2015 CDANA CONVENTION & PRODUCT FAIR

Hyatt Regency New Orleans | New Orleans, LA | April 8-11, 2015



Dealer Prospective Member & Exhibitor,

Don't miss this once a year opportunity to reach your target market! CDANA's 2015 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,

Hugh Grout, Culligan Man – Ottawa, ON Andrew Riggs, Culligan Man – Alamagordo, NM

2014 CDANA Exhibitors

- ABT Mail And Marketing
- Acrisure
- Allied Purchasing
- Alpine
- **AM Products & Services, LLC**
- American Business Systems, Inc.
- Applied Membranes, Inc.
- **Aqua Finance**
- Axeon Water Technologies
- BAM Advertising & Marketing for Business
- Better Water Industries Inc.
- Cargill Salt
- Chastang Ford Fleet & **Commercial Sales**
- Chester Paul Company
- Cintas Corporation
- **Clover Water Coolers and Chillers**
- **Crystal Mountain Products**
- **Culligan International**
- **Culligan Marketplace**
- **Dart Container**
- Featherlite Exhibits
- Foundation Finance Company
- G.A. Murdock, Inc.

- GBC Systems, Inc.
- Good Water Warehouse Inc.
- Harmsco Filtration Products
- Hellenbrand, Inc.
- Hireology
- iGO Products, LLC
- Illinois Water Technologies
- Infinite Graphics
- Jacobi Carbons, Inc.
- John Guest USA, Inc.
- **Kennedy Communications**
- **Mickey Truck Bodies**
- Morton Salt, Inc.
- MTN Products, Inc.
- **Natural Choice Corporation**
- Nelsen Corp.
- **Nevada Computer**
- **Norland International**
- North American Salt Company
- Oasis Corporation
- **Optimized Marketing**
- Performance Water Products, Inc.
- **Phonetree**
- Polymer Solutions International, Inc.
- Precision Installation Products Inc.

- Premium Waters, Inc.
- **Pro Products LLC**
- Product To Market, LLC
- Protexall by DeMoulin
- **Purolite Corporation**
- Reserve Filter Systems
- ResinTech, Inc.
- Salesgenie
- Signature Graphics, Inc.
- SIP Technologies
- Southwest Salt Company
- Steelhead, Inc.
- Stenner Pump Company
- Stenseng Distributing, Inc.
- **Sterling Containers**
- The Sqwincher Corp.
- **Tomlinson Industries**
- TradeWraps™
- Turbidex / Hydro Source, LLC.
- UNCO Data Systems, Inc.
- **United Salt Corporation**
- VT Hackney
- Waterite America, Inc.
- **Waterlogic Commercial Products**
- Water Quality Association

014 CDANA SPONSORS

PLATINUM SPONSORS
BAM Advertising & Marketing Culligan International Kennedy Communications Singler & Dillon, LLP

GOLD SPONSORS

Applied Membranes Inc. Aqua Finance, Inc. Cargill Salt **Precision Installation Products** Waterlogic **MTN Products** Steelhead, Inc. United Salt Corp.

SILVER SPONSORS

Allied Purchasing American Copper & Brass LLC GBC Systems, Inc. North American Salt Company **Pro Products LLC**

BRONZE SPONSORS

American Business Systems AM Products & Services Clack Corporation Foundation Finance Company Good Water Warehouse, Inc. Hellenbrand igo Direct USA Corporation Product to Market Reserve Filter Systems Sterling Containers Unco Data Systems, Inc.

WATER BOTTLE SPONSOR

Premium Waters, Inc.



Who should exhibit?

Exhibitors at the 2015 CDANA Convention are suppliers and distributors of products and services that are vital to the continued growth and success of the CDANA Independent Dealer Companies 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!

- 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 Fee

CDANA Associate Membership: (Dues Year is July 1, 2014 - June 30, 2015) Includes: • Reduced Member Convention Rates • Your company listing in our 2014/2015 CDANA Membership Roster • Access to electronic dealer contact list for your own marketing purposes • CDANA Quarterly Connection Newsletter • CDANA Bi-monthly E-Newsletter	\$1,350
CDANA Vendor Convention <i>Early</i> Registration - First Person: 6'x30" Skirted Tabletop Two Chairs Wastebasket	\$799
CDANA Vendor <i>Early</i> Additional Registration:	\$399
CDANA Booth Upgrade: 8'X10' Booth 6'x30" Skirted Table Two Chairs Wastebasket 8' Draped Back wall 3' Draped Side rails An Identification Sign	\$1,000
CDANA Vendor Convention <i>Early</i> Registration - Non-Member:	\$1,799
CDANA Vendor Non-Member <i>Early</i> Additional Registration:	\$499

Sponsorship Opportunities

Exhibitors can gain valuable exposure for their companies as 2015 CDANA Convention & Product Fair Sponsors.

