



CCA | CORPORATE PARTNERS

The Canadian Chiropractic Association (CCA or the Association) encourages the development of corporate partnerships to enhance and support Canadian chiropractors. We support innovation, excellence and integrity in the delivery of chiropractic care and in everything we do.

The CCA Corporate Partners Program is available to companies and individuals with commercial product(s) and/or service(s) that support chiropractors and the practice of chiropractic care as regulated throughout Canada.

As part of the CCA Corporate Partners Program, you will have involvement and insight into chiropractic care not available through any other professional association.

BENEFITS OF BECOMING A CORPORATE PARTNER:

- Build relationships, create opportunities and be seen as a key investor in chiropractic.
- Reach 85% of chiropractors in Canada.
- Elevate your brand by partnering with a highly-regarded national association.
- Build brand recognition and be top of mind when our readers are purchasing products and services for their practices.

ELIGIBILITY

All companies must complete the CCA Corporate Partner application form (Part A, B, C). Acceptance in the CCA Corporate Partner Program is at the sole discretion of the Association. Corporate partnerships are available on a non-exclusive basis; memberships will be available to companies with competing product(s) and/or service(s).

2014/2015 CCA CORPORATE PARTNER LEVELS

| CHAMPION | ANNUAL FEE OF \$7,000.00 |
|---|--|
| FREE listing in members-only area on website | Only available to CCA Corporate Partners |
| 10% Discount on standard display booth at biennial Convention | Only available to CCA Corporate Partners and includes first refusal of event sponsorship opportunities |
| FREE eBlast (2) | Only available to CCA Corporate Partners |
| FREE Company profile in one issue of <i>BACK Matters</i> | Invaluable |
| FREE Insert (single) | Valued at \$1,750.00 |
| 20% Discount on display ads in <i>BACK Matters</i> | A savings of up to \$1,640.00 annually |
| Subscription to <i>BACK Matters</i> | |

| SUPPORTER | ANNUAL FEE OF \$3,000.00 |
|--|--|
| FREE listing in members-only area on website | Only available to CCA Corporate Partners |
| Advanced notification of tradeshow availability at biennial Convention | Only available to CCA Corporate Partners and includes first refusal of event sponsorship opportunities |
| FREE Insert (single) | Only available to CCA Corporate Partners |
| 10% Discount on display ads in <i>BACK Matters</i> | A savings of up to \$820.00 annually |
| Subscription to <i>BACK Matters</i> | |

CONTRACT

The CCA Corporate Partners Program is an annual fee which begins in the month of purchase and runs for 12 consecutive months. For example, if your application is approved in June, your annual membership ends on May 31 the following year. Benefits must be used within the annual time frame. Corporate Partner Program fee is subject to HST.

USE OF BENEFITS

Benefits are restricted to the calendar year of corporate partnership and cannot be carried over. You must be a current partner at the time of launch to receive the discount and advance notice of the CCA biennial Convention.

CCA | CORPORATE PARTNER APPLICATION FORM

Company name: _____

Primary contact: _____

Primary email: _____ Phone: _____

Marketing contact: _____

Marketing email: _____ Phone: _____

Company Address: _____

City: _____ Prov: _____ Postal Code: _____

CCA Corporate Partner Level (please circle): CHAMPION SUPPORTER

Please outline product(s) or services(s) offered (feel free to provide an attachment/catalogue or other supporting documents):

Payment(s): Payment information must accompany application. Payment will be processed after notification of approval. All corporate partner rates are subject to HST.

Credit card #: _____ Type of card: _____

Exp. _____ Name on card: _____ CVC: (last 3 digits on card) _____

Signature of card holder: _____

If you prefer to pay by cheque please send cheque (payable to CCA) with contract to: CCA Corporate Partner Program, address below.

By signing this agreement, I acknowledge that, I have read and signed the CCA Advertising and Corporate Partner Policy in Part B and C of this document. I understand that payment must be made in full for acceptance in to the CCA Corporate Partner Program.

Authorized Signature: _____ Date: _____

Print name: _____ Title: _____

Please complete and return **Part A** and **Part B** of this form to

Email: CCA Corporate Partner Program, info@chiropractic.ca

Fax: CCA Corporate Partner Program, 416-585-2970

Mail: CCA Corporate Partner Program, 186 Spadina Avenue, Suite 6, Toronto, ON, M5T 3B2

***if you do not receive a confirmation of your contract it has not been received.**

CCA | ADVERTISING AND CORPORATE PARTNER POLICY

ADVERTISING POLICY (PART B)

Advertisements will be accepted and displayed at the sole discretion of the Canadian Chiropractic Association (CCA). The CCA reserves the right to discontinue any advertising at any time or to amend all relevant deadlines or pricing, without liability.

