

# CCAPLUS<sup>+</sup> Program Application

## CCA | CCA Plus Program

The Canadian Chiropractic Association (CCA) is the national, voluntary association representing Canada's 8,500 licensed chiropractors. We continually strive to provide exceptional membership value by promoting innovation, excellence, and integrity in the delivery of chiropractic care; addressing national issues that affect spine, muscle, and nervous system health with a unified voice; strengthening interprofessional relations with fellow healthcare professionals and fostering the development of and sharing responsibility for research.

In addition to the CCA's work on behalf of the profession, the CCA also assists members' bottom lines by providing high-quality value propositions that are generally unavailable to the individual consumer. These products and services are uniquely tailored to meet the professional and personal interests and needs of members at preferred CCA rates. This member benefit program is called CCA Plus.

## BENEFITS | Becoming a CCA Plus Partner

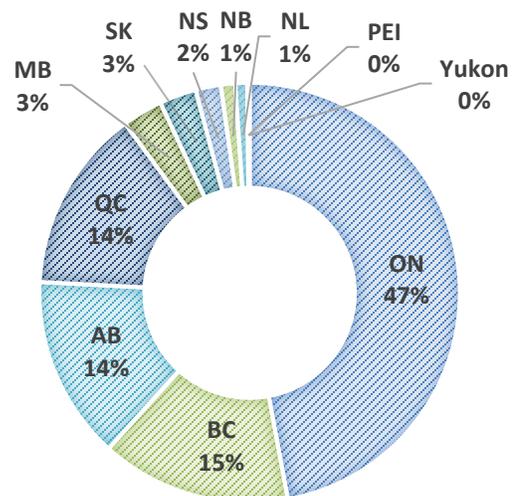
- Build relationships, create opportunities, and be seen as a key investor in the chiropractic profession
- Reach 85% of chiropractors in Canada
- Elevate your brand by partnering with a highly-regarded national association
- Build brand recognition and be top of mind when our members are purchasing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

## ELIGIBILITY | Program Requirements

All companies must complete the CCA Plus Partner application form (Parts A, B, and C). Acceptance in the CCA Plus program is at the sole discretion of the association. Partnerships may be available on a non-exclusive basis depending on the product/service offered.

All program participants must provide:

- **National Coverage**  
As a national organization, we must provide programs and services that are accessible to the entire membership.
- **Bilingual Member Service Support**  
As French-speaking members comprise 14% of our total membership, support must be available to members in both French and English.
- **CCA Preferred Rates**  
The value of the CCA Plus program comes from members knowing that when they use



the CCA *Plus* program they are receiving preferential rates that cannot be obtained by an individual consumer.

- **Quarterly Reporting**

The success of the CCA *Plus* program is due in part to ongoing review to ensure we are doing what we can to boost utilization. Providing quarterly utilization data aids in this process.

- **Marketing Fee**

All CCA *Plus* Partners will be required to pay an annual marketing fee as part of their inclusion. The marketing fee is \$3,500 per annum and includes the following:

- FREE listing in members-only area on website
- 10% discount on standard display booth, sponsorship, and marketing opportunities at biennial convention
- Inclusion in CCA Plus e-newsletter (three times per year)
- FREE insert (single) in *BACK Matters* magazine
- 20% discount on display advertisements in *BACK Matters* magazine
- Subscription to *BACK Matters* magazine
- Advanced notice of tradeshow

CCA *Plus* Partners are also eligible to purchase exclusive à la carte marketing options:

- Web banner in the CCA members only area (\$750 per six-month period)—maximum of two per year
- eBlast to CCA membership (\$1,750 per eblast)—maximum of four per year
- CCA *Plus* Partner profile in *BACK Matters* (\$1,750 per profile)—maximum of two per year

- **Cost Recovery Fee (CRF)**

CCA *Plus* Partners are encouraged to contribute to the recovery of the CCA's operating costs as a not-for-profit organization. The cost recovery fee must be remitted on a quarterly basis.

## CONTRACTUAL OBLIGATIONS

CCA *Plus* Partners are negotiated on a 1 year term. The term begins when a contractual agreement is signed and runs for 12 consecutive months. For example, if your application is approved in June and a contract outlining the terms is signed in July, your annual partnership in the program ends on May 31 of the following year. Marketing benefits must be used within this annual time frame. The Marketing Fee is subject to HST.

## USE OF BENEFITS

Marketing benefits must be used during the year of the contractual agreement and cannot be carried over. Benefits are booked on a first come, first served basis. You must be a current CCA *Plus* Partