

2012 CDANA Convention & Product Fair

Sheraton Crown Center (formerly Hyatt)
Kansas City, MO

April 22-25, 2012

Back to Business

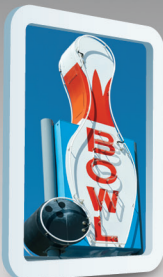
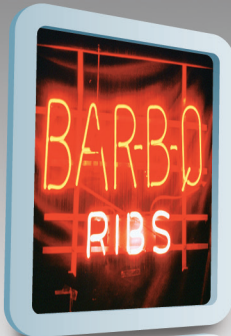
Associate Member
Sponsorship and
Prospectus Brochure



Bring Your Whole Team
Breakouts for Sales Managers,
Office Managers, and
Service Managers.

2012 CDANA Product Fair
80 of the top water industry
suppliers to the Culligan
Dealer System.

Sales Growth Summit
Fast, hard hitting
presentations to help grow
sales in your dealership!



Dear Prospective
CDANA Associate Member &
Exhibitor,

Don't miss this once a year
opportunity to reach your target
market! CDANA's **2012** Convention
& Product Fair is geared exclusively
toward the independent Culligan
Dealer System, leaders in the water
treatment industry! The Annual
CDANA Product Fair promises to be a
sold-out event as it has for the last
few years. The show is designed to
allow Independent Dealer owners and
managers all across North America to
meet with leading industry suppliers,
like you. This is an outstanding
opportunity for you to discuss
business and develop important face-
to-face relationships with over 400
Culligan dealers and decision makers!

CDANA is the only trade association
catering to the Independent Culligan
Dealer and their suppliers. Your
attendance and products are not only
vital to the growth of your business,
but also to the dealer's business and
the industry as a whole.

Don't miss this fantastic opportunity
to make many sales calls - all in one
location!

Sincerely,
Gordon Sanders

2010 CDANA EXHIBITORS

ABT MAIL and MARKETING
ALLIED PURCHASING CO.
AM PRODUCTS & SERVICES
AMERICAN BUSINESS SYSTEMS
AMERIWATER
AMSLER EQUIPMENT, INC.
APPLIED MEMBRANES, INC.
AQUA SOLUTIONS, INC.
BLACKHAWK MOLDING CO. INC.
BUCK'S TRUCKS, LLC
CARGILL SALT
CHASTANG FORD FLEET
COMMERCIAL SALES
CHESTER PAUL COMPANY
CLOVER WATER COOLERS and
CHILLERS
CONSOLIDATED CONTAINER
COMPANY
CRYSTAL MOUNTAIN PRODUCTS
CULLIGAN INTERNATIONAL
G.A. MURDOCK INC.
GOOD WATER WAREHOUSE INC.
HACKNEY - DIVISION O VT SVC
HARMSCO FILTRATION PRODUCTS
HELEN THOMPSON MEDIA
HELLENBRAND, INC.
ILLINOIS WATER TECHNOLOGIES
INNOWAVE USA LLC
KDS MOSES, INC.
KENNEDY COMMUNICATIONS
KEURIG, INC.
KSM PROMOTIONS, INC.
MAGCO INCORPORATED
MTN PRODUCTS INC.
MYRON L. COMPANY
NGM ASSOCIATES
NEVADA COMPUTER
NORLAND INTERNATIONAL
NORTH AMERICAN SALT COMPANY
OASIS INTERNATIONAL
PHONETREE
POLYCYCLE SOLUTIONS
POLYMER SOLUTIONS INTL.
PRECISION INSTALLATION
PRODUCTS, INC.
PREMIUM WATERS, INC.
PRO PRODUCTS LLC
PROCESS SYSTEMS &
COMPONENTS, INC.
PRODUCT TO MARKET, LLC
RES-KEM CORPORATION
RESERVE FILTER SYSTEMS
RESINTECH, INC.
RR DONNELLY
SIGNATURE GRAPHICS, INC.
SIP TECHNOLOGIES, LLC
SPRINT NEXTEL
STEELHEAD, INC.
STENNER PUMP COMPANY
STENSENG DISTRIBUTING
STERLING CONTAINERS
TELEXPERTISE, INC.
THE PUROLITE COMPANY
TMP DIRECTIONAL MARKETING
TOMLINSON INDUSTRIES
TRANSWEST TRUCKS, INC.
UNCO DATA SYSTEMS, INC.
UNITED SALT CORPORATION
UNITED STATES RESIN
VIQUA (A TROJANS TECHNOLOGY
COMPANY)
WATER QUALITY ASSOCIATION
WATER-RIGHT, INC.
WATERITE TECHNOLOGIES, INC.
WATTS WATER QUALITY
WESTERN SQUARE INDUSTRIES
WHITAKER -LACHANCE AGENCY
WILLIS GROUP

WHO SHOULD EXHIBIT?