ALL 2015 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 8, 2015.)
- Recognition on Convention Signage.
- A chance to show your dedication to over 400 Independent Culligan Dealers
- Members of CDANA are Dealer owners and have approximately 85%-90% of all the purchasing power in the Culligan System!



	PLATINUM - \$7,500				
	2015 CDANA Welcome Reception (4)	CDANA's Welcome Reception kicks off the entire event! Attendees will gather for food, beverage, along with entertainment and special prizes! This is a must "be there" party for the Culligan Dealer System!			
	Headline Speaker (1)	As the Headline Speaker Sponsor, a representative from your company will introduce our keynote speaker.			
	GOLD - \$5,000				
	Name tag (1)	The nametag sponsor will have their company logo on each nametag! Great way to show support and get company recognition!			
	Registration Bag (1)	Your company logo will be on all of the registration bags. Great marketing opportunity!			
	Lanyard (1)	Lanyards are one of the best ways to show your support and market your company at the convention! We will customize the lanyard with your company logo!			
ı		SILVER - \$2,000			
1	Breakfast Voucher (8)	Your company logo will be displayed on signage and event materials!			
	Cooking Classes	New Orleans is known for its cuisine. Sponsor fun and exciting cooking classes for our attendees!			
É	Coffee Break (6)	Your company logo will be displayed at the coffee breaks. You may also display company literature.			
	BR	ONZE - \$1000 & BELOW			
I	Registration Packet (10)	Place your company brochure in the Registration packet!			
	General Session Sponsors (4)	Company Logo will be displayed in the General Session Room!			
	Golf (18) Hole Sponsors @\$250 Drink Cart @ \$1000	The CDANA Golf Tournament is back! Sponsor a golf hole or the popular drink cart!			
	IPAD Sponsorships (5)	Culligan has a new app and we need dealers using it! Help underwrite IPADS that will be given out during the covention!			

Important Dates

CDANA Membership Dues Year	July 1, 2014 - June 30, 2015
Convention Registration Begins	November 4, 2014
Pre-registration Deadline	March 8, 2015
Decorator Discount Ends	March 8, 2015
CDANA Product Fair Set-Up	April 10, 2015 (9:00 AM - 11:30 AM)
CDANA Product Fair	April 10, 2015 (12:00 PM - 2:00 PM) & (5:30 PM - 7:30 PM)
CDANA Product Fair Tear-Down	April 10, 2015 (7:30 PM - 9:30 PM)

QUESTIONS & INFORMATION

CDANA

14101 Highway 290 West, Building1600-B Austin, Texas 78737 512.894.4106 512.858.0486 www.cdana.org jennifer@jsjproductionsinc.com

Membership or Exhibit Questions

Jennifer Gibson - Account Exec. Regina Rogers - Account Exec.

Convention Chairman David Miller

culligan@centurytel.net

Program Chair Scott Hembrook

shembrook@culliganjanesville.com

Sponsorship Chair

Andrew Riggs andrewriggs@southwestculligan.com

Product Fair Chairman Hugh Grout

hughg@culligan-water.com

Committee Members

Don Meredith dmculligan@gmail.com

Rob Kitzman

rob@kitzmanwater.com

Kristi Stanford

kstanford@culligansa.com

Dan Taylor

dtaylor@hallswater.com

Dick Lambert

dlambert@lambertwater.com

Amy Hurt

hurtamy@gmail.com



HYATT REGENCY NEW ORLEANS 601 Loyola Ave New Orleans, LA 504.561.1234



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 Hugh Grout, CDANA Product Fair Chairman at hughg@culligan-water.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 8, 2015 will receive a refund minus \$25 processing fee for each registered item. No refunds will be made after March 8, 2015.

INSTALLATION AND DISMANTLING OF EXHIBITS

The Exhibit Hall will be open on Friday, April 10, 2015 from 9:00 AM - 11:30 AM for exhibitor move-in. At 11:30 AM, April 10, 2015 CDANA Product Fair Chairman and CDANA Staff will inspect 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 7:30 PM - on Friday, April 10, 2015. 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 9:30 PM on April 10, 2015.

