



COME GROW WITH US!

2013 Associate  
Membership &  
Sponsorship Prospectus  
Brochure

CDANA Associate Member & Exhibitor,

Dear Prospective

Don't miss this once a year opportunity to reach your target market! CDANA's 2013 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,

Jeff Larson  
Culligan Man - Rockford, IL &

Andrew Riggs  
Culligan Man - Alamogordo, NM



**Our Roots  
Are Deep**

**2013 CDANA Convention & Product Fair**

**February 20-24, 2013**

Sheraton Wild Horse Pass | Chandler, Arizona

## 2012 CDANA EXHIBITORS

ABT MAIL and MARKETING  
ACRISURE  
ALLIED PURCHASING CO.  
AM PRODUCTS & SERVICES  
AMERICAN BUSINESS SYSTEMS  
AMERICAN COPPER & BRASS LLC  
AMERIWATER  
ANSIRA  
APPLIED MANAGEMENT GROUP, INC.  
APPLIED MEMBRANES, INC.  
AQUA FINANCE, INC.  
AQUA SOLUTIONS, INC.  
ARROW INDUSTRIES  
AVISTA TECHNOLOGIES, INC.  
AXEON WATER TECHNOLOGIES  
BAM ADVERTISING & MARKETING  
BARNETT PRO CONTRACTOR SUPPLIES  
BLACKHAWK MOLDING CO. INC.  
CAREERBUILDER  
CARGILL SALT  
CHASTANG FORD  
CHESTER PAUL COMPANY  
CINTAS  
CLOVER WATER COOLERS & CHILLERS  
CRYSTAL MOUNTAIN PRODUCTS LTD.  
CULLIGAN INTERNATIONAL  
DOSHION VEOLIA WATER SOLUTIONS  
FEATHERLITE EXHIBITS  
FOUNDATION FINANCE CO.  
G.A. MURDOCK INC.  
GBC SYSTEMS INC.  
GOOD WATER WAREHOUSE INC.  
HACKNEY  
HELLENBRAND, INC.  
HYDROTECH/CULLIGAN  
IBD, INC. / ALPINE COOLERS  
iGO DIRECT  
ILLINOIS WATER TECHNOLOGIES  
INFORMATION MARKETING & MANAGEMENT  
INNOWAVE USA LLC  
IQ MANUFACTURING SERVICES

KDA GROUP, INC.  
KDS MOSES, INC.  
KENNEDY COMMUNICATIONS  
KEURIG INC. MARKET FINANCIAL GROUP  
MICKEY TRUCK BODIES  
MOBILEIQ, INC.  
MOUNTAIN PLUMBING PRODUCTS  
MTN PRODUCTS INC.  
NATIONAL TESTING LABS  
NCM ASSOCIATES  
NELSON CORP.  
NEVADA COMPUTER CENTER  
NORLAND INTERNATIONAL INC.  
NORTH AMERICAN SALT CO.  
OASIS INTERNATIONAL  
PENTAIR RESIDENTIAL FILTRATION  
PERFORMANCE WATER PRODUCTS  
PHONETREE  
POLYMER SOLUTIONS INTL.  
PRECISION INSTALLATION PRODUCTS, INC.  
PRO PRODUCTS LLC  
PRODUCT TO MARKET, LLC  
PROTEXALL by DEMOULIN  
RESERVE FILTER SYSTEMS  
RESINTECH, INC.  
RR DONNELLY  
RUSH TRUCK CENTER - ATLANTA  
SIGNATURE GRAPHICS, INC.  
SIP TECHNOLOGIES, LLC  
SOLO CUP COMPANY  
SPRINT/VISION WIRELESS  
STEELHEAD, INC.  
STENNER PUMP COMPANY  
STENSENG DISTRIBUTING  
THE PUROLITE COMPANY  
TOMLINSON INDUSTRIES  
TRANSWEST GMC - ISUZU  
TRILLI CONSULTING, LLC  
UNCO DATA SYSTEMS, INC.  
UNITED SALT CORPORATION  
VEHICLEPATH



## WHO SHOULD EXHIBIT?

Exhibitors at the 2013 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!

