APRIL 6-8, 2027
ATLANTA, GEORGIA

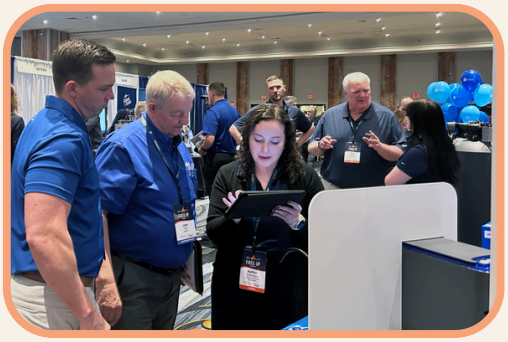
ROOTED AND RISING

2027 CDANA CONFERENCE & PRODUCT FAIR

EXHIBITOR & SPONSORSHIP PROSPECTUS







LEARN MORE

EXHIBITOR OPPORTUNITIES

Exhibiting at the CDANA Conference & Product Fair, April 6-8, 2027, at the Hyatt Regency in Atlanta, GA, connects your company with Culligan dealers from across North America.

Exhibitors will:

- Meet qualified prospects and strengthen customer relationships
- Showcase products and services directly to industry decision-makers
- Increase brand visibility within the Culligan dealer network
- Gain insight into dealer needs and market trends

CDANA Associate Members Save on Exhibit Fees!

CDANA Associate Members are vendor partners whose products and services help dealer businesses grow. They seek to engage with dealers and support the network throughout the year.

Member benefits include significantly reduced Product Fair registration fees, the latest CDANA news and resources, inclusion in the online directory, and access to dealer contact information, **including a post-conference attendee list for follow-up and future sales efforts.**

Tabletop Exhibit Space

Associate Members: $1,200
Non-members: $2,500

Includes:

- 6 ft skirted table
- Two chairs and one wastebasket
- Space behind your table for a backdrop up to 6 ft wide and 8 ft tall

10'x10' Booth Space

Associate Members: $2,200
Non-members: $3,500

Includes:

- 6 ft skirted table
- Two chairs and one wastebasket
- 100 sq ft booth space
- Space in your booth to display equipment and a backdrop up to 10 ft wide and 8 ft tall

Exhibit space fees include one attendee. Additional attendees are $650 each for Associate Members or $850 each for Non-members.

Exhibitors may access conference sessions (except dealer-only sessions) and social activities. View policies for exhibiting here.

BECOME AN EXHIBITOR

SPONSOR OPPORTUNITIES

Exhibitors can increase their visibility by becoming a sponsor. All sponsors receive logo recognition in the conference app and on the CDANA website, as well as on applicable printed signage associated with their sponsored event or opportunity. **The deadline to secure a sponsorship is March 1, 2027.**

~~Diamond Sponsor~~ (SOLD OUT) | $15,000

- Our highest-level sponsorship includes exclusive recognition during the **opening session** plus signage at the **Welcome Reception** held in the Georgia Aquarium. This level includes a **1-year complimentary Associate Membership** and a **10'x10' booth space** at the Product Fair.

Platinum | $12,000

- **~~Welcome Reception Bar Sponsor~~ (SOLD OUT):** Support the hosted bar during CDANA's Welcome Reception at the Georgia Aquarium, where attendees will gather over food and beverages to begin the conference and reconnect with the Culligan dealer community.
- **Welcome Reception Entertainment Sponsor (1):** Sponsor the entertainment during CDANA's Welcome Reception at the Georgia Aquarium, helping create a lively and memorable opening evening for Culligan dealers and guests.

Gold | $8,000

- **Name Badge (1):** Feature your company logo on every attendee name badge for visibility throughout the conference.
- **Registration Bag (1):** Feature your company logo on the bags distributed at registration and carried by attendees throughout the event.
- **~~Lanyard~~ (SOLD OUT):** Customize the conference lanyards with your company logo, placing your brand alongside every attendee credential.
- **Women's Luncheon (1):** Support a luncheon celebrating connection, leadership, and the women who strengthen the Culligan dealer network. Your company logo will be included on event signage and materials.
- **~~Social Outing~~ (SOLD OUT):** Host a small group of approximately 25–50 attendees for a local social activity coordinated with CDANA, providing an opportunity to connect in a more casual setting. *Must be secured by January 1, 2027.*
- **Lunch (2):** Sponsor lunch on Wednesday, with your company logo displayed on signage and event materials during the meal.

Silver | $4,000

- **Breakfast (4):** Sponsor breakfast with your company logo displayed on signage and event materials during morning meals.
- **Welcome Gift Sponsor (1):** Welcome dealers with a memorable gift distributed upon arrival. *Item must be provided by sponsor and approved by CDANA.*

Bronze | $2,000

- **Registration Bag Insert (6):** Place your company brochure or promotional piece in each attendee registration bag to share information directly with conference participants.
- **Breakout Sessions (4):** Support the conference's educational programming with your company logo displayed near the breakout session rooms.
- **Coffee Break (3):** Sponsor one conference coffee break, with your company logo displayed during the break and the option to make company literature available to attendees.

BECOME A SPONSOR