

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 – Alamogordo, NM

Below are the list of vendors who attended the 2014 CDANA Convention & Product Fair

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

2014 CDANA SPONSORS

PLATINUM SPONSORS

BAM Advertising & Marketing
Culligan International
Kennedy Communications
Singer & 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: <ul style="list-style-type: none">• 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 Early Registration - First Person: 6'x30" Skirted Tabletop Two Chairs Wastebasket	\$799
CDANA Vendor Early 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 Early Registration - Non-Member:	\$1,799
CDANA Vendor Non-Member Early 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!
SILVER - \$2,000	
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!
Coffee Break (6)	Your company logo will be displayed at the coffee breaks. You may also display company literature.
BRONZE - \$1000 & BELOW	
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,
Building 1600-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
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Committee Members

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HYATT REGENCY NEW ORLEANS

601 Loyola Ave
New Orleans, LA
504.561.1234





2014-2015 CDANA Associate Membership Application

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

1st Representative _____

2nd Representative _____

DESCRIPTION	AMOUNT DUE
CDANA Associate Membership Dues 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, 2014 - June 30, 2015. Thank you for supporting 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.



2014-2015 CDANA Contract and Exhibit Space

COMPANY INFORMATION

Exhibiting Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____
 Website _____

CDANA ASSOCIATE MEMBER FEES

Item	Amount	Total
1st Registration	\$799.00 x 1 =	\$799.00
Additional Registration(s)	\$399.00 x _____ =	
Booth Upgrade	\$1,000 x _____ =	
Total:		

CDANA ASSOCIATE NON-MEMBER FEES

Item	Amount	Total
1st Registration	\$1,799.00 x 1 =	\$1,799.00
Additional Registration(s)	\$499.00 x _____ =	
Booth Upgrade	\$1,000 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 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.

Print Name _____

Authorized Signature _____

Date _____

COMPANY REPRESENTATIVES

First Attendee Information

Name _____
 Title _____
 Email _____
 Website _____

Second Attendee Information

Name _____
 Title _____
 Email _____
 Website _____

Third Attendee Information

Name _____
 Title _____
 Email _____
 Website _____

Fourth Attendee Information

Name _____
 Title _____
 Email _____
 Website _____

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@jsjproductionsinc.com.

Check   

Name on card _____

Card # _____

Security Code _____ Exp. Date _____

Signature _____

Date _____



2014-2015 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, 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

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   

Name on card _____

Card # _____

Security Code _____ Exp. Date _____

Signature _____

Date _____

SPONSORSHIP POLICY

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 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 2015 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 Sponsorship.

Print Name

Authorized Signature

Date

✓	PLATINUM	AMOUNT
	Platinum Premier	\$15,000.00
	CDANA Welcome Reception (4)	\$7,500.00
	Headline Speaker (1)	\$7,500.00
	GOLD	AMOUNT
	CDANA Shirt Sponsors	\$5,000.00
	Name Tag (1)	\$5,000.00
	Registration Bag (1)	\$5,000.00
	Lanyard (1)	\$5,000.00
	SILVER	AMOUNT
	Breakfast Voucher (8)	\$2,000.00
	Coffee Break (6)	\$2,000.00
	Cooking Classes	\$2,000.00
	BRONZE	AMOUNT
	Registration Packet (10)	\$1,000.00
	General Session Sponsors (4)	\$1,000.00
	Golf Drink Cart Sponsors (2)	\$1,000.00
	Golf Hole Sponsors (18)	\$250.00
	IPAD Sponsors (5)	\$600.00
	Other:	