Exhibitors at the 2012 CDANA Convention are suppliers and distributors of products and services that are vital to the continued growth and success of the CDANA Independent Dealers and water treatment industry. This is an excellent opportunity to market your products and services to prospective customers and to make a statement about your company and products!

Benefits of Exhibiting

- Contact new prospects and generate leads.
- Promote company image and maximize market exposure.
- Discuss the needs of your clients first-hand and demonstrate the solutions offered by your company.
- Research competition and develop ways to differentiate your company.
- Gain insight into market trends to aid in your strategic planning.
- Test new products and/or services at the customer level.
- Develop your database to strengthen your overall sales and marketing programs.
- Build relations with an audience of qualified buyers - some of the most experienced professionals in the water treatment industry!

CDANA MEMBERSHIP & EXHIBITOR FEES	
CDANA Associate Membership: (Dues Year is July 1, 2011 - June 30, 2012) Includes: <ul style="list-style-type: none"> • Reduced Member Convention Rates • Your company listing in our 2012/2013 CDANA Membership Roster • Access to electronic dealer contact list for your own marketing purposes • CDANA Quarterly Connection Newsletter • CDANA Bi-monthly E-Newsletter 	\$1,200
CDANA Vendor Convention <i>Early</i> Registration - First Person: 6 Foot Skirted Tabletop Two Chairs Wastebasket	\$699
CDANA Vendor <i>Early</i> Additional Registration:	\$378
CDANA Booth Upgrade: 8'X10' Booth 6'x30" Skirted Table Two Chairs Wastebasket 8' Draped Back wall 3' Draped Side rails An Identification Sign	\$800
CDANA Vendor Convention <i>Early</i> Registration - Non-Member:	\$1,699
CDANA Vendor Non-Member <i>Early</i> Additional Registration:	\$499



SPONSORSHIP OPPORTUNITIES

Exhibitors can gain valuable exposure for their companies as 2012 CDANA Convention & Product Fair Sponsors.

ALL 2012 CONVENTION SPONSORS WILL ENJOY THE FOLLOWING BENEFITS:

- Recognition in Connection Magazine with a special Convention Section Advertisement.
- Company logo will appear as part of a slide show on screens in the meeting rooms between sessions.
- Recognition in the official Registration Brochure (if payment is received by March 11, 2012.)
- Recognition on Convention Signage.
- A chance to show your dedication to over 400 Independent Culligan Dealers.



PLATINUM - \$7,500 - \$15,000

2012 CDANA Bowling Tournament (Whole event or split)	Be the premier Sponsor of the 2012 CDANA Social Bowling Event at Lucky Strikes Bowling Lanes! The one and only bowling event will be talked about for years to come! This will be your exclusive event or can be split with other sponsors.
2012 CDANA Welcome Reception (4)	As the Welcome Reception Sponsor, your company logo will be displayed at the event and you will be invited to say a few words to the attendees.
USB Drive (1)	Your company logo will be displayed on the flash drive and you can include your company information as well!

GOLD - \$5,000

Name tag (1)	Your company logo will be on all of the attendee name tags. Great marketing opportunity!
Registration Bag (1)	Your company logo will be displayed on the registration bag. Include your marketing materials in the bag as well!
Lanyard & Hotel Key Card (1)	Lanyards and hotel key cards are given to each attendee and will display your company logo.
Door Prize Sponsor (1)	A new tradition at the CDANA Conventions is to have a fabulous door prize in which dealers buy raffle tickets and raise money for the association. Your company will sponsor the door prize & announce the winner. Your logo will be displayed on special signage.

SILVER - \$2,000

Breakfast Voucher (8)	Your company logo will be displayed on the breakfast voucher.
Coffee Break (6)	Your company logo will be displayed at the coffee breaks. You may also display company literature.
Pocket Agenda (1)	Your company logo will be displayed on the agenda with a small display ad.

BRONZE - \$1000 & BELOW

Registration Packet (10)	Place your company brochure in the Registration packet!
Transportation Sponsor (4)	Special signage with your company logo.
General Session Sponsor (4)	On screen recognition with your company logo.
Breakout Sponsor (6)	On screen recognition with your company logo.
Bowling Lane Sponsor (10)	Screen & Lane Recognition!

