, equipment, and sponsorship as necessary to ensure a successful event.

Location
Why Madison? No YAPC has been held in Madison, despite the fact that there is a lot of support for Perl in Madison. The City, State, and Federal government agencies here in Madison, and the University all make use of Perl. There are also many businesses here that make use of Perl including one enormous Insurance provider, two telecom companies, three biotech firms, and a host of small consulting firms. We feel that hosting YAPC here would encourage more growth of Perl.

In addition, Madison is a beautiful city that has a lot to offer a conference like YAPC. It has a vibrant night life and an academic culture. Madison has more than 500 miles of bike and walking trails through the city. And there are many tourist attractions, sporting events, concerts, plays, and outdoor activities going on constantly through-out the summer. In short, there will be no lack of things for people to do before and after the conference, and in the after hours.

Airport
The Dane County Regional Airport is located on Madison's east side. It has daily direct flights to/from Minneapolis, Denver, Dallas, Milwaukee, Chicago, Memphis, Cincinnati, Detroit, Cleveland, Atlanta, Washington DC, Newark, and New York. The airport is roughly 6 miles from the conference facilities and is about a $12 taxi ride, or free with a hotel shuttle.

Daily bus service is available and inexpensive from Minneapolis, Milwaukee, and Chicago from all airports and Amtrak stops. Greyhound, Van Galder, and Megabus all have stops one block from the conference facilities.
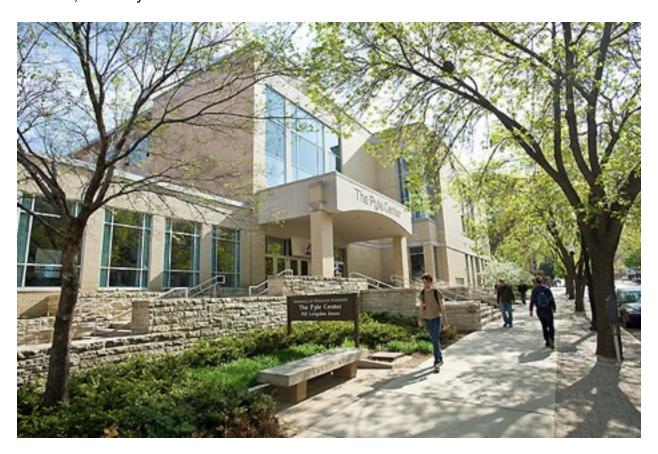
Public Transportation
Madison has an extensive and clean bus system which goes anywhere in the city for $2, or $4.50 for an unlimited day pass. In addition, they have nine routes just for the University campus. Beyond busses, there are also four 24-hour taxi services available; the largest of the four, Union Cab, takes credit cards in addition to cash.

Venue
We propose hosting YAPC 2012 at the University of Wisconsin, Madison. We have already made arrangements to be sponsored, and the University Extension Conference Center has graciously donated the facilities for free, so we will only have to pay for food and other consumables. The University has recently (2010) renovated their conference facilities, and they are now state of the art.

In addition to being a great facility the University is also conveniently located in downtown Madison. Within a reasonable walking distance (6 block radius) there are over 50 pubs, and 100 restaurants. There are also half a dozen museums, the State Capitol, and a dozen live performance venues.

Parking
Parking is available for overnight guests at the various hotels. Some is free with the room, some will charge up to $10 per night. For those driving in on a daily basis, there is

a city parking structure one block from the University conference facilities, which charges $1.25 per hour.

Internet Access

The conference facilities are wired with ethernet outlets to every station, and there's also ubiquitous free WiFi courtesy the UW Campus. The lodging accommodations have free WiFi as well.

Accommodations

The University conference center has 100 guest rooms available for $95 per night (tax free). These are not dorm rooms (see photo below). The rooms are outfitted better than most 4 star hotels with queen-sized beds, mahogany furniture, satin sheets, private bathrooms, high definition televisions, iPhone dockable alarm clocks, and free WiFi. There are also deluxe suites available with king sized beds and desks or two queen sized beds.

We will also secure dorm space with University Housing in the Fall. We have spoken with them and they won't have pricing or the ability to reserve space until Fall 2011, but they assured us that they will have space available. Their estimate on pricing for 2012 is $55 per night for single occupancy and $40 per night per person for double occupancy. The rooms are air conditioned, and that price comes with a full breakfast. There is also

a small computer lab in each dorm, wired connections in each room, and some of the dorms have WiFi. We will request a dorm with WiFi.

Beyond the University there are lots of hotels and a hostel within a few blocks (see the map below). They all have free shuttle services that will take you anywhere you want to go in the city, including the airport and the University conference facilities. We will reserve a block a rooms at a couple of them and the costs will be about $120 per night.

Summary

We have a committed team with proven experience running successful events like YAPC. We have a beautiful city, and a nearly free venue, with ubiquitous free high-speed internet. And we will be contributing between $10,000 and $20,000 to The Perl Foundation's coffers. In short, we believe that no one can provide a better total package for YAPC 2012. We hope you agree.