



27th Annual Chicago Drum Show

May 20 and 21, 2017

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2017 FIRST EXHIBITOR LETTER

IMPORTANT! Please note these changes from 2016:

1. Electrical Rebeats has negotiated an electrical buy-out in order to provide power to all exhibitors who want it at no extra charge. There will be power drops in each exhibitor section. Exhibitors can borrow extension cords by signing them out from Rebeats at the registration desk. We arranged this because of numerous comments about needing more light in the exhibit area. Exhibitors are welcome to set up accent lighting.

2. Volume compliance We are going to be more aggressive in enforcing our excessive noise clause of the exhibitor agreement in 2017. Exhibitors *must* police their own space or be asked to leave. If the problem is with a neighbor, do NOT suffer in silence! Let them know and/or let us know!

3. Leaving Early It is not fair to show attendees who pay to attend, only to find that many exhibitors have packed up and left. Exhibitors who leave before the end of the show must use the front entrance and their space will be considered abandoned which means they forfeit right of first refusal on the same space for 2018.

2017 Exhibitors agree to comply with the basic
Odeum Expo Center Public Safety Requirements as listed in the Exhibitors Service Manual

Show Hours and Exhibitor access:

Exhibitor setup for 2017 is on Friday May 20 from noon to 8 p.m.
& Saturday May 21 8:00-10:00 A.M.

To prevent logjams, exhibitors will be directed to specific load-in doors.
Show hours Saturday and Sunday will be the usual 10 A.M. to 5 P.M.
with exhibitor and VIP access at 8 A.M..

Exhibitors are asked to remain until the close of the show.

Booth and attendance pricing:

All exhibit spaces are now the same price, \$300 for 10x10 space.

Booth sharing is permissible, see registration form.

Booth Abandonment (vacating before the end of the show) is not permitted.
See registration form.

Options are listed on the exhibitor registration form.

VIP admission is \$100.00, adult general admission is \$15.00 daily,
ages 5-12 \$10.00 daily

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Show Program:

The printed show program will be 32 pages and have a print run of 1000. Ad rates are on the exhibitor registration form. Raffle prize donors (prize value over \$100) qualify for 50% off 1/4 -age program ad.

Deadlines

January 15, 2017 Exhibitors confirmed by this date will be listed on the show poster. A confirmed exhibitor who cancels after Jan 15th agrees to pay a fee equal to 50% of the booth price.

April 1, 2017 Show program advertising and listing deadlines.

Friday, May 12, 2017 Payments received by 5-12-17 qualify for Express Prepaid Exhibitor Check-In.

Credentials

Up to 2 Exhibitor laminates are included with each 10x10 space. Additional working credential laminates can be purchased for \$25.00 each. Names of exhibitor staff must be supplied to Rebeats, see exhibitor registration form.

Raffle Program

We are putting more emphasis on the raffle program in 2017. This is a good way to gain exposure at the show. The earlier you verify a raffle contribution, the more attention we can draw to it. We will be making Facebook announcements, linking the raffle prize list to the show website, featuring raffle contributions on a full page in the show program, and making more announcements at the show. For 2017, any company (exhibitor or non-exhibitor) who contributes a raffle prize with a minimum retail value of \$100 qualifies for a 50% discount on a quarter-page ad in the show program.

Classic Drummer Hall of Fame

CDHOF is once again partnering with the Chicago Drum Show. They will be operating the live audio and video interviews and presentations in the cafe. (Jim Messina will still be doing his Vintage Drums Talk interviews at designated times.) If you as an exhibitor are interested in increasing your exposure at the show, be sure to contact Steve Bryant at CDHOF, steve@classicdrummer.com.

Shipping to and from the show

For details on shipping from or to the show, see the Odeum Expo Center Exhibitors Service Manual.

If you need to ship via UPS from the show, UPS will have a space at the show, booth location TBD.

Where to stay:

Visit the show site for info on rooms available near the Odeum.