IMPORTANT 2011/2012 DATES TO REMEMBER:

CDANA MEMBERSHIP DUES YEAR	JULY 1, 2011 - JUNE 30, 2012	
CONVENTION REGISTRATION BEGINS	DECEMBER 1, 2011	
PRE-REGISTRATION DEADLINE	MARCH 12, 2012	
DECORATOR DISCOUNT ENDS	MARCH 12, 2012	
CDANA PRODUCT FAIR SET-UP	APRIL 24, 2012 (8:00 AM- 12:00 PM)	
CDANA PRODUCT FAIR LUNCH	APRIL 24, 2012 (11:30 AM*- 2:00 PM)	
CDANA PRODUCT FAIR	APRIL 24, 2012 (6:00 PM - 9:00 PM)	
CDANA PRODUCT FAIR TEAR-DOWN	APRIL 24, 2012 (9:00 PM- 10:30 PM)	
*EXHIBITORS WILL MEET FOR LUNCH AND BRIEF MEETING WITH CONVENTION COMMITTEE AT 11:30 AM ON 4/24.		
QUESTIONS & INFORMATION		
CDANA 14101 Highway 290 West, Building 1600-B Austin, Texas 78737	Telephone:	512.894.4106
	Fax:	512.858.0486
	Website:	www.cdana.org
Membership or Exhibit Questions Jennifer Gibson - Account Exec. Regina Rogers - Account Exec.	Telephone:	512.894.4106
	Email:	jennifer@jsjproductionsinc.com
Convention Chairman	David Miller	culligan@centurytel.net
Program Chairman	Rob Kitzman	rob@kitzmanwater.com
Sponsorship Chairman	Gary Puckett	triwater@televar.com
Product Fair Chairman	Gordon Sanders	gordon.s@culligancountry.com



HOTEL INFORMATION:

SHERATON CROWN CENTER

(Formerly Hyatt)

2425 McGee Street

Kansas City, MO 64108

Reservations: 816.421.1234

CDANA Room Rate: \$139.00

Reservation Deadline: March 20, 2012

SPACE ASSIGNMENT

Preference for space assignments will be based on sponsorship contributions and date of registration. Sponsorships are a huge help to the success of the CDANA convention and organization. Therefore, it is our goal to give priority space to those who show their support through sponsorships first to show our appreciation. Once our CDANA Sponsors have been assigned their desired space, assignments are made based on date of registration and payment in full has been received and processed in the CDANA office.

Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should contact Gordon Sanders, CDANA Product Fair Chairman at gordon.s@culligancountry.com in order that your space assignment will be given careful consideration. CDANA reserves the right to change assigned space allocations.

SUBLETTING SPACE

No exhibitor shall assign, sublet or apportion the whole or any part of the space assigned, or have representatives, products, or materials from companies other than its own in said exhibit without the written consent of CDANA.

PAYMENT & REFUNDS

No tabletop or booth assignment will be made until full payment and a complete application form have been received. Cancellations must be submitted in writing to:

CDANA
14101 Highway 290 West, Building 1600B
Austin, Texas 78737
512.894.4106

Cancellations received by March 1, 2012 will receive a refund minus \$25 processing fee for each registered item. No refunds will be made after Thursday, March 1, 2012.

INSTALLATION AND DISMANTLING OF EXHIBITS

The Exhibit Hall will be open on Tuesday, April 24, 2012 from 8:00 AM to 11:30 Noon for exhibitor move-in. At 11:00 AM, Tuesday, April 24, 2012, CDANA Product Fair Chairman and CDANA Staff will inspect to each exhibit. Exhibits which are obviously not being worked on, and have no representative present, will be assigned to the labor contractor for uncrating and erecting to facilitate removal of crates and initial cleaning prior to the opening of the Hall. Charges will be billed to the Exhibitor.

Dismantling of exhibits and packing of equipment may not begin until after 9:00 PM, Tuesday, April 24, 2012.

Exhibitors who dismantle their tabletops and booths prior to the announced closing, risk losing priority placement for future exhibit invitations. All exhibits must be packed and ready for removal from the exhibit area by midnight on April 24, 2012.

EXHIBITOR SERVICE E-KIT

A complete Exhibitor Service E-kit containing all of the necessary order forms for drayage, electrical, furniture, cleaning, internet will be emailed to you by CDANA starting January 15, 2010 and upon registration. Since the hotel has carpet, you are not required to order any additional items. However, you may have a special need that requires you to order additional items through our service company.

