

PRESS RELEASE

Chicago Drum Show, May 19 & 20, 2007

For immediate release

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The 17th Annual Chicago Vintage and Custom Drum Show was held on May 19 & 20, 2007 at the Kane Country Fairgrounds in St Charles, Illinois. (About 40 miles west of Chicago.)

Paid attendance broke 1,000 for the first time ever, with 1,015 tickets sold at the door. Exhibitor personnel, press, guests, and media combined to bring the total attendance figure to about 1,300.

The 15,000 square-foot exhibit area featured displays by 74 exhibitors. Show producer Rob Cook was impressed with the range of products exhibited at this year's show; "We had a little bit of everything this year. There were a lot of vintage drums, parts, and hardware not only in the exhibitor booths but also in the consignment area, which had a banner year. Cymbals had a strong showing, with 4 exhibit spaces dedicated exclusively to cymbals. American drum makers of all sizes supported the show; we had Ludwig, Drum Workshop, Cooperman, and a host of custom drum companies such as Hillbilly Customs, Maryland Drum Company, Joyful Noise, Craviotto, and many others. For those inclined to try their own hand and drum making, everything they needed was there; Drum Supply House and Drum Foundry displayed a wide variety of hardware and tools for drum making. Premium shell maker Vaughncraft was one of the companies that markedly expanded their presence in Chicago in 2007, with a triple booth displaying not only their shells, but also their broad range of blocks, mallets, and small percussion. Examples of Vaughncraft shells that have been finished into snare drums were also on display. Electronics in past years have been limited to Roland, but this year Roland was joined by X-Drums and Beatnik Rhythmic Analyzers in the electronics category. The press was represented in the exhibit area with promotional giveaways from Traps Magazine and Modern Drummer, and booths by Classic Drummer and NotSoModernDrummer.

Chicago Show firsts-

Ingo Winterberg and Martin Grimsel came from Germany to debut Ingo's long-awaited Trixon book. The book, a virtual encyclopedia on the German company known for its peculiar shapes and finishes, was enthusiastically received.

The Craviotto drum company introduced its collaborative limited-edition snare drums produced by Adrian Kirchler (Italy) and Johnny Craviotto. The "Diamond" series snare drums feature handcrafted brass shells, Craviotto hardware and snare beds, and a distinctive diamond pattern hand engraved.

John Orlich, who first introduced his glass drums 15 years ago at Cook's second drum show, showed a resurgence in 2007. His handcrafted, limited-edition snares and outfits were displayed and represented in cooperation with a new marketing association with The Art of Music.

Clinicians, events-

The 3600 square foot clinic area was crowded all weekend for the presentations of 3 clinicians per day. Chicago teen Hannah Ford kicked the program off on Saturday, followed by Donny Osborne and Stanton Moore. Sunday's program started off with Chicago educator/performer Steve Fagiano, followed by Johnny Rabb and Peter Erskine. "The clinic program has really made it possible for this drum show to morph into something for everyone," says Cook. "I love to bring in talented people who can entertain and educate. It would not be possible without the generous support of the companies who help underwrite their artists. We owe a lot this year to DW, Roland, Zildjian, Gretsch, Shure, and a host of other firms who contributed. Many companies also kicked in door prize items.

Chicago shop owner Steve Maxwell hosted a get-together for show exhibitors at his shop in downtown Chicago. Pulling out all the stops, Maxwell chartered three buses to transport his guests from the show to his shop where they were treated to pizza and drinks while they enjoyed a performance by Peter Erskine's trio!

Raffle Prizes-

"This is another aspect of the show that owes a lot to the support of our exhibitors," says Cook. "For only a \$2 ticket, raffle entrants had great odds of winning big. We gave away snare drums from DW, Craviotto, Ludwig, and Maxwell, cymbals from Bosphorus and Sabian, and a host of smaller prizes."

Rob Cook's favorite moment-

"At our staff meal on the way home, one of the guys asked me what my one favorite moment or event of the weekend was, and I really could not answer. There were just too many great things happening all weekend to single anything out that quickly. The more I considered that question over the next couple days, however, the answer became very clear. I'll never forget the looks on the faces of the little kids who got to the first clinic early so they could sit right in front. I rewarded them with some door prize gifts, and the way they lit up was priceless. Shortly after that it became clear that many people waiting in the long line to get into the building would not get in until after Hannah Ford's clinic started. Vater had been very generous in supporting Hannah by sending lots of sticks, shirts, etc; so I started at the back of the line and gave away sticks to dozens of people waiting patiently in line. Again, they lit up!"

The 18th Annual Chicago Drum Show is set for May 17 and 1