



Below are the list of vendors who attended the 2013 CDANA Convention & Product Fair

## 2013 Cdana s p o n s o r s

### PLATINUM SPONSORS

Culligan International  
Kennedy Communications  
Singler & Dillon, LLP  
Water Logic

### GOLD SPONSORS

Applied Membranes Inc.  
Aqua Finance, Inc.  
BAM Advertising & Marketing  
Cargill Salt  
MTN Products  
Precision Installation Products

### SILVER SPONSORS

Allied Purchasing  
North American Salt  
The Purolite Company  
United Salt Corp.

### BRONZE SPONSORS

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



## 2013 Cdana exhibitors

Acrisure  
American Business Technologies  
Applied Membranes, Inc.  
Allied Purchasing  
AM Products & Services, LLC  
American Business Systems, Inc.  
American Copper & Brass, Inc.  
Aqua Finance, Inc.  
Aqua Solutions, Inc.  
Arrow Industries  
Avista Technologies, Inc.  
BAM  
Barnett Pro Contractor Supplies  
Blackhawk Molding Co., Inc.  
Cargill Salt  
CDANA Distributing  
Chastang Ford Fleet & Commercial Sales  
Chester Paul Company  
Cintas Corporation  
Clack Corporation  
Clover Water Coolers  
Coster Engineering  
Crystal Mountain Products Ltd.  
Culligan International  
ELGA  
Featherlite Exhibits  
Fivebro International Pvt. Ltd.  
Foundation Finance Company  
GA Murdock, Inc.  
Good Water Warehouse  
Hackney  
HARMSCO Filtration Products  
Hellenbrand, Inc.  
Hydrotech/WaterGroup  
igo Direct USA Corporation  
Illinois Water Technologies  
Infogroup Targeting Solutions / Salesgenie  
Information Marketing & Management, Inc  
John Guest USA, Inc.  
KDA Group, Inc.  
Kennedy Communications  
Market Financial Group  
MTN Products, Inc.  
Mickey Truck Bodies  
Mountain Plumbing Products  
Morton Salt, Inc.  
Nelsen Corporation  
Nevada ComputeNorland Int'l, Inc.  
North American Salt / Compass Minerals  
Company  
Oasis International  
Optimized-Marketing.com  
Pentair Residential Filtration  
Performance Water Products  
PhoneTree  
Plastipak Packaging, Inc.  
Polymer Solutions International, Inc.  
Portola Packaging  
Precision Installation Products, Inc.  
Product To Market, LLC  
Pro Products  
Premium Waters, Inc.  
The Purolite Company  
Reserve Filter Systems, Inc.  
ResinTech, Inc.  
RR Donnelley - (Formerly Moore Wallace)  
SIP Technologies, LLC  
Southwest Salt  
Steelhead Inc.  
Stenseng Distributing , Inc.  
Sterling Containers  
Stenner Pump Company  
The Sqwincher Corporation  
Tomlinson Industries  
Unco Data Systems  
United Salt Corporation  
US Resin  
UV Pure Technologies Inc.  
VIQUA - A Trojan Technologies Co.  
Waterlogic  
Water Right/WaterCare  
Waterite Technologies, Inc.  
Watts Water Quality  
Water Quality Association



# Who should exhibit?

Exhibitors at the 2014 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 fee

<b>CDANA Associate Membership:</b> (Dues Year is July 1, 2013 - June 30, 2014) Includes:	\$1,350
<ul style="list-style-type: none"> <li>• Reduced Member Convention Rates</li> <li>• Your company listing in our 2013/2014 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 2014 CDANA Convention & Product Fair Sponsors.

## ALL 2014 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 3, 2014.)
- Recognition on Convention Signage.
- A chance to show your dedication to over 400 Independent Culligan Dealers

PLATINUM - \$7,500	
2014 CDANA Welcome Reception (4)	Our Welcome Reception will be held at the famous San Antonio Buckhorn Saloon. Attendees will gather for food and beverage, along with entertainment and special prizes!
Headline Speaker (1)	As the Headline Speaker Sponsor, a representative from your company will introduce our keynote speaker.
GOLD - \$5,000	
CDANA Hat Sponsor	This year CDANA is providing each attendee with a very special hat! This is a great way to get company recognition and show your support!
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 attendee name tags. 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!
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.
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!
Welcome Reception 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 convention!