EXHIBITOR GIVEAWAYS

Exhibitors are allowed to distribute giveaways at their tabletop and/or booth. The Product Fair Chairman will announce winners for all attendees to hear if preferred.

LIABILITY AND INSURANCE

The Culligan Dealers Association of North America (CDANA), its officers, directors, volunteers, employees, agents and sponsors are not responsible or liable for the Exhibitor's property, owned or rented, his personnel or invitees, or that of his employees or agents, from personal injury, fire, theft, or any other causes.

Exhibitors are advised to secure insurance coverage through their own expense on personnel, products and exhibits. Such coverage can usually be provided by requesting a rider to the company's existing policy, if coverage is not already in force.

Exhibitors shall be bound by the terms of the contract held by CDANA and the Hyatt Regency Lost Pines Resort and Spa. Exhibitors agree to indemnify, hold harmless, and defend CDANA, its officers, directors, volunteers, employees, agents and sponsors, and the Hyatt Lost Pines Resort and Spa and its respective members, officers, directors, agents, and employees from and against any and all liabilities, damages, action, costs, losses, claims, and expense including reasonable attorney's fees on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole, or in part, from any act of omission, negligence, fault or violation of law or ordinance of Exhibitor or its employees, agents, subcontractor, or invitees or any other person entering the facility with the implied or express permission of the Exhibitor.

Such indemnification by Exhibitor shall apply unless such damage or injury results from sole negligence, or willful misconduct of Exhibitor, its employees or subcontractors.

SOUND

Public address systems are not permitted. The noise level from any demonstrations or sound system should be kept to a minimum and should not interfere with others. CDANA reserves the right to determine at what point sound constitutes interference with others.

BOOTH & TABLETOP SIGNAGE AND DISPLAYS

Additional signs for display may be ordered from the official decorator. Signs may not block views or tower above booths. All signs that are rigged above 10' require CDANA staff approval.

Each tabletop and booth should be installed so as to not obstruct the view of, or interfere with, the exhibits of others. Exhibitors shall not erect a back wall higher than 10' nor side walls over 36" in height.

All product must fit on top of the tabletop or within the assigned booth space.

EXHIBIT HALL CONDUCT

Exhibitors agree to abide by all pertinent laws, ordinances, rules, regulations, and codes of daily authorized local, state, and federal governing bodies, concerning fire, safety and health, together with the rules and regulations of the operations and/or owners of the exhibition facility.

Exhibit space must be fully operational and staffed during the exhibit hours.

Exhibitors will use the assigned exhibit space solely for the purpose of exhibit displays and meetings.

All exhibitor representatives should conduct themselves professionally. Exhibitors must treat all attendees equally and with dignity. The CDANA Convention & Product Fair is a friendly show. Exhibitors should avoid remarks or actions that are defamatory, abusive, profane, threatening, offensive or illegal toward other companies.

AGREEMENT

By signing the space application incorporating these terms by references, the Exhibitor agrees to abide by these rules and regulations and by the decisions of CDANA. This contract will become binding on both the Exhibitor and the Association upon its acceptance by CDANA staff.



2011-2012 CDANA Associate Membership Application

NAME:		
COMPANY:		
ADDRESS:		
CITY:	STATE:	ZIP:
PHONE:	FAX:	
EMAIL:	WEBSITE:	
1ST REPRESENTATIVE:		
2ND REPRESENTATIVE:		

DESCRIPTION	AMOUNT DUE:
<p>CDANA Associate Membership Dues</p> <p>Associate Membership includes company name and information in the CDANA membership roster, CDANA membership list, and a tabletop at the Annual CDANA Convention. Each vendor company must register to ensure trade show space and pay registration fees for attendees for the Annual Convention. CDANA Dues Year runs from July 1, 2011 - June 30, 2012.</p> <p>Thank you for supporting CDANA!</p>	
To Pay with Amex, Visa or MC: TOTAL:	\$1,200.00
Name on Card: _____	
CC#: _____	
Exp. Date: _____ Special Code: _____	

Please write a brief paragraph about your company, products and services*:

*All Associate Member companies must be approved by the CDANA Product Sourcing Committee Chairman.

