

# 2017 VINTAGE & CUSTOM DRUM EXPO

SUNDAY 8 OCTOBER / FACTORY THEATRE

the  
music



## EXPO INFORMATION

On Sunday 8th October, we will be running the 3<sup>rd</sup> Annual Vintage & Custom Drum Expo, and it is with great pleasure that we wish invite you to register as an exhibitor at the 2017 event. The Expo will once again be an amazing opportunity for Drum Builders, Resellers and collectors to showcase their products amongst the top drum builders in Australia, and alongside the worlds top drum brands. The Expo is the perfect opportunity to increase your brands profile and give drumming enthusiasts a chance to see instruments that are not usually seen in a store.

### GET CONNECTED WITH RESELLERS, DISTRIBUTORS AND DRUMMING ENTHUSIASTS

Become an exhibitor or a sponsor at the 2017 Vintage & Custom Drum Expo and gain exposure to potential customers, partners and suppliers. The Expo has become a pivotal event for the Sydney drumming community and will again feature a diverse range of the drum products and services, as well as performances from well know figures in the drumming community (artists to be confirmed). As previous, the price-point of the expo is tailored to local producers, and continues to be a unique opportunity for the drumming community to touch, hear and play your amazing products.

### WE HAVE THREE EXPO ZONES

The 2017 Vintage & Custom Drum Expo will feature three zones, two the main exhibiting areas (Factory Theatre/Fusebox), a first-class performance stage (Factory Floor) featuring artist clinics and performances, and finally a Market Stall Area (Courtyard), this remains a cost effective area display and sell drum products, merchandise, spare parts and accessories.

### PRODUCT DEMONSTRATIONS/PERFORMANCES

As an inclusion with your Expo Site, Exhibitors will be have a dedicated demo session to showcase your product or service, possibly utilising the talents of your product endorsers, their popularity and pulling power. All product demonstrations will be held in the main room are to be a maximum of 10 minutes in duration.

### SOUND RESTRICTIONS

This year, the main exhibitor areas (Factory Theatre/Fusebox), will have a strict "No Jamming" policy. Exhibitors will be required to adhere to a supervised demonstration of their products in and effort to keep the noise to a minimum. As stated, exhibitors will have a time-tabled opportunity to demonstrate their product/s throughout the day in their designated Demo Session. Towards to event, guidelines will be distributed with suggestions on how to conduct your site and also a handful of tips to curb the overall noise level on the expo floor.

### MARKETING PLAN

- Pole Posters, A3 & A2 and in-store promotion in local venues as well a prominent music stores
- Website, social media (Facebook and Instagram) will be used for promotion and event updates plus email newsletters sent to subscribers and previous patrons. The venue will also send a dedicated eDM to ticket purchases from the 2015 and 2016 events
- The Expo will be included in the weekly street press adverts for Factory Theatre and Fusebox in the lead up to the event
- Full Page and 1/4 page stand alone ads to be run in TheMusic as well as web page adverts and a notice in the events section
- Feature Story and special announcements to be published in The Music
- Event page to feature on the Factory Theatre website
- Exhibitors will be given specs to supply digital materials to feature across social media
- Tickets can be ordered and resold through your preferred local store
- Giveaway promotion to be run during EarlyBird Tickets duration to boost presale ticket purchases.

### SPONSORSHIP OPTIONS

Event sponsorship is the ideal opportunity to put your brand center stage in the year ahead. Exclusive Sponsorship Packages are now available to promote your corporate identity and to advertise your products and services leading up to, during and post the 2017 Vintage & Custom Drum Expo. More than just putting your brand center stage at this major event, we deliver valuable print, web, e-newsletter, and social media coverage in all of our sponsorship offers. Contact us for more details.

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## EXPO PACKAGES

### EXHIBITOR PACKAGE (GIANT) – FACTORY THEATRE/SITE #9

Site Sizes: 6m x 3.5m (approximate size)

Inclusions: Basic site style includes listing on Website, Ads and Posters, 10 minute featured spot to present your product.  
2 x Exhibitor Lanyards, 1 x Performer Pass and 10 x Free Expo Tickets.  
Expo Sites can be shared and can feature a number of products, payment to be supplied from one party.

Cost: **\$770.00**

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### EXHIBITOR PACKAGES (PREMIUM) – FACTORY THEATRE

Site Sizes: 5m x 3.5m

Inclusions: Basic site style includes listing on Website, Ads and Posters, 10 minute featured spot to present your product.  
2 x Exhibitor Lanyards, 1 x Performer Pass and 10 x Free Expo Tickets.  
Expo Sites can be shared and can feature a number of products, payment to be supplied from one party.

Cost: **\$660.00**

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### EXHIBITOR PACKAGES (STANDARD) – FACTORY THEATRE/FUSEBOX

Site Sizes: 4m x 3.5m

Inclusions: Basic site style includes listing on Website, Ads and Posters, 10 minute featured spot to present your product.  
2 x Exhibitor Lanyards, 1 x Performer Pass and 10 x Free Expo Tickets.  
Expo Sites can be shared and can feature a number of products, payment to be supplied from one party.

Cost: **\$550.00**

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### EXHIBITOR PACKAGES (ENTRY) – FACTORY THEATRE/SITE #1

Site Sizes: 3m x 3.5m

Inclusions: Basic site style includes listing on Website, Ads and Posters, 10 minute featured spot to present your product.  
2 x Exhibitor Lanyards, 1 x Performer Pass and 6 x Free Expo Tickets.

Cost: **\$330.00**

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### EXHIBITOR PACKAGES – FACTORY THEATRE/SITES #8 & #13

Site Sizes: 2.5m x 3.5m

Inclusions: Basic site style includes listing on Website, Ads and Posters, 10 minute featured spot to present your product.  
2 x Exhibitor Lanyards, 1 x Performer Pass and 6 x Free Expo Tickets.

Cost: **\$330.00**

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### MARKET STALLS – OUTDOOR COURTYARD

Site Sizes: 1.8m x 1m Table (approx size to be confirmed)

Inclusions: 1 x Table (standard size), 1 x Market Stall Lanyards and 1 x Free Expo Pass.

Cost: **\$110.00**

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**WHY NOT SHARE YOUR SITE WITH ANOTHER SUPPLIER AND SAVE COSTS**

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## SITE BOOKING FORM

### SITE RESERVATION

Business Name: ..... ABN: .....

### SITE SPACE REQUIRED

- Giant Site: 6.5m x 3.5m \$770.00 (one only)
- Premium Site: 5m x 3.5m \$660.00
- Standard Site: 4m x 3.5m \$550.00
- Entry Area Site: 3m x 3.5m \$350.00 (one only)
- Small Site: 2m x 3.5m \$330.00 (two only)
- Outdoors Market Stall: 2m x 1m \$110.00 (Trestle Table Site)

**SEE PAGE TWO  
FOR INCLUSIONS**

### EXHIBITION DISPLAY

Name on Exhibitor Sign: ..... **PREFERRED SITE NUMBER/S:** .....

### CONTACT DETAILS

Contact Name: ..... Phone: .....

Postal Address: ..... Postcode: .....

Email: ..... Website: .....

### AUTHORISATION

Please email this form to [info@vintageandcustomdrumexpo.com](mailto:info@vintageandcustomdrumexpo.com) then we will forward you a tax invoice.

I Agree to abide by the organisers full terms and conditions on below and over the page.

Signed: ..... Date: .....

**DEPOSIT TERMS & CONDITIONS:** A minimum 50% deposit is required within 7 days of booking to confirm your spot. All bookings are subject to a 50% cancellation fee if canceled prior to 1st July 2017. All bookings canceled between 1st July 2017 and 31st August 2017 will be subject to a 75% cancellation fee. All bookings canceled between 1st September 2016 and the event date will be subject to a 100% cancellation fee – no exceptions, this is due to event commitments and contractual agreements with venue and contractors. Final payment due before 1st July 2017. Failure to finalise the full amount by this date may result in a cancellation of your booking.

### HOW TO PAY

#### IN PERSON

Payment may be made using cash or cheque.

#### MAIL

Mail your cheque to:  
Andrew Habgood  
PO Box 1133  
Surry Hills NSW 2010

#### EFT (Direct Deposit)

You may pay your account via EFT.  
Our bank account details are:  
Bank: Newcastle Permanent  
BSB: 650 000  
Account: 709 136 300

#### PayPal

You may pay via PayPal  
to: [andrewhabgood@gmail.com](mailto:andrewhabgood@gmail.com)  
Please quote your Business Name.

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## TERMS & CONDITIONS

### 1. STAND BOOKINGS

Stand Bookings are between the organiser and the exhibitor and is accepted when the exhibitor completes the official contract booking form and forwards to the organiser. A tax invoice will be forwarded to the exhibitor for payment due within 7 days with installment payment dates as stated on the contract booking form.