### 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, 2012 - June 30, 2013) Includes:	\$1,300
<ul style="list-style-type: none"> <li>•Reduced Member Convention Rates</li> <li>•Your company listing in our 2012/2013 CDANA Membership Roster</li> <li>•Access to electronic dealer contact list for your own marketing purposes</li> <li>•CDANA Quarterly Connection Newsletter</li> <li>•CDANA Bi-monthly E-Newsletter</li> </ul>	
CDANA Vendor Convention <b>Early</b> Registration - First Person: 6'x30" Skirted Tabletop Two Chairs Wastebasket	\$799
CDANA Vendor <b>Early</b> 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 <b>Early</b> Registration - Non-Member:	\$1,799
CDANA Vendor Non-Member <b>Early</b> Additional Registration:	\$499



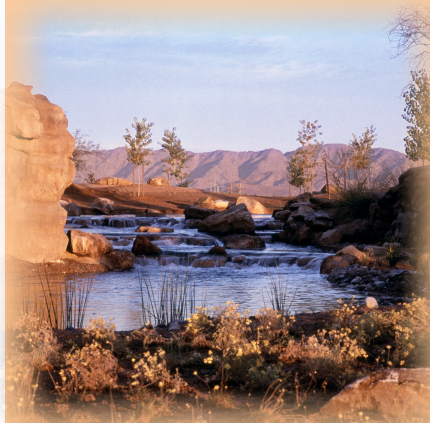
# SPONSORSHIP OPPORTUNITIES

Exhibitors can gain valuable exposure for their companies as 2013 CDANA Convention & Product Fair Sponsors.

## ALL 2013 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 February 11, 2013.)
- Recognition on Convention Signage.
- A chance to show your dedication to over 400 Independent Culligan Dealers.

PLATINUM - \$7,500	
2013 CDANA Welcome Reception (4)	Our Welcome Reception this year will be the first ever 2013 CDANA Grand Prix event! Our headline sponsors for this event will get the most recognition!
Headline Speaker (1)	As the Keynote Speaker Sponsor, a representative from your company will introduce our keynote speaker.
GOLD - \$5,000	
Grand Prix Shirt Sponsor (2)	This year, CDANA will be selling unique CDANA grand prix shirt. We are looking for a couple of sponsors with great logos for the shirts!
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 (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!
Hotel Key Card (1)	Hotel key cards are given to each attendee and will display your company logo.
SILVER - \$2,000	
Breakfast Voucher (8)	Your company logo will be displayed on signage and event materials!
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!
General Session Sponsors (4)	Company Logo will be displayed in the General Session Room!
Grand Prix DeeJay Sponsorship (1)	Every special event needs music!
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 2012/2013 DATES TO REMEMBER:

CDANA MEMBERSHIP DUES YEAR	JULY 1, 2012 - JUNE 30, 2013
CONVENTION REGISTRATION BEGINS	OCTOBER 15, 2012
PRE-REGISTRATION DEADLINE	JANUARY 16, 2013
DECORATOR DISCOUNT ENDS	JANUARY 1, 2013
CDANA PRODUCT FAIR SET-UP	FEBRUARY 22, 2013 (8:00 AM- 11:30 AM)
CDANA PRODUCT FAIR	FEBRUARY 22, 2013 (11:30 AM*- 4:00 PM)
CDANA PRODUCT FAIR TEAR-DOWN	FEBRUARY 22, 2013 (4:00 PM- 6:00 PM)
*EXHIBITORS WILL MEET FOR LUNCH AND BRIEF MEETING WITH CONVENTION COMMITTEE AT 11:30 AM ON 2/22.	

QUESTIONS & INFORMATION		
<b>CDANA</b> 14101 Highway 290 West, Building 1600-B Austin, Texas 78737	Telephone:	512.894.4106
	Fax:	512.858.0486
	Website:	<a href="http://www.cdana.org">www.cdana.org</a>
<b>Membership or Exhibit Questions</b> Jennifer Gibson - Account Exec. Regina Rogers - Account Exec.	Telephone:	512.894.4106
	Email:	<a href="mailto:jennifer@jsjproductionsinc.com">jennifer@jsjproductionsinc.com</a>
<b>Convention Chairman</b>	David Miller	<a href="mailto:culligan@centurytel.net">culligan@centurytel.net</a>
<b>Program Liaison</b>	Rob Kitzman	<a href="mailto:rob@kitzmanwater.com">rob@kitzmanwater.com</a>
<b>Sponsorship Chair</b>	Andrew Riggs	<a href="mailto:andrewriggs@southwestculligan.com">andrewriggs@southwestculligan.com</a>
<b>Product Fair Chairman</b>	Jeff Larson	<a href="mailto:jlanson@rockvalleywater.com">jlanson@rockvalleywater.com</a>



**HOTEL INFORMATION:**  
**Sheraton Wild Horse Pass**  
**5594 W Wild Horse Pass Blvd.**  
**Chandler, AZ 85226**  
**Reservations: 888.218.8989**  
**CDANA Room Rate: \$229.00**  
**Reservation Deadline:**  
**January 16, 2013**

## **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 Jeff Larson, CDANA Product Fair Chairman at [jl Larson@rockvalleywater.com](mailto:jl Larson@rockvalleywater.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 January 16, 2013 will receive a refund minus \$25 processing fee for each registered item. No refunds will be made after January 16, 2013.