CDANA APPLICATION & CONTRACT FOR EXHIBIT SPACE

COMPANY INFORMATION

EXHIBITING COMPANY:

ADDRESS:

CITY:

STATE:

ZIP:

TELEPHONE:

FAX:

EMAIL:

WEBSITE:

CDANA ASSOCIATE MEMBER FEES

ITEM	AMOUNT	TOTAL
1st Registration	\$699.00 X 1 =	\$699.00
Additional Registration(s)	\$378.00 X _____ =	
Booth Upgrade	\$800.00 X _____ =	
	Total:	

CDANA ASSOCIATE NON-MEMBER FEES

ITEM	AMOUNT	TOTAL
1st Registration	\$1699.00 X 1 =	\$1,699.00
Additional Registration(s)	\$499.00 X _____ =	
Booth Upgrade	\$800.00 X _____ =	
	Total:	

BOOTH SELECTION

Select the space as shown on the floor plan. List only one number per choice. We cannot guarantee this space but we will try to accommodate your choice the best that we can.

First Choice: _____ Second Choice: _____

I am an authorized representative of the company with the full power and authority to sign and deliver this application. The company listed on the application agrees to comply with all of the policies, rules, and regulations adopted after publication of the prospectus, which we accept as part of the agreement. Cancellations must be submitted in writing to CDANA by March 1, 2012 for a Refund minus \$25 processing fee for each registered item. No Refunds will be allowed for any cancellations after March 1, 2012.

Print Name

Authorized Signature

Date

COMPANY REPRESENTATIVES

First Attendee Information:

Name

Title

Email

Second Attendee Information:

Name

Title

Email

Third Attendee Information:

Name

Title

Email

Fourth Attendee Information:

Name

Title

Email

PAYMENT INFORMATION

In order to secure an exhibit booth or tabletop, full payment must be received with this application. In addition, please be sure to email a copy of your company logo to jennifer@jsjproductions.com.

Check Enclosed

Visa/MC/AMEX

Name on Card

Card #

Sec. Code

Exp. Date

Signature

Date

CDANA SPONSORSHIP CONTRACT

PLEASE COMPLETE ALL SECTIONS BELOW IN FULL, INCLUDING OFFICIAL SIGNATURE AND DATE AT THE BOTTOM OF THE PAGE.
SPONSORSHIP AGREEMENTS - INCLUDING PAYMENT - SHOULD BE SENT TO CDANA, 14101 HIGHWAY 290 WEST, BUILDING 1600B, AUSTIN,
TEXAS 78737. FAX: 512.858.0486. EMAIL: JENNIFER@JSJPRODUCTIONSINC.COM

COMPANY:

CONTACT:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

FAX:

EMAIL:

PAYMENT INFORMATION

In order to secure an exhibit booth or tabletop, full payment must be received with this application. In addition, please be sure to email a copy of your company logo to jennifer@jsjproductions.com.

Check Enclosed Visa/MC/AMEX

Name on Card

Card # Sec. Code Exp. Date

Signature Date

SPONSORSHIP POLICIES

CDANA shall regard this document, upon receipt at CDANA headquarters, as a formal application on the part of the forwarding company to participate in the 2012 CDANA Annual Convention & Product Fair in the capacity of Sponsor. The forwarding company, by return of this document, agrees to be bound by all conditions and policies as set forth in the 2012 CDANA Exhibitor and Sponsorship Prospectus. All correspondence and inquiries originating from CDANA shall be directed to the individual listed on this form as the company contact. It is this individual that CDANA will designate as the official company representative through whom all correspondence will take place and who principally will be responsible for the prompt and complete payment of all fees due to CDANA.

Cancellations and Refund Policy. Cancellations are not accepted and refunds are not made for Sponsorships.

Official Signature

Date

✓	PLATINUM	AMOUNT
	CDANA Bowling Tournament (Whole Event or split)	\$15,000.00
	CDANA Welcome Reception (4)	\$7,500.00
	USB Drive (1)	\$7,500.00
	GOLD	AMOUNT
	Name tag (1)	\$5,000.00
	Registration Bag (1)	\$5,000.00
	Lanyard & Hotel Key Card (1)	\$5,000.00
	Door Prize Sponsor (5)	\$5,000.00
	SILVER	AMOUNT
	Breakfast Voucher (8)	\$2,000.00
	Coffee Break (6)	\$2,000.00
	Pocket Agenda (1)	\$2,000.00
	BRONZE	AMOUNT
	Registration Packet (10)	\$1,000.00
	Transportation Sponsor (6)	\$1,000.00
	General Session Sponsor (10)	\$500.00
	Breakout Sponsor (6)	\$500.00
	Bowling Lane Sponsor (10)	\$500.00