DISCLAIMER

The publication of an advertisement accepted for publication in accordance with the Policy shall not be considered an endorsement, warranty or guarantee of the product(s) or service(s) advertised nor an endorsement by CCA of the manufacturer, distributor, supplier or advertiser of such product or service.

CCA shall not be liable for any damages, claims, liabilities, costs or obligations arising from the use or misuse of any advertising that appears in its publications, whether in contract, negligence, equity or by statute or otherwise. No guarantee or warranty is made by CCA as to the accuracy, completeness, timeliness, appropriateness or suitability of any advertising in its publications. No advertising is intended to be a substitute for professional advice.

ELIGIBILITY

- Advertising must be consistent with the CCA Vision, Mission and Value statement (see below).
- Advertising must be factually accurate, not be misleading, and be in good taste.
- Advertising must comply with all Canadian laws applicable to such advertising and the products and services which are advertised.
- Advertisements must not create the potential for the chiropractic profession to be cast in a negative light.
- Advertising space will not be sold on condition that specific editorial content be subsequently produced.
- Advertisements that compete with products or services offered by the CCA are not eligible. Exceptions may be made and any such decisions will be determined in accordance with the stated review process.
- Advertisements must adhere to human rights legislation and not discriminate on any prohibited grounds.
- A distinction is maintained between advertising and editorial content. We do not accept advertorials.
- Advertisements that appear in CCA publications shall not be referred to in collateral advertising.
- All advertisements must be submitted in both official languages. Both print/display ads and electronic advertisements.
- Advertising of medical devices, all advertising referring to medical devices class II, III and IV must be approved by Health Canada, further, they must be listed on the MDALL online query.

REVIEW PROCESS

All advertisements will be reviewed by the CCA prior to publication or electronic posting and will be subject to final approval by the CCA prior to publication. The CCA reserves the right to refuse any advertisement at any time.

PLACEMENT

Placement of editorial content adjacent to advertising on the same products or topics is avoided whenever possible. Placement of advertisements outside of cover placements is at the sole discretion of the CCA.

*Each advertiser agrees to indemnify and hold the CCA harmless from any damages, claims, liabilities, costs or obligations arising from its advertising, its activities as corporate partners of the CCA or its breach of any of the requirements of this Policy.

I have read and agree to the CCA Advertising Policy. All advertising submitted will be in both official languages and payment must be made in full for my advertisement to appear in CCA *BACK Matters* magazine.

Authorized Signature: _____ Date: _____
Print name: _____ Title: _____

CCA | ADVERTISING AND CORPORATE PARTNER POLICY

CORPORATE PARTNER POLICY (PART C)

1. Companies must be ethical and socially responsible.
2. Supplement, botanical and homeopathic manufacturers and distributors must adhere to federal NHPD regulations (as current at the time) and be following GMP standards as they come into effect.
3. All company advertising must be within NHPD or other regulatory body standards and cannot mislead or promise the public unproven results.
4. Companies representing medical devices class II, III and IV must be approved by Health Canada.
5. Companies must support the CCA Vision, Mission and Values (see below) and support the profession of chiropractic in Canada, and not take any actions which would cause the chiropractic profession to be perceived negatively.
6. Companies must adhere to environmental standards as determined on an ad hoc basis until criteria are determined.
7. Staff of retailers and wholesalers/manufacture/distributors must adhere to the highest ethical standards - this includes the making of claims and in the case of retailers, or 800 lines, understanding the limitations of phone consultations or advisor limitations and making appropriate professional referrals.
8. The CCA will review all applications for corporate partners and reserves the right to accept or reject same at its sole discretion. CCA may terminate a corporate partnership without advance notice at any time and at its complete discretion.
9. Each corporate partner agrees to indemnify and hold CCA harmless from any damages, claims, liabilities, costs or obligations arising from its advertising, its activities as corporate partners of CCA or its breach of any of the requirements of this Policy.

CCA VISION, MISSION AND VALUES

Vision

Chiropractors will be an integral part of every Canadian's healthcare team by 2023.

Mission

At the CCA, our mission is to provide inspired leadership to:

- Our members, by providing an exceptional member experience and by promoting innovation, excellence and integrity in the delivery of chiropractic care;
- Our provincial stakeholders, by being a unified voice addressing issues of national impact;
- Our fellow healthcare professions, by strengthening inter-professional relations;
- Our employees and volunteers, by ensuring an engaging work environment that encourages everyone in achieving their highest potential;
- Our Canadian and international partners, by fostering the development and sharing responsibility for research; and
- The public, by motivating all Canadians to include a chiropractor as an integral part of their healthcare team.

Values

Excellence • Innovation • Leadership • Integrity • Focus • Trust • Inspiration • Confidence • Courage • Determination

I have read and agree to the CCA Corporate Partner Policy.

Authorized Signature: _____ Date: _____

Print name: _____ Title: _____