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Press Release

Chicago Drum Show May 17 & 18, 2008

-For immediate release

-For further information & hi-res photos, contact: Rob Cook, Rebeats

The 18th annual Chicago Drum Show was held May 17 and 18, 2008 at the Kane Country Fairgrounds in St Charles, Illinois— a few miles west of downtown Chicago. A record crowd turned out for the weekend of exhibits, clinics, and master classes.

“I was pleased with virtually every aspect of the show,” organizer Rob Cook reports. “Paid attendance was up a bit over 2008, exhibitor participation showed the biggest single-year increase ever, the new Master Class program was very successful, and we had a very strong clinic program.”

A total of about 1350 people attended the show, coming from all parts of the country as well as Canada, Japan, Wales, England, Denmark, Holland, Italy, and Sweden.

“I had to rework the exhibitor configuration a couple months before the show,” says Cook, “narrowing some aisles to make room for the new exhibitors. There were 18 first-time Chicago Show exhibitors, bringing the total exhibitor count to 82. I’m so glad that the venue has put up a new building we’ll be able to use in 2009; it more than doubles available exhibit area.”

The 2008 clinician roster included Gail-Louise (from Wales), Chip Ritter, Rakalam Bob Moses, Carmine Appice, Donny Osborne, Matt Wilson, Billy Ward, and Cindy Blackman. Master Classes were presented by Ritter, Appice, Osborne, Moses, and Ward. “Sponsor support is what really drives the clinic program,” says Cook. “It would be impossible to bring in so much top-drawer talent without the generous support of the companies who help underwrite these artists. DW, Slingerland, Shure, Remo, Aquarian, Sabian, Zildjian, Alfred, Gretsch, Trueline, Craviotto, Steve Maxwell, NotSoModernDrummer, Evans, and Pro-Mark all helped in very big ways. We even had help from one exhibitor, the folks at Skins N Tins Drum Shop, who were kind enough to use their Sabian promotional allowance to help cover the cost of bringing in Carmine.”

Another facet of the show that reached a new level was the raffle program. All smaller merchandise donations were channeled to the clinic area where MC Gregg Potter distributed the shirts, DVDs, books, magazine subscriptions, cymbals, etc. Items were donated by Modern Drummer, Hansenfutz, Zildjian, Sabian, Pro-Mark, Firth, Aquarian, Remo, Hal Leonard, Alfred, Mel Bay, Gretsch, Heather’s Studio, Chicago #1 Drum Lessons, & Aquarian. The larger donations (primarily snare drums) were raffled off and included snare drums from Craviotto, Tempus, George Way Drum Co., Ludwig, Vaughn-craft, Ghostnote, Drum Foundry, Joyful Noise, MCD Percussion, and DW.

“The new industry buzzword seems to be “culture,” comments Cook. “In this internet age, businesses strive to remain vital by establishing close relationships with staff and customers. In that regard, the Chicago Drum Show has become it’s own entity. I have become ever more meticulous in the show’s planning, but to a large extent the show morphs itself. The exhibitors are largely responsible for this, coming from an increasingly varied cross section of the percussion industry and becoming part of the sense of community at the show. Many of the exhibitors carefully plan their booth. A good example is The Conga Hut. Mike Gallichio’s booth has evolved into a very attractive and professional presentation. Other exhibitors who offered “something extra” included Tempus (with their fiberglass/wood challenge) and Guitar Center with their own daily Pork Pie raffles. We also had several of the more significant internet drum forums represented at the show. Ghost Note had an impressive array of drums made by forumites, DrumForum.org had a booth, Bart Elliott from Drummer Cafe was on hand videotaping and conducting interviews. Also present: David Anfusio from Vintage SnareDrums.com, Bill Ludwig III from NotSoModernDrummer.com, and Ronn Dunnett from Drumsmith.com.”

The 2009 Chicago Drum Show is set for May 16 and 17, 2009; details will be posted soon both at the Rebeats site www.rebeats.com and the show site www.chicagodrumshow.com.

Chicago Drum Show Photos: request hi-rez versions by number from Rob Cook, rob@rebeats.com. All photos by Ronn Dunnett except for Matt Wilson which is courtesy of the Craviotto Drum Company.



#1 Welcome banner



#2 Exhibit area overview



#3 Conga Hut display

#4
Chip
Ritter



#5
Rakalam
Bob
Moses



#6
Gail Louise

#7
Carmine



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#7 Donny Osborne



#8
Matt Wilson



#10
Cindy Blackman



#9 Billy Ward



#11 Raffle grand prize drums



#12 Rob Cook at show AV system nerve center