

DAN[®] BUSINESS MEMBERSHIP

Divers Alert Network
25 years of
"Divers Helping Divers."

Over the past 25 years, DAN has been helping divers in need. During the past four years, we have been partnering with dive operators through our Business Membership program to help their customers practice safe diving and keep coming back to them for more dive safety equipment and training.

The DAN Business Membership program focuses on working with dive businesses that promote and teach dive safety. DAN Business Members receive an annual benefits package that provides exposure and opportunities to generate more revenue. Currently more than half of all dive business operators in North America and the Caribbean are DAN Business Members.

Be a DAN Business Member because:

- Your association with DAN, the largest diving membership organization in the world, identifies you as having an alliance with the brand that divers think of when it comes to dive safety.
- By promoting DAN, you are providing better customer service. In the unlikely event that a customer does incur a dive accident, they will be thankful to you for introducing them to join DAN.
- When you take advantage of the benefits, you will SAVE more than the cost of membership.



Exposure



Product Discounts



Website Listing

BENEFITS

Two Individual DAN Memberships

One of the most popular benefits of DAN Business Membership is two FREE DAN Individual Membership Coupons (a \$58 value). You may use these coupons yourself or give them away. Some businesses choose to give them to a hard-working divemaster or a favorite customer. You could also raffle them off or use them in a drawing for an event. DAN Membership is a prerequisite for purchasing DAN dive accident insurance.

Exposure to New Customers including 200,000+ DAN Members

DAN Members are active, avid, safety-conscious divers, most of whom carry DAN dive accident insurance. Our members also belong to other associations, dive more frequently than average and look to DAN for their safety needs. DAN Members use the DAN website to research and answer diving medical questions that active divers have. DAN information and assistance is available to all divers, including not-yet members.

Special Pricing on DAN Products

DAN is recognized worldwide as the leader in recreational dive safety. Now, dive retailers can offer their customers select DAN products for resale. Plus, they can receive a DAN Point-of-Purchase display to showcase their DAN products. Business Members also get great discounts on DAN course materials.

DAN Trip Insurance Incentive Program (DANTIIP)

If selling dive travel is part of your business, DANTIIP lets you offer your travel customers the benefits of trip insurance coverage, plus, you receive significant cash incentives! Remember, DAN Members are insurance and safety conscious divers.

DAN Trip Insurance covers sudden illness, inclement weather conditions and other unforeseen situations that could cause the cancellation or interruption of a trip. As a DAN Business Member who registers for the Trip Insurance Incentive Program, you will receive a cash incentive when your customers buy this insurance from you.

Listing on the DAN Website

Take advantage of the DAN Business Member web listing for your business. Your listing will link visitors to your website through your unique DBM "hotlink" provided when you become a DAN Business Member.

Your DBM listing will include the DAN programs you offer, what type of dive business you are, what training agencies you're affiliated with, the "hotlink" to your website, phone, fax, email and your location.

Many DAN Members use this site to:

- Find destinations when planning a scuba vacation;
- Locate a dive center;
- Locate a facility that offers DAN training;
- Find businesses that sell DAN products.

Custom Hotlinks

Along with your listing on the DAN website that highlights the dive programs you offer, DAN will provide you with a custom link that you can put on your website. This hotlink will automatically enter your Business Member number when your students and customers join DAN for the first time through your website. To get your custom link, simply call the DBM team at 1-877-532-6776.

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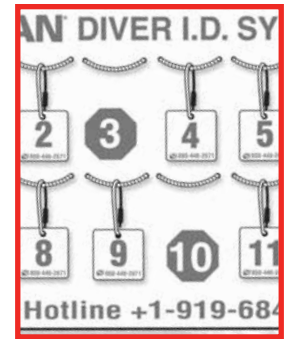
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Rewards Program



STUM Program



DIDS Program

BENEFITS

On Board & HighViz Newsletters

Created expressly for DAN Business Members, these alternating quarterly newsletters will keep you informed about how to best use DAN benefits and services and give you the latest information on product sales and specials, plus industry news.

Recognition Materials

DAN Business Members receive a certificate and window decals that can be displayed to let your customers know that you support dive safety. You will also receive a DAN Dive Flag, subscription to Alert Diver magazine and DAN rental tank stickers.

Rewards Program

As a DAN Business Member, you can earn points for new DAN memberships you refer. You can also earn additional points when your students and customers purchase one of the DAN dive accident insurance plans. You can redeem your points for DAN products and even pay your membership fees with points.

Earn more rewards for participating in dive research by helping with Project Dive Exploration (PDE), the most extensive study of recreational diving ever conducted. Become a DAN Data Collection Center for PDE and earn points.