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, 2015 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. 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 New Orleans. Exhibitors agree to indemnify, hold harmless, and defend CDANA, its officers, directors, volunteers, employees, agents and sponsors, and the Hyatt Regency New Orleans 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.



INGING		
Company		
Address		
City	State	Zip
Phone	Fax	
Email	Website	
1st Representative		
2nd Representative		
DESCRIPTION		AMOUNT DUE
CDANA Associate Membership Dues includes in the CDANA membership roster, CDANA me Annual CDANA Convention. Each vendor com show space and pay registration fees for atte CDANA Dues Year runs from July 1, 2014 - Jusupporting CDANA!		
To Pay with Amex, Visa or MC:	TOTAL:	\$1,350.00
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 Fair Chair Committee Chairman.

Authorized Signature

Date

COMPANY INFO	RMATION		COMPANY REPRESENTATIVES	
Exhibiting Comp	any		First Attendee Information	
Address			Name	
City	State Zi _l	o	Title	
Phone	Fax		Email	
Email			Website	
Website			Second Attendee Information	
			Name	
CDANA ASSOCIA	ATE MEMBER FEES			
Item	Amount	Total	Title	
1st Registration	\$799.00 x 1=	\$799.00	Email	
Additional Registration(s)	\$399.00 x=		Website	
Booth Upgrade	\$1,000 x =		Third Attendee Information	
	Total:		Name	
CDANA ASSOCIA	TE NON-MEMBER FEE	S	Title	
Item	Amount	Total	Email	
1st Registration	\$1,799.00 x 1 =	\$1,799.00		
Additional Registration(s)	\$499.00 x =		Website	
Booth Upgrade	\$1,000 x =		Fourth Attendee Information	
	Total:		Name	
BOOTH SELECTION			Title	
	as shown on the floor		Email	
	choice. We cannot gua try to accommodate y		Website	
best that we can.	•		Woodle	
First Choice	Second Choic	e	PAYMENT INFORMATION	
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 8, 2015 for a Refund minus \$25 processing fee for each registered item. No Refunds will be allowed for any cancellations after March 8, 2015.		oplication. The omply with all after publication the agreement. CDANA by ssing fee for	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@jsjproductionsinc.com. Check DISST DISST DISST CARD CARD CARD CARD CARD CARD CARD CARD	
Print Name			Security Code Exp. Date	
			Signature	



2014-2015 CDANASponsorship 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, Bldg. 1600B, Austin, TX 78737. Fax: 512.858.0486. Email: jennifer@jsjproductionsinc.com

Company			
Contact			
Address			
City	_ State	Zip	
Phone	_ Fax		
Email	Website		
PAYMENT INFORMATION	V	PLATINUM	AMOUNT
In order to secure an exhibit booth or tabletop, full payment must be received with this application. In		Platinum Premier	\$15,000.00
addition, please be sure to email a copy of your company logo to jennifer@jsjproductions.com.		CDANA Welcome Reception (4)	\$7,500.00
□ Check □ VISA* □ I		Headline Speaker (1)	\$7,500.00
Name on card		GOLD	AMOUNT
Card #		CDANA Shirt Sponsors	\$5,000.00
Security Code Exp. Date		Name Tag (1)	\$5,000.00
Signature Date		Registration Bag (1)	\$5,000.00
Date		Lanyard (1)	\$5,000.00
SPONSORSHIP POLICY		SILVER	AMOUNT
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 2015 CDANA Annual		Breakfast Voucher (8)	\$2,000.00
Convention & Product Fair in the capacity of Sponsor. The forwarding company, by return of this document, agrees		Coffee Break (6)	\$2,000.00
to be bound by all conditions and policies as set forth in the 2015 CDANA Exhibitor and Sponsorship Prospectus. All correspondence and inquiries originating from CDANA		Cooking Classes	\$2,000.00
shall be directed to the individual listed on this form as the company contact. It is this individual that CDANA will designate		BRONZE	AMOUNT
as the official company representative through whom all correspondence will take place and who principally will be		Registration Packet (10)	\$1,000.00
responsible for the prompt and complete payment of all fees due to CDANA. Cancellations and Refund Policy. Cancellations are		General Session Sponsors (4)	\$1,000.00
not accepted and refunds are not made for Sponsorship.		Golf Drink Cart Sponsors (2)	\$1,000.00
Print Name		Golf Hole Sponsors (18)	\$250.00
		IPAD Sponsors (5)	\$600.00
Authorized Signature Date		Othor	

Other: