The Art of Boothery

Startups at tradeshows

Questions...

- Why are we doing this?
- How would we measure success?
- Will our audience be in attendance?
- Are we too small to be there?
- What would we need to bring?
- Who would we need to bring?
- What would our follow up tasks be?
- What would this thing cost? (obvious and non-obvious)

Reasons to go

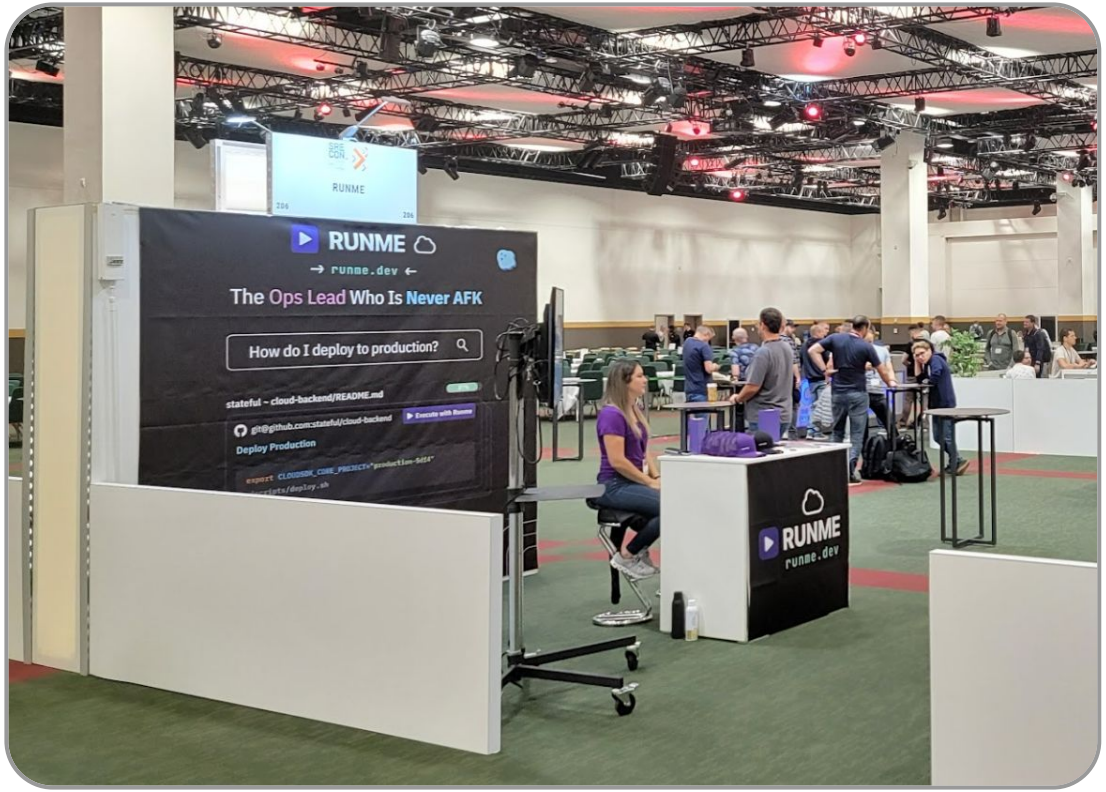
- Forces the distillation of messaging and materials
- Face reality - no more hiding behind a keyboard
- Rapid experimentation with your narrative
- It’s good for team comradery
- It can be very motivating
- LEADS?!

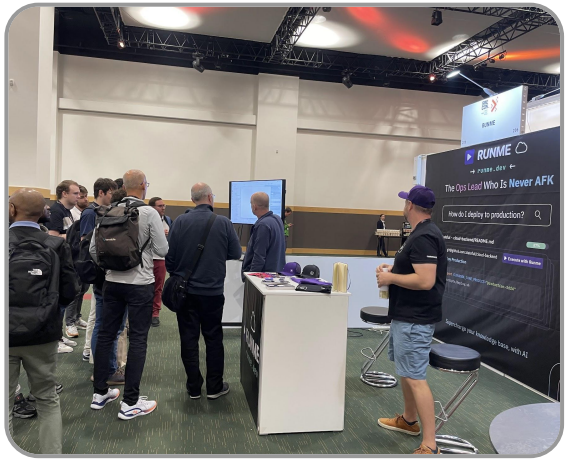
Stateful @ SRECon

- Try out “The Ops Lead who is never AFK” message
- Show off our “Runbook AI Chat” prototype
- Refine our persona and audience understanding
- Better understand the ecosystem (companies/products)
- Follow ups to curate relationships, find champions
- Drive some traffic, generate some buzz
- Fish and chips
- Follow up with a personal email to every single “lead”

Booth

SRE CON
RUNME
RUNME
runme.dev
The Ops Lead Who Is Never AFK
How do I deploy to production?
RUNME
runme.dev


RUNME
→ runme.dev ←
The Ops Lead Who Is Never AFK
How do I deploy to production?
stateful ~ cloud-backend/README.md
Deploy Production
RUNME
runme.dev


RUNME
The Ops Lead Who Is Never AFK
How do I deploy to production?

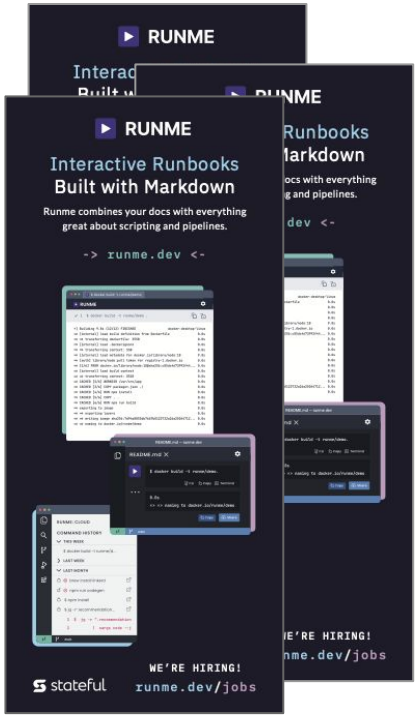
What worked?

- Getting there early, awake and ready to go
- Scrappy startup look and feel
  - Even though bulky and wrinkly
- Constantly staffed booth, eye contact and engaging
- Looping flashy demo (chromecast + youtube iframe)
- Laptop open for deep dive demo’s and debugging
- Starting with “What’s the state of your documentation?”
- We got 30 badge scans 🤷

Swag

- Womens size / cut shirts
- Eco-pencils, hats, notebooks, shirts (in that order)
- Make people work for swag (the first day at least)
- The purple was a differentiator
- Handouts were clutch

Swag


RUNME
Interactive Runbooks
Built with Markdown
Runme combines your docs with everything
great about scripting and pipelines.
-> runme.dev <-
WE'RE HIRING!
runme.dev/jobs
stateful

runme.dev

runme.dev
runme.dev

stateful
Basil
Sprouts

Costs

- Flights, hotel, meals (too much)
- Sponsorship ($5k, startup discount)
- Booth backdrop (printed for $250, instead of $4k)
- Lead collection scanner - $350
- Monitor - $450!
- Swag - $3k

All in probably ~21k !@#!@#

Thank you.

Next up - Kubecon this March in Paris!