



PADI[®]
padi.com

**International Resort & Retailer Associations
Membership Application**

PADI International Resort and Retailer Associations Membership Agreement

PLEASE READ CAREFULLY

Membership in the PADI International Resort and Retailer Associations (IRRA) is offered by PADI Worldwide Corp. to select dive centers and dive resorts. It provides an array of programs and services, including the ability to offer and advertise PADI Diver Education Courses as well as other courses and programs provided by PADI Worldwide Corp. and PADI Americas, Inc. (hereinafter, with PADI Worldwide Corp.'s licensed Local Area Offices, referred to collectively as PADI) and their corporate affiliates and associated companies, including Diving Science and Technology Corp (DSAT), Emergency First Response Corp (EFR) and Project AWARE Foundation (PAF). For ease of reading and clarity, this document shall refer to "PADI-related Programs" to mean any program provided by PADI, DSAT, EFR or PAF. Membership and continued renewal in IRRA is partially based upon your reading and signing this Agreement. PADI will consider membership or renewal subject to the following terms and conditions:

1. I agree to provide PADI-related Programs as may be advertised at my facility and to ensure that training for PADI-related Programs received at my facility is in accordance with current PADI, DSAT or EFR Standards and Procedures, as appropriate, as published in the PADI, DSAT and EFR Instructor Manuals. I also agree that I will read, and instruction for PADI-related Programs offered at my facility will adhere to, all standards changes published in Training Bulletins and other updates.
2. I agree to develop an understanding and familiarity with the fundamentals contained in the PADI, DSAT and EFR Instructor Manuals, as appropriate to the courses being offered at my facility and, if applicable, the PADI Course Director Manual and the EFR Instructor Trainer Manual.
3. I agree to support the educational concepts of PADI and all PADI-related Programs offered by my facility.
4. I agree to ensure that certification and course completion cards for my facility's PADI-related Programs are requested only for people who have been trained by Teaching status PADI Members and have successfully met all requirements as outlined in the appropriate Instructor Manuals, Training Bulletins and/or updates for the programs being taught.
5. I agree to abide by all IRRA Standards commensurate with the level and type of membership for which I am applying.
6. I agree to provide PADI with true and correct student/participant contact information, including the student's proper mailing address, when I submit any certification authorization or participant registration (PIC envelope, application or registration card/roster) for any PADI-related Program to PADI. I understand and agree such information regarding a PADI, DSAT or Project AWARE program shall be the property of both PADI and the submitting member, and such information regarding an EFR program shall be the property of EFR, PADI and the submitting member.
7. PADI will use the student information in its Quality Assurance program, and for research and statistical purposes. PADI will not, however, mail to the students, who are nonmembers of PADI, for the purpose of directly selling PADI's educational products or programs in competition with its IRRA Members. Further, PADI will not sell, trade or lease student names and addresses to any third party for the purpose of selling or promoting any product in competition with its IRRA Members, except with prior notice and voluntary participation by the individual IRRA Members. However, from time to time, PADI may use the information for the purpose of promoting the PADI dive training available through PADI Members, diving, diver recognition, diver insurance and Project AWARE programs, promoting the dive business of IRRA Members or promoting dive membership and affinity programs, including the PADI Diving Society (PDS) and PDS events. Additionally, PADI may periodically use the information to sponsor co-op programs with its IRRA Members for the purpose of selling certain non-product items, such as travel. EFR may periodically use the EFR student information to promote EFR courses and programs.
8. I understand that all members (individuals, dive centers and resorts) involved in the training of students, as determined by student certification records at PADI, are responsible for adherence to PADI, DSAT and/or EFR Standards, as appropriate, during the conduct of that training. The Training and Quality Management Department will communicate with all involved members upon receipt of reports or any other information indicating possible violation of Standards and Procedures.
9. I understand and agree that financial irresponsibility in dealings with PADI or its corporate affiliates and associated companies is grounds for membership suspension or termination.
10. I understand and agree that the terms and conditions of this Agreement are effective and binding 1 January 2006 and for subsequent years of my membership with PADI. Should PADI modify this Agreement, I will be notified in writing of the changes prior to the next renewal.
11. I understand and agree that this Agreement does not create an agency relationship between my facility and PADI. Except as otherwise provided in this Membership Agreement, PADI has no control over or involvement with my facility's day-to-day operations and activities and bears no responsibility for the same.
12. I understand and agree that membership in IRRA is granted at the sole discretion of PADI, based upon its unilateral determination of several criteria including, but not limited to, whether acceptance and continuation of membership is in the best interest of PADI. Satisfaction of minimum requirements does not guarantee membership. Membership in PADI, at any level, may be revoked by PADI, at its sole discretion, at any time. 3/06