### 2. ORGANISERS RIGHTS AND OBLIGATIONS

The organiser agrees to: (a) Organise and hold the exhibition (b) Promote the exhibition (c) Use its reasonable efforts to make available to the exhibitor the exhibition space specified in the contact booking form. The booking will be confirmed when the signed contract booking form and payment has been received. The positioning of other stands including adjacent stands may change before the opening of the exhibition. Exhibitors will not be able to make claims against the organiser should stand changes occur. Floor plans are subject to change. (d) The organiser is entitled to take such action and give verbal or written directions (including in the exhibitors manual provided to the exhibitor prior to the exhibition) to the exhibitor as are reasonably necessary to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property. (e) Specify requirements in relation to the health and safety of persons, including in relation to the exhibitor's space - Includes all Occupational Health and Safety Regulations.

### 3. CANCELLATION BY AN EXHIBITOR

In the event of a cancellation by an exhibitor any installment payments that have been made are non-refundable. If a cancellation occurs after 1st August 2014 the exhibitor agrees that they will be liable for the full cost of the booking as stated on the contract booking form. If full payment and required paperwork is not submitted by the due date, the organiser reserves the right to refuse your company to exhibit.

### 4. DEPOSIT TERMS & CONDITIONS

A minimum 50% deposit is required within 7 days of booking to confirm your spot. All bookings are subject to a 50% cancellation fee if canceled prior to 1st July 2017. All bookings canceled between 1st July 2017 and 31st August 2017 will be subject to a 75% cancellation fee. All bookings canceled between 1st September 2016 and the event date will be subject to a 100% cancellation fee – no exceptions, this is due to event commitments and contractual agreements with venue and contractors. Final payment due before 1st July 2015. Failure to finalise the full amount by this date may result in a cancellation of your booking.

### 5. EXHIBITOR LIABILITY

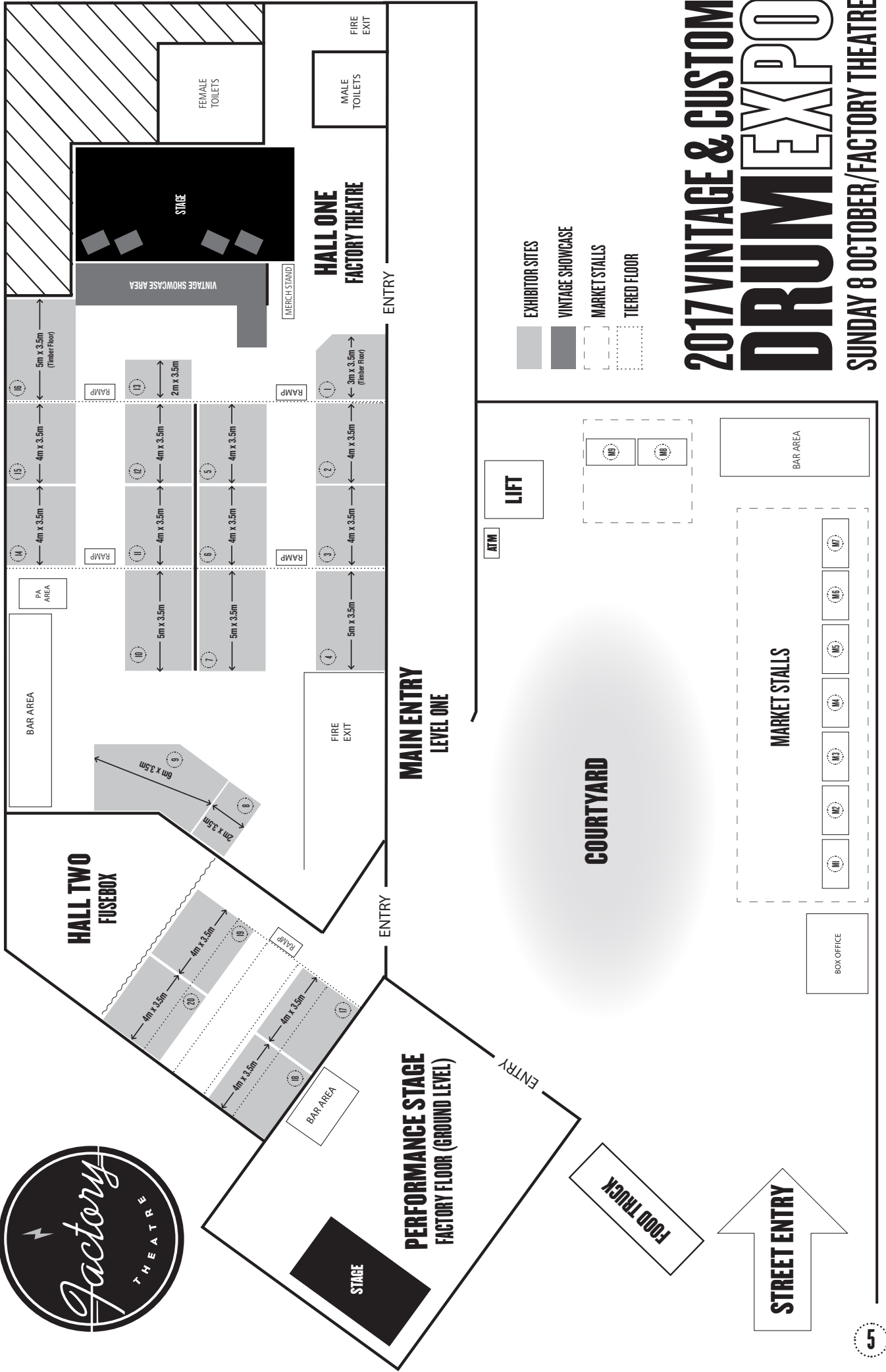
The organiser is not liable for any damage to a stand or for damages to or loss of stand furniture, fittings or any articles left in the exhibition area. The exhibitor is liable for any damages caused to persons by the exhibitor's employees or representatives or caused by the structure of the stand, articles or appliances. Each exhibitor is required to ensure that adequate insurance cover has been obtained for any such liability.