## **INSTALLATION AND DISMANTLING OF EXHIBITS**

The Exhibit Hall will be open on Friday, February 22, 2013 from 8:00 AM to 11:30 Noon for exhibitor move-in. At 11:00 AM, Friday, February 22, 2013, 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 8:30 PM, Friday, February 22, 2013.

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 February 22, 2013.

## **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 November 1, 2012 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 Sheraton Wild Horse Pass Resort & Spa. Exhibitors agree to indemnify, hold harmless, and defend CDANA, its officers, directors, volunteers, employees, agents and sponsors, and the Sheraton Wild Horse Pass Resort & 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.



# 2012-2013 CDANA Associate Membership Application



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

DESCRIPTION	AMOUNT DUE:
<p><b>CDANA Associate Membership Dues</b></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, 2012 - June 30, 2013.</p> <p>Thank you for supporting CDANA!</p>	
<p>To Pay with Amex, Visa or MC: <b>TOTAL:</b></p> <p>Name on Card: _____</p> <p>CC#: _____</p> <p>Exp. Date: _____ Special Code: _____</p>	<b>\$1,300.00</b>

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

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

## CDANA APPLICATION & CONTRACT FOR EXHIBIT SPACE

COMPANY INFORMATION		
<b>EXHIBITING COMPANY:</b>		
<b>ADDRESS:</b>		
<b>CITY:</b>	<b>STATE:</b>	<b>ZIP:</b>
<b>TELEPHONE:</b>	<b>FAX:</b>	
<b>EMAIL:</b>		
<b>WEBSITE:</b>		

CDANA ASSOCIATE MEMBER FEES		
ITEM	AMOUNT	TOTAL
1st Registration	\$799.00 X 1 =	\$799.00
Additional Registration(s)	\$399.00 X _____ =	
Booth Upgrade	\$1,000.00 X _____ =	
	Total:	

CDANA ASSOCIATE NON-MEMBER FEES		
ITEM	AMOUNT	TOTAL
1st Registration	\$1799.00 X 1 =	\$1,799.00
Additional Registration(s)	\$499.00 X _____ =	
Booth Upgrade	\$1,000.00 X _____ =	
	Total:	

BOOTH SELECTION
<p>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.</p> <p>First Choice: _____ Second Choice: _____</p>

COMPANY REPRESENTATIVES
<b>First Attendee Information:</b>
Name _____ Title _____
Email _____
<b>Second Attendee Information:</b>
Name _____ Title _____
Email _____
<b>Third Attendee Information:</b>
Name _____ Title _____
Email _____
<b>Fourth Attendee Information:</b>
Name _____ Title _____
Email _____

PAYMENT INFORMATION
<p>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 <a href="mailto:jennifer@jsjproductions.com">jennifer@jsjproductions.com</a>.</p> <p><input type="checkbox"/> Check Enclosed      <input type="checkbox"/> Visa/MC/AMEX</p>
Name on Card _____
Card # _____ Sec. Code _____ Exp. Date _____
Signature _____ Date _____

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 February 16, 2013 for a Refund minus \$25 processing fee for each registered item. No Refunds will be allowed for any cancellations after February 16, 2013.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Authorized 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](mailto: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](mailto: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
	2013 CDANA Welcome Reception (4)	\$7,500.00
	Headline Speaker (1)	\$7,500.00
GOLD		AMOUNT
	Grand Prix Shirt Sponsor (2)	\$5,000.00
	Name Tag (1)	\$5,000.00
	Registration Bag (1)	\$5,000.00
	Lanyard (1)	\$5,000.00
	Hotel Key Card (1)	\$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
	General Session Sponsors (4)	\$1,000.00
	Grand Prix DeeJay Sponsor (1)	1,000.00
	IPAD Sponsors (5)	\$600.00
	Other: _____	\$ _____