License Agreement for PADI Members

PADI Worldwide Corp. (a California corporation) has the right and authority to use and sublicense various marks owned by PADI Americas, Inc. (a California corporation) (hereinafter referred to collectively as PADI), Diving Science and Technology Corp (a California corporation, hereinafter DSAT), Emergency First Response Corp (a California corporation, hereinafter EFR), the use of whose marks are provided to IRRA Members with a renewed EFR Instructor teaching its EFR programs) and Project AWARE Foundation (a California non-profit foundation, hereinafter PAF). The PADI marks include, but are not limited to, the Word Mark Professional Association of Diving Instructors, the Word Mark PADI, certain logotypes including a diver placed on a world, a Mark for The Undersea Journal, as well as other marks, including Specialty and Certification marks. The DSAT marks include, but are not limited to, the Word Mark DSAT. The EFR marks include, but are not limited to, the Word Mark EFR and the EFR logotype, which consists of a heart with a pulse line inside a box, with the words Emergency First Response. The PAF marks include, but are not limited to, the Word Mark Project AWARE and the Project AWARE logotype, which consists of a diver and a fish with the words Project AWARE. For the purposes of this License Agreement, these various marks shall be referred to collectively as the Marks.

PADI relies upon the foregoing Marks to indicate the source of origin of its and its related services, certifications, support programs and products, so that the public will be protected; and so PADI individual members, IRRA Members, students and others associated with PADI will receive the highest-quality services and products pertaining to its business. To provide PADI members with the ability to advertise, promote and indicate the source of origin of the PADI services, certifications, support programs and products they provide, PADI Members are hereby granted a license to use the foregoing Marks on promotional materials only, specifically printed, film or video formats, and software, fixed media, such as floppy disks, hard drives or CDROM, or any interactive digital or broadcast media or methods, including, but not limited to, internet or world wide web sites. The single exception to the terms above is that, with specific, written authorization from the respective licensed PADI Local Area Office, IRRA Members may place the PADI diver and globe Mark on their facility staff shirts, in very limited quantities. Such shirts may not be resold in any manner, and each such printing must receive separate written authorization.

The license shall not extend to the provision of other printed materials, such as manuals, books, instructions, clothing (except as noted above) or products or any other materials whether or not they are manufactured, sold, distributed or licensed to others by PADI, DSAT, EFR or PAF.

This license extended by PADI Worldwide Corp. shall only be with respect to (1.) Printed advertising and promotional materials, (newspaper and periodical advertisements, telephone-directory advertising, handbills and signs, except for staff shirts, as noted above); (2.) Film and video format promotional materials such as television commercials, slide shows or promotional videos; and (3.) Software, fixed media, such as floppy disks, hard drives or CD-ROM, or any interactive digital or broadcast media or methods, including, but not limited to, internet or world wide web sites, with such uses governed by the most current guidelines, as may be published by PADI from time to time; none of which shall include use on any item or product intended for resale. None of the PADI, DSAT, EFR or PAF company names, trade names or Marks may be used in internet domain names or e-mail addresses.

The foregoing license for advertising and promotional use shall in all respects follow the exact format, character, general appearance, type style, background and proportions of the Marks originating from PADI, DSAT, EFR and PAF, respectively. In no case shall the Marks be combined with other marks, symbols, language or be in a format and appearance other than that actually used by PADI, DSAT, EFR and PAF, respectively. The full trademark must be used; truncated or partial use of a Mark is not authorized. This license shall be personal to the individual member and shall be nontransferable, non-divisible and not capable of being sublicensed in any manner through any party. None of the PADI, DSAT, EFR or PAF company names, trade names or Marks may be incorporated into any other trademark or trade name.

Notwithstanding the foregoing, PADI and the licensed PADI Local Area Offices shall have the sole right to disapprove of any promotional materials prepared and shall be the sole judge of the criteria of whether it meets the standard of this license agreement. To this end, any suggestions or requests by authorized members of the PADI staff as to the usage of the Marks shall be complied with as soon as possible to avoid mistakes, deceptions, dilution or other problems that would be detrimental to the foregoing Marks.

Regardless of the foregoing license, PADI, DSAT, EFR or PAF, individually and cooperatively, shall have the right to institute and bring any suit or any other action necessary to protect the Marks as to any person, firm or corporation now or prospectively using the Marks or any similar marks, derivations, analogs, trade names, fanciful scripts or designs.

