Why Is All This Gear So Freakin' Expensive?!

Spending wisely to enhance your marching PA system.

About Me

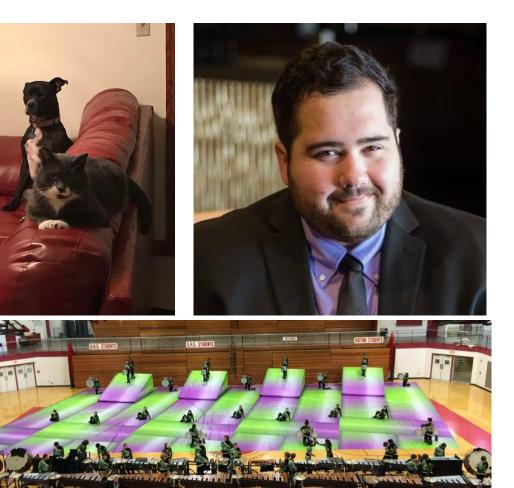
- Sales Engineer Sweetwater
- Sound Engineer
 - Cavaliers
 - Legacy Indoor
 - Other Schools

• Educator

- Goshen High School
- Carroll High School
- Homestead High School

• Pet fanatic

- 2 dogs
- o 1 cat
- 2 Birds





Getting A Great Value

Value is where price meets _____

- Quality
- Usefulness in application

Just because something is useful in another application does not mean it will be useful in **YOUR** application. Do what make the most sense to achieve your sound!

Questions to ask when Spending

- What do you currently have now?
- How big is the band/percussion session?
- Is there an indoor percussion program?
- Is this School or Booster Funded?
- How soon do we need the gear?
- What is the budget?
- Where is there room to save?

Parts to a PA System

- Speakers/Subwoofers
- Mixer
- Microphones
- Cables & Power
- Transportation
- Wireless systems

Mixers

Analog

- Lower cost
- Easy to understand
- Easy to adjust parameters
- Not expandable
- Durable and reliable

MG20



Digital

- Higher cost
- More features
- More time required to learn
- Expandable
- Durable and reliable



Speakers

Passive

- Needs external amplifiers
- Easy to connect
- More signal noise with distance
- Easier to repair
- Durable and reliable

C115V



CW218V



Powered

- Has internal amplifiers
- Needs both power and signal
- Virtually no signal noise over distance
- Harder to repair
- Durable and reliable

DXS118



DSR115



Wireless

- ★ Shure PGX-D
- ▲ Shure BLX
- Shure SLX
- ★ Shure GLX-D
- ✓ Shure QLX-D
- ✓ Shure ULX-D
- 🗸 🔹 Shure Axient

- **X** Sennheiser XSW
- ★ Sennheiser EW D1
- ▲ Sennheiser EW 100
- ▲ Sennheiser EW 300
- ✓ Sennheiser EW 500
- ✓ Sennheiser EM 6000



AT-2035

Microphones

X Shure SM58

- ▲ Shure SM57
- 🚹 Audio-technica AT2020
- ✓ Audio-technica AT2035
- ▼ Rode NTG-2
- Shure Beta 98H/C





SM58



Cables and Power

🗙 Amazon

🗙 Onstage

🔥 Hosa

V Planet Waves

V ProCo

✓ Livewire

X Jumperz

🗙 Mogami



🔥 Ziptie DIY

Siamese Twin

Power Cables

🔥 16 Gauge

14 Gauge

✓ 12 Gauge

Siamese Twin



Furman PLC-Plus C w/ Voltmeter



Transportation

SKB Gig Rig



Pageantry Innovations MC-20





Charles



Bonus Items!

Radial Direct Box



Whirlwind Cable Tester





Tarps







Tylenol







Ways To Maximize Your Dollars

- Pay with a non Credit Card Method
- Customer Pickup vs Shipping
- Tax exempt status
- Work with other parts of your school system
- Spend over time have a plan
- Sell your current gear?
- Fundraise if possible

How Much Is This Going To Cost!?

- 50-100 members
- 100-150 members
- 150-200 members
- 200+ members

- \$5,000-\$7,500
- \$7,500-\$10,000
- \$10,000-12,500
- \$12,500+





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Thank you! You were all awesome!