## IMPORTANT 2013/2014 DATES TO REMEMBER

CDANA Membership Dues Year	July 1, 2013 - June 30, 2014
Convention Registration Begins	November 4, 2013
Pre-registration Deadline	March 3, 2014
Decorator Discount Ends	March 4, 2014
CDANA Product Fair Set-Up	April 4, 2014 (11:00 AM - 3:00 PM)
CDANA Product Fair	April 4, 2014 (3:00 PM - 7:00 PM)
CDANA Product Fair Tear-Down	April 4, 2014 (7:00 PM - 9:00 PM)

Exhibitors will meet for a brief meeting with convention committee at 2:30 PM on April 4, 2014.

## QUESTIONS & INFORMATION

<b>CDANA</b> 14101 Highway 290 West, Building 1600-B Austin, Texas 78737	Telephone	512.894.4106
	Fax	512.858.0486
	Email	www.cdana.org
<b>Membership or Exhibit Questions</b> Jennifer Gibson - Account Exec. Regina Rogers - Account Exec.	Telephone	512.894.4106
	Email	jennifer@jsjproductionsinc.com
<b>Convention Chairman</b>	David Miller	culligan@centurytel.net
<b>Program Liaison</b>	Rob Kitzman	rob@kitzmanwater.com
<b>Sponsorship Chair</b>	Andrew Riggs	andrewriggs@southwestculligan.com
<b>Product Fair Chairman</b>	Hugh Grout	hughg@culligan-water.com



### Committee Members

Kristi Stanford	kstanford@culligansa.com
Dan Taylor	dtaylor@hallswater.com
Scott Hembrook	shembrook@culliganjanesville.com
Tom Grimes	tgrimes@suddenlinkmail.com
Dick Lambert	dlambert@lambertwater.com

**Grand Hyatt San Antonio**  
 600 E Market St.  
 San Antonio TX 78205  
 888.421.1442 or 210.224.1234

## 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](mailto: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 4, 2014 will receive a refund minus \$25 processing fee for each registered item. No refunds will be made after March 4, 2014.

## INSTALLATION AND DISMANTLING OF EXHIBITS

The Exhibit Hall will be open on Friday, April 14, 2014 from 11:00 AM - 3:00 PM for exhibitor move-in. At 2:30 PM, April 4, 2014 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 7:00 PM on Friday, April 4, 2014.

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 9:00 PM on April 4, 2014.

## 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, 2014 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 Grand Hyatt San Antonio. Exhibitors agree to indemnify, hold harmless, and defend CDANA, its officers, directors, volunteers, employees, agents and sponsors, and the Grand Hyatt San Antonio 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.



# 2013-2014 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, 2013 - June 30, 2014. Thank you for supporting CDANA!	
To Pay with Amex, Visa or MC: <span style="float: right;">TOTAL:</span> Name on Card _____ CC# _____ Exp Date _____ Special Code _____	\$1,350.00

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

Exhibiting Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_

## 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 \_\_\_\_\_

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		
<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>		

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 4, 2014 for a Refund minus \$25 processing fee for each registered item. No Refunds will be allowed for any cancellations after March 4, 2014.

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

\_\_\_\_\_  
 Authorized Signature

\_\_\_\_\_  
 Date

## 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      

Name on card \_\_\_\_\_  
 Card # \_\_\_\_\_  
 Security 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, 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 2014 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 2014 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
	2014 CDANA Welcome Reception (4)	\$7,500.00
	Headline Speaker (1)	\$7,500.00
	<b>GOLD</b>	<b>AMOUNT</b>
	2014 CDANA Hat Sponsor	\$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
	<b>SILVER</b>	<b>AMOUNT</b>
	Breakfast Voucher (8)	\$2,000.00
	Coffee Break (6)	\$2,000.00
	Pocket Agenda (1)	\$2,000.00
	<b>BRONZE</b>	<b>AMOUNT</b>
	Registration Packet (10)	\$1,000.00
	General Session Sponsors (4)	\$1,000.00
	Welcome Reception DeeJay Sponsor (1)	\$1,000.00
	IPAD Sponsors (5)	\$600.00
	Other:	