### 6. GENERAL LIABILITY

The organiser will not be liable for any expenditure, liability or loss including consequential loss, nor be in default for any delay, failure or interruption resulting directly or indirectly from acts of God, civil or military authority, public enemy, war, strikes, labour disputes, shortages, electric power supply failure or failure of lifts or transportation, postage, air conditioning or the availability of appropriate premises, the non-attendance by sufficient number of exhibitors or visitors which in the opinion of the organiser is commercially adequate or any other intervening circumstances beyond the reasonable control of the organiser.

### 7. CANCELLATION BY THE ORGANISOR

In the highly unlikely event of a cancellation by an Organisor, any installment payments that have been made are non-refundable.



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NOTE: Whilst every attempt will be made to offer expo sites at the allocated sizes and positions, due to unforeseen circumstances site sizes may and positions may change slightly at the event.



# MODERN DRUMMER®

## 2016 VINTAGE & CUSTOM DRUM EXPO SUNDAY 14 AUGUST/FACTORY THEATRE

The 2<sup>nd</sup> Annual Vintage & Custom Drum Expo, was featured in a review by word renowned writer/drum historian Bob Campbell in the February 2017 edition of MODERN DRUMMER. This was a milestone for our relatively new event and an amazing exposure for the Vintage & Custom Drum Expo as well as the exhibitors and guest performers.



### BACKBEATS

#### 2016 Sydney Vintage and Custom Drum Expo

This past August 14 drum enthusiasts from around Australia gathered at the Factory Theatre in the Marrickville suburb of Sydney, Australia, for the second annual Sydney Vintage and Custom Drum Expo. The show featured vintage gear as well as custom drums mostly built by Australian manufacturers. The event, organized by Australian drummer Andrew Habgood, showcased the continent's newest generation of drum builders alongside many established companies. Members of the local drumming community heard and played the Australian-made instruments and talked with manufacturer reps.

"In Australia we're blessed to have some native timbers that are unique in both appearance and sound," Habgood says. "The first wave of Australian drum-building pioneers brought Australian-made drums to the world stage. Now there is a growing number of bespoke builders that are making a name for themselves using predominantly Australian hardwoods. In this next wave, there's a passion to show the world what local builders can do."

This year's show featured a number of known and up-and-coming Australian builders including Sleishman, Blackbird, Evetts, Moody, Gas, Kentville, Red Rock, Sia, and Pansini, and exhibitors held designated short demo sessions to showcase their products. Evetts presented its new Nic Pettersen Signature snare, a 16-ply Tasmanian

blackwood 7x14 masterpiece. Pansini dazzled with a variety of acrylic kits that were outfitted with internal LED lights in various colors. Red Rock exhibited a spectrum of gorgeous Australian hardwoods in their National, Heritage, and Pioneer drumset lines.

Moody and Sia also showed off their fine craftsmanship, exhibiting some beautiful and brilliant-sounding stave hardwood drums with vintage-looking tube lugs. Gas Custom Drums displayed a classic creamy white acrylic kit with an elegant emerald pearl inlay, as well as the company's Moving Coil microphone—a custom acrylic sub-kick low frequency mic for the bass drum. Sleishman, one of the most established Australian drum companies, continued to thrill with its innovative free-floating suspension system and open drum sound.

Leading international drum and accessory manufacturers including C&C, Craviotto, DW, Gretsch, Ludwig Australia, Pork Pie, Q Drums, Sakae, Truth, Istanbul Agop, Meinl, Murat Divil, TRX, Rodrig's Percussion, AG Painted Drum Heads, Evans, Fat Barry Brown Brushes, Pramar, Wincent, PureSound, Tackle Instrument Accessories, Humes & Berg, Pro Tec, SKB, Gibraltar, Lowboy, and Kelly SHJ were also featured at the show.

Two auditoriums held performances and clinics throughout the event. Grant Gerathy (John Butler Trio) demonstrated his unique



Gerathy



Goodman



style. Pete Drummond (Dragon, Thirsty Merc, the Drum Chop Shop YouTube channel) laid down some of his incredible technique. Dave Goodman (the Dave Goodman Trio, Trioflight) performed his fresh and exciting jazz fusion tunes. And Corey Mills (Tanya Coe from The Voice) and renowned performer/educator Roby Conelli held a groove workshop. Each artist brought an impressive and inspirational demonstration of skill, technique, and musicality.

This year introduced a vintage showcase competition to the show, delighting vintage drum players and collectors. Standouts from the 1950s to the 1970s included drumsets from George Way, Leedy & Ludwig, Gretsch, Premier, Ludwig, Rogers, and Camco, as well as various Drouyn sets courtesy of the Drum Cartel retailer and lesson center.

Text by Bob Campbell  
Photos by Michael Zaluzny and Steve Crawley



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## TESTIMONIALS

"Such little ego, so much community. Wow it was incredible to be a part of yesterday's 2015 Vintage & Custom Drum Expo. Thank you to everyone on behalf of Roger and I at Red Rock Drums Australia. We consider ourselves to be in fine company with all of you as drummers, lovers of drums, lovers of craft and innovation, and generally hip human beings"

*Mat Duniam - Red Rock Drums Australia*

"We'd just like to say a massive thank you to everyone who came down the the 2015 Vintage & Custom Drum Expo yesterday. It was awesome to see so many familiar faces and to meet so many new amazing drummers. We had an awesome day and can't wait to do it all again next year!"

*Evetts Drums*

"Congratulations to the organisers of the 2015 Vintage & Custom Drum Expo and all companies that had displays. I Can't wait until next year"

*David Hibbert*

"Had a great day today at the 2015 Vintage & Custom Drum Expo in Sydney. What a great thing for the Sydney drumming community...we're glad to have been a part of it! Attached are a few pictures of the 1500 year old Timeless Timbre Romanian River Oak kit that now resides at Drum Drum Factory Parramatta. A beautiful kit that should be heard in a quiet environment. Thanks to Andrew Habgood for pulling it all together and for all of the amazing local drum manufacturers that attended! Thanks most of all to the 600-odd Sydney drummers that came down and made it the event it was!! See you all next year"

*Danny Boldiston - D'Addario Australia"*

"Yesterday's 2015 Vintage & Custom Drum Expo was a great day for Kentville Drums. It was such a pleasure to be surrounded by builders, collectors and players that I really admire and respect, not least of all Steve Crawley from Evetts Drums who I shared a stall with and was one half of the Evetts Kentville Rose snare project which we unveiled at the show. A lot of work went into getting this show up and running and the turn out was spectacular the organisers put this together more or less single handedly, and this shouldn't go unrecognised. Thanks as well to Clive Rodell for his great MC work, and Jamie Cameron and Jonnie Adams who donated their time to demonstrate our heads and drums respectively. We couldn't have asked for a more stand out pair of musicians than these guys. There was a real community feeling at this event. It was great to see exhibitors helping one another with bump in and bump out when they had spare time, respectfully minimising noise during one another's demo spots and taking the time to admire and congratulate one another on their work. There is an exciting new generation of faces behind the industry in Australia now, and it's a group of people that I'm really proud to be surrounded by"

*Steele Turkington - Kentville Drums*