Points

Because you are the "front line" in the diving community, we are asking for your help in promoting DAN to your staff, students and customers. Simply hand out our brochures and educate your students and customers about DAN. Let them know about the services DAN, a non-profit organization, provides: 24-Hour Diving Emergency Hotline, Medical Information Line, Dive Medical Research and more, supported in part by DAN Members.

Tell them about the peace of mind in having DAN membership and insurance. As a DAN Business Member, you will be rewarded for your efforts. When you refer divers who have never been DAN Members before, you will receive points with confirmation of their membership and insurance. You have two years to accrue points before they expire. Points can be redeemed any time of the year.

How many points can you earn?

- One point for every new DAN Membership
- One point for new Standard or Master Plans
- Two points for new Preferred Plans
- One point for every 10 Student Members
- One point for every 50 dive profiles submitted for PDE

What do you get with points?

The Rewards program allows you to redeem your points for any product DAN sells. You can also use your points to pay for your next Business Membership renewal. In addition, points may be used to renew personal memberships: use them for Individual, Family or ProMembership fees or dues.





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Because Dive Safety is Good Business.

DAN Business Membership representatives track your points accruals in several different ways: via the internet, over the telephone and through the application on the DAN member brochure. Here's how:

The Internet – To have your DAN Business Member number tracked through the internet, your referral divers can go to www.DiversAlertNetwork.org. There, when they click on "Join DAN Today," they should include your Business Member number when they apply or if they use the custom link from your website, it will automatically fill in your referral number.

Over the Phone – When your students and customers call DAN at 1-800-446-2671 to join, make sure they give the DAN customer service representative your Business Membership number.

The DAN Application / Brochure – To order a supply for your store, call 1-877-532-6776; we will send you as many of our brochures you need. When you receive the brochures, be sure to put your Business Member Number on them. When we receive applications with your store number from new members, we will award you with the appropriate point(s).

Dedicated Toll-Free Hotline & Email Address

As a Business Member, you can call your dedicated customer service team at 1-877-532-6776 or email at BizMember@DiversAlertNetwork.org. DAN Business Membership Customer Representatives are a team of experienced divers who have owned, run or worked in retail dive businesses.

The DAN Business Membership fee is \$125 annually.

Other Opportunities for Dive Businesses

Student Membership

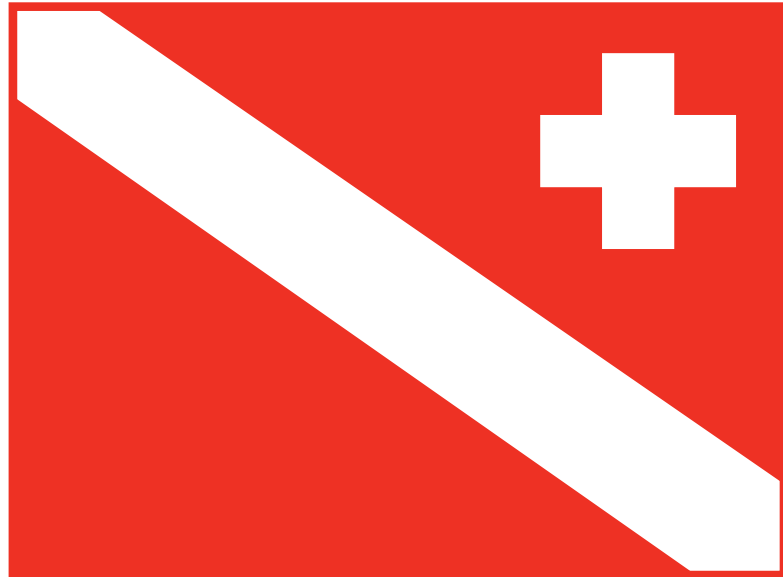
Scuba instructors who reside within the DAN America territory are eligible to enroll their entry-level scuba student divers in the DAN Student Membership program. DAN student members receive up to \$20,000 dive accident insurance coverage during entry-level training (decompression illness only) as well as one issue of Alert Diver magazine. This program is FREE! Business Members earn one point for every 10 students they enroll.

DAN On-Line Auction

Dive businesses can gain exposure by contributing to the DAN On-Line Auction. The Auction – and participating businesses – are promoted to DAN Members via mail, email, website and in Alert Diver.

Diver IDentification System

With the DAN Diver IDentification System (DIDS), dive leaders will always know how many divers have returned safely from their dive and how many are still in the water. The DIDS boards are free to those who apply. This program is funded by donations.



DAN

**Business
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