THE CHICAGO DRUM SHOW
World’s largest and longest-running vintage and custom drum show!
19th Annual in 2009
Saturday and Sunday, May 16 and 17, 2009

I am often asked by potential advertisers, exhibitors, and clinicians, “how many people go to the show?” The most current answer to that question is that we have paid attendance of just over 1050, total attendance of about 1350. Those numbers, however, are just the tip of the iceberg in terms of the exposure that affiliation with this show produces.
Rob Cook

The venue: Kane County Fairgrounds, St Charles, Illinois
The Kane County Fairgrounds is conveniently located near both of Chicago’s major airports, O’Hare and Midway. There are many reasonable priced Inns within minutes and lots of free parking. The 2009 show will be in a newly constructed building with over 30,000 square feet of exhibit and clinic area space (in two halls) plus an enlarged Master Class space and common area. (All three areas are connected with the show AV system.)

Attendance
Paid attendance in 2008 was 1,050. Total attendance (paid attendance plus press, exhibitors, clinicians, and special guests) was just over 1,350.

Show Advertising
The Chicago Drum Show advertising centerpiece is the ad that appears as a full page ad in two issues of Modern Drummer, as well as DRUM!, NotSoModernDrummer, and Traps. This ad is also printed in a larger poster form; hundreds of copies are distributed to music stores, studios, clubs, and other venues across the midwest. Display ads also appear in Classic Drummer and NotSoModernDrummer. In the weeks before the show, smaller display ads and classifieds run in the major Chicago, Milwaukee, and Madison dailies as well as regional papers, entertainment publications such as the Illinois Entertainer, and “trading times” type periodicals. How many people are exposed to a clinician, exhibitor, or sponsor in this advertising? It is impossible to say, but let’s consider the one ad with the largest visibility, in Modern Drummer. MD has a circulation of over 100,000, with over 42,000 paid subscribers. Considering that most copies are seen by at least a couple of readers, it is not a stretch to say that this two-issue ad is seen by nearly half a million readers.
Press Coverage

Most “drum world” publications either cover this show themselves or provide coverage based on the Rebeats press releases that go to dozens of music-industry periodicals around the world. Rebeats is always careful to mention major sponsors by name. Major post-show articles with coverage of the 2007 show were published in Modern Drummer, NotSoModern-Drummer, Traps, Drum Business, Percussion News, and Percussioni.

Raffles

Like the show itself, the raffle program has taken on a life of its own, growing annually. Rob Cook has made it a policy never to make an outright request for raffle donations. When exhibitors and sponsors see the kind of exposure and excitement that the raffles generate, there is no shortage of great raffle prizes. Raffle prize donations are recognized prior to the show at the Rebeats website. At the show, an AV system powerpoint is augmented by repeated announcements on the show sound system. Smaller prizes are given away throughout the show. By the time of the grand prize drawings (usually drums and cymbals,) an excited crowd is gathered to watch celebrity guests draw the winning names. All the details of the grand prize drawings are included in the post-show press releases.

Clinic Program

The Chicago Drum Show has not always had clinics. For a number of years, the only playing that could really be considered a presentation was the annual appearance of the late Barrett Deems. Deems was a crowd favorite who appeared at this show every year until his death in 1998. Soon after, Rebeats pioneered the concept of a drum show with exhibits combined with world-class clinics. Rob Cook had produced successful clinics at his music stores since the late 1970s, and has brought the same attention to detail to the Chicago Drum Show clinic program. The clinics are isolated from the exhibit area so the exhibitors are free to exhibit. (Exhibitors do not have to miss the clinics, thanks to the show AV system which brings them to the exhibit hall.) Clinician sponsor banners are prominently displayed in the clinic area, tables for sponsor literature are provided, and sponsor door prize presentations bookend the clinics.


The entire roster changes annually with the exception of Donny Osborne, a popular show fixture. The roster for 2009 includes Jane Boxall (Marimba), Zoro, Will Calhoun, Donny Osborne, Bermuda Schwartz, and Danny Seraphine.

Occasionally the Chicago Drum Show clinic program is augmented with presentations dubbed “Rebeats Multimedia Interviews.” These are interviews with percussion personalities whose contributions are recognized in interviews conducted by Rob Cook which are supported by audio and video clips. To date, this interview program has included Johnny Craviotto, Dick Schory, and Ed Shaughnessy.
On-Site Exposure
Rebeats works hard at maximizing the visibility of Chicago Drum Show clinicians, exhibitors, and sponsors at the show itself. The show program (1000 print run) includes a complete exhibitor listing, clinician pages featuring sponsor logos and acknowledgements, and paid advertising. We distribute literature and door prizes on behalf of sponsors and advertisers who are not exhibiting. Sponsor banners are hung in the clinic area, and sponsors are thanked with pages in the show’s AV system powerpoint. The AV system is unlike that of any other show. Video monitors are located throughout the exhibit hall, and in the clinic area. When the screens are not displaying the 4-camera clinician presentations, they are used for show schedule notes, announcements, and promotion of show sponsors and raffle donors.

Clinic sponsorships- Clinic sponsorships fees are generally paid directly to the clinician. These fees can be credited toward “Logo Promotion” fees listed below. (Pledge $750.00 or more to support a clinic and qualify for the large magazine logo.) Additionally, clinician sponsors’ logos are featured in the show program and any banners supplied are hung behind the clinician during the clinic.

Exhibit space- A 10’x10’ booth with table, chairs, and two exhibitor passes is $200.00. For further exhibit space options, please see the exhibitor letter which can be downloaded at www.chicagodrumshow.com.

Logo Promotion- A limited amount of space is available for magazine ad and poster logo promotion by exhibitors and/or clinician sponsors. Clinician sponsors: Please note that clinician sponsorship monies can be credited toward these fees:
- $200.00 Press release mention, door prize and literature distribution, plus Small logo included in magazine ads (limited to 10)
- $750.00 Press release mention, door prize and literature distribution, plus Large logo included in magazine ads (limited to 5)

Show program- 1/4 page- $50.00 1/2 page- $100.00 full page- $200.00

Video tower sponsorship- The most conspicuous video monitor in the main exhibit hall will be on a draped tower at one end of the hall. For a fee of $500.00, the sponsor’s banners can be displayed on the tower. The show program and powerpoint will also call attention to the tower sponsorship.

Raffle donations- All raffle donations are hyped at the Rebeats website, on the show powerpoint, with show audio announcements, in the show program, and in press releases.

Further Information
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