This license shall extend for the term of membership and shall be terminated forthwith upon termination of the member's membership with PADI Worldwide Corp. 3/06

OFFICE USE ONLY

Membership Application

PADI International Resort & Retailer Associations

PLEASE TYPE OR PRINT CLEARLY

Business Name _____
 Contact Name _____
 Physical Address _____

 Country _____ Zip/Postal Code _____
 Phone(s) (____) _____ (____) _____
 Fax (____) _____
 E-mail _____

For more than one address use separate sheet of paper

Additional Address: Shipping Billing Mailing
 Name _____
 Address _____

 Country _____ Zip/Postal Code _____
 Phone(s) (____) _____ (____) _____
 Fax (____) _____
 Primary Language _____

MEMBERSHIP LEVEL APPLYING FOR

Dive Center Dive Resort 5 Star Dive Center 5 Star Dive Resort 5 Star Instructor Development Dive Center
 5 Star Instructor Development Dive Resort Dive Boat Recreational Facility
 Is this location a current IRRRA member? Yes No If yes, Member Number? _____
 Is this location an additional location to a current IRRRA member? Yes No If yes, Primary Member Number? _____
 Please Provide Latitude/ Longitude: _____ City: _____ Country: _____

BUSINESS INFORMATION

When did this Retail/Resort dive business open? _____
 Business Hours _____
 Also affiliated with: BSAC ACUC CMAS
 NAUI SDI/TDI SSI
 Other _____
 Product Lines _____

Website _____
 How long have you owned this dive business? _____
 Ownership: Corporation Partnership Individual
 Other _____
 List all owners and/or officers. Use separate sheet if necessary.

INSTRUCTOR ROSTER

Fill in your PADI Instructors' numbers and names. Attach a separate sheet if necessary. Roster must be updated as changes occur.

PADI NUMBERS	PADI INSTRUCTOR NAMES

Required for 5 Star Instructor Development Dive Center and 5 Star Instructor Development Dive Resort

CD -	
CD -	

DIVE/SNORKEL BOAT INFORMATION – All applicants

Number of boats chartered _____ Number of boats owned _____ Number of boats leased _____

If dive/snorkel boat(s) are owned or leased, please provide the following information:

	Dive/Snorkel Boat Name	Length	Passenger Capacity	Serial/Registration Number (if applicable)
1				
2				
3				

Attach a separate sheet for additional boats.

5 STAR INSTRUCTOR DEVELOPMENT DIVE CENTER & 5 STAR INSTRUCTOR DEVELOPMENT DIVE RESORT APPLICANTS ONLY

VOCATIONAL LICENSING – (Read and sign if required by your state)

I have maintained my Vocational Licensing as required by the state in which my Dive Center/Dive Resort is located. I understand that I may not conduct instructor level training if my Licensing is not current.

Sign Here _____
Owner/Manager (Signature Required)

Date _____
Day/Month/Year

COURSE DIRECTOR SIGNATURE

I agree that I will conduct instructor level training for the above named dive center/dive resort.

_____ CD# _____
Course Director (Signature Required)

Date _____
Day/Month/Year

_____ CD# _____
Course Director (Signature Required)

Date _____
Day/Month/Year

SIGNATURE REQUIRED BY ALL APPLICANTS

PADI MEMBERSHIP AGREEMENT

I have read the License Agreement and the PADI Membership Agreement and verify that I am currently meeting all such requirements. I hereby consent and agree to the terms and conditions in their entirety. I have also read and am familiar with the prerequisites and requirements for the level of International Resort and Retailer Associations Membership for which I

have applied, as outlined in the PADI International Resort Association or PADI Retailer Association standards, and verify that I am currently meeting all such requirements. I understand that misrepresentation of information on this application could result in termination of membership in the PADI International Resort and Retailer Associations.

Owner/Manager _____ (Signature Required)

_____ Day/Month/Year

Owner/Manager _____ PLEASE PRINT NAME

Legal Owner _____

Phone _____

FAX _____

Corporate Officers _____

Corporate Officers _____

**This application does not constitute an offer for membership.
Membership is activated only upon review and approval of this application.**

PAYMENT METHOD

- Check – Contact PADI Area Office for fees and appropriate currency
- MasterCard VISA Discover Maestro/Solo (UK only)
- American Express JCB

Card No. _____

Card expiration date _____ Security Code _____

Maestro/Solo Issue No. or Valid from Date (UK only) _____

Cardholder Name _____
Please Print

Authorized Signature _____

CHECKLISTS

All Applicants

- Application completed
- Membership & License Agreement read, understood and signed
- Payment enclosed
- Required photo(s) and documentation enclosed (See enclosed check list on sheet.)
- Acknowledgment signed (See "Signature Required" section above.)
- Latitude and Longitude Provided

