

# 20th CHICAGO DRUM SHOW

World's largest and longest-running vintage and custom drum show!

Saturday and Sunday, May 15 and 16, 2010

*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. In 2009, the show moved to a brand new 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 2009 was 1,035. Total attendance (paid attendance plus press, exhibitors, clinicians, and special guests) was just over 1,350. The number of exhibitors rose from 82 in 2008 to 86 in 2009.

## Show Advertising and marketing

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 **Classic Drummer**. 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. In the weeks before the show, smaller display ads and classifieds run in regional papers and 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.

## Cyber Publicity-

Recognizing the importance of computer networking, Rebeats further refines online show exposure every year. The plan for 2010 includes the following:

- A Facebook fan page has been established for the show. Updates and show news can be viewed at the Facebook page, updates from which appear at the Rebeats home page.
- A Youtube channel featuring clinic highlights has been set up, with a window to the channel at the Rebeats home page.
- Two of the larger online drum forums (Ghost Note and Drumforum.org) are comped exhibit spaces in exchange for their enthusiastic online support of the show. This provides meeting places for forumites and space for forumites to display some of the remarkable drums they have made.
- Many other forums and websites feature show banners, post-show pictorials, and links to the show site.

**YouTube Videos** Clinic highlight clips are uploaded to Youtube and added to the annual drum show dvd. This provides remarkable exposure to the artists and their sponsors. At this writing, Chicago Drum Show clinician YouTube viewings number in excess of 350,000. The number is growing exponentially (currently at the rate of about 800/day,) is expected to exceed half a million by the time of the 2010 show. These numbers have made it possible for Rebeats to become a YouTube partner with banner privileges, etc. This translates to tremendous exposure for clinicians, their sponsors, and anyone affiliated with the Chicago Drum Show.

**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. It has become tradition for magazines such as Modern Drummer, DRUM!, NotSoModernDrummer, Classic Drummer, and Drum Business to print a post-show story.

**On-Site Exposure** Rebeats works hard at maximizing the visibility of Chicago Drum Show clinicians, exhibitors, and sponsors at the show itself. In addition to the show program, we distribute literature and door prizes on behalf of sponsors and advertisers, 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.

**The Drummer Cafe** Bart Elliott's "Drummer Cafe" is a virtual cafe; an internet site featuring all manner of news from the drum world. The 2010 Chicago Drum Show will see this virtual cafe transform into an actual cafe. Located in the foyer area near the food concessions, there will be tables, chairs, a stage, and AV system. This will be a place for people to meet, relax, and regroup while they enjoy listening to Bart interview drum world personalities. The interviews will be recorded for post-show release by both Drummer Cafe and Rebeats.

## Raffles

Like the show itself, the raffle program has taken on a life of it's 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.

## Show program-

The 2010 show program (8.5x11, 28 pages) will have a print run of 1,000. At least 8 pages will be full color. Included: schedule and raffle information, facility diagrams, exhibitor charts & contact information, clinician information, and advertising. In addition to the copies distributed at the show, the program is accessible in PDF form at the show website until the next year's program replaces it.

**Color:** 1/4 page- \$75.00 1/2 page- \$125.00 full page- \$200.00

**Black & White:** 1/4 page- \$50.00 1/2 page- \$100.00 full page- \$150.00

Ad composition, if needed: \$50.00. We prefer ads to be in TIFF format, minimum resolution 266 dpi.  
1/4 page = 5.5 x 4 1/2 page = 5.25x 8 full page = 10.5x8

**Clinics** For a number of years, the only playing that could really be considered a presentation at the Chicago Show 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. Clinician sponsor banners are prominently displayed in the clinic area, tables for sponsor literature are provided, and sponsor door prize presentations bookend the clinics. Clinics are free to show attendees.

2010 clinicians confirmed at this writing: Joe Morello, Denny Seiwell, Danny Seraphine, Bun E Carlos. We expect to add two more.

Past Chicago Drum Show clinicians have included: Charlie Adams, Carmine Appice, Cindy Blackman, Jane Boxall, Will Calhoun, Bun E Carlos, Peter Erskine, Steve Fagiano, Hannah Ford, Daniel Glass, Gail-Louise James, William F Ludwig II, Rakalam Bob Moses, Stanton Moore, Donny Osborne, Gregg Potter, Johnny Rabb, Bermuda Schwartz,, Mike Semerau, Ed Shaughnessy, Steve Smith, Joel Spencer, Clyde Stubblefield, Todd Sucherman, Billy Ward, Paul Wertico, and Zoro. Each clinician receives a four-camera online-edited DVD of his/her presentation.

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. The interviews are supported by audio and video clips. To date, this interview program has included Johnny Craviotto, Dick Schory, and Ed Shaughnessy.

**Clinician sponsorship-** Clinician sponsorship 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 clinician 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.

**Master Classes** A Master Class is like a cross between a clinic and a private lesson; it is a small group (limited to 25) presentation with individual attention. Seats in the Master Classes are usually \$25.00 each, with advance reservations generally required.

**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](http://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
- \$750.00 Press release mention, door prize and literature distribution,  
plus Large logo included in magazine ads

## Further Information

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