OFFICE USE ONLY

Date _____ Date _____

Approved by _____ Check No. _____

Amount _____ Entered _____

PADI RETAILER ASSOCIATION

REQUIRED PHOTOS & DOCUMENTATION

PHOTOS

DIVE CENTER

- Exterior (including signage)
- Business hours signage
- Several panoramic views of interior
- Rental Equipment
- First Aid kit & Oxygen unit
- Equipment Repair Area
- Classroom
- Confined water area or pool
- Compressor & fill station
- Restrooms & changing rooms

5 STAR DIVE CENTER

- Exterior (including signage)
- Business hours signage
- Several panoramic views of interior
- Rental Equipment
- First Aid kit & Oxygen unit
- Equipment Repair Area
- Classroom
- Confined water area or pool
- Compressor & fill station
- Restrooms & changing rooms

DOCUMENTATION

5 STAR INSTRUCTOR DEVELOPMENT DIVE CENTER

- Course Director signature on application
- Instructor development business plan (see below)

As an authorized representative, I verify that the photos and documentation provided are accurate. I further understand that PADI has the right to request further documentation that verifies membership requirements are being met at any time.

Signature _____ Title _____
Name (printed) _____ Date _____
Business Name _____

INSTRUCTOR DEVELOPMENT BUSINESS PLAN – GENERAL CATEGORIES

(Be as complete and comprehensive as possible)

What's the purpose for applying/ what are the goals in obtaining this rating?

What are the advantages of your plan that will mean success?

- How does your plan grow the number of new instructors?
- How is your plan better than what your instructor-training competitors are doing?

Who is the targeted market (demographics, etc)?

What is the marketing plan (include list of all marketing tools -media & materials - to be used).

What's the scope of training to be offered & the planned curriculum (include non-PADI programs)?

Describe any facility changes, additional equipment, start-up costs etc (if any) needed/planned.

What are the projections for the first three years?

Outline the sales, recruitment and duties training planned for your operation's staff.

Identify which components and duties outlined in the business plan are the responsibility of the Course Director and which are the dive operations. Be sure to list the key staff by name and identify their specific duties within the plan.

Include any statistical data or other materials relevant to your business plan.

PADI INTERNATIONAL RESORT ASSOCIATION

REQUIRED PHOTOS & DOCUMENTATION

PHOTOS

DIVE RESORT

- Exterior (including signage)
- Business hours signage
- Several panoramic views of interior
- Rental Equipment
- First Aid Kit & Oxygen unit
- Equipment Repair Area
- Classroom
- Confined water area or pool
- Compressor & fill station
- Restrooms & changing rooms
- Please Also refer to Dive Boat pictures (if applicable)

5 STAR DIVE RESORT

- Exterior (including signage)
- Business hours signage
- Several panoramic views of interior
- Rental Equipment
- First Aid Kit & Oxygen unit
- Equipment Repair Area
- Classroom
- Confined water area or pool
- Compressor & fill station
- Restrooms & changing rooms
- Please Also refer to Dive Boat pictures (if applicable)

DIVE BOAT

- Rental Equipment
- Platform for divers
- Fire Extinguisher
- Flotation Devices
- Flare/sign device
- Dive flag
- First Aid kit
- Oxygen unit
- Diver/Passenger accountability system

RECREATIONAL FACILITY

- Exterior (including signage)
- Business hours signage
- Several panoramic views of interior
- Body of water, including panoramic view and entry/exit points (if applicable)
- Compressor & fill station
- Restrooms & changing rooms
- Rental Equipment
- First Aid kit
- Oxygen unit

DOCUMENTATION

5 STAR INSTRUCTOR DEVELOPMENT DIVE RESORT

- Course Director signature on application
- Instructor development business plan (see below)

As an authorized representative, I verify that the photos and documentation provided are accurate. I further understand that PADI has the right to request further documentation that verifies membership requirements are being met at any time.

Signature _____

Title _____

Name (printed) _____

Date _____

Business Name _____

INSTRUCTOR DEVELOPMENT BUSINESS PLAN – GENERAL CATEGORIES

(Be as complete and comprehensive as possible)

What's the purpose for applying/ what are the goals in obtaining this rating?

What are the advantages of your plan that will mean success?

- How does your plan grow the number of new instructors?
- How is your plan better than what your instructor-training competitors are doing?

Who is the targeted market (demographics, etc)?

What is the marketing plan (include list of all marketing tools -media & materials - to be used).

What's the scope of training to be offered & the planned curriculum (include non-PADI programs)?

Describe any facility changes, additional equipment, start-up costs etc (if any) needed/planned.

What are the projections for the first three years?

Outline the sales, recruitment and duties training planned for your operation's staff.

Identify which components and duties outlined in the business plan are the responsibility of the Course Director and which are the dive operations. Be sure to list the key staff by name and identify their specific duties within the plan.

Include any statistical data or other materials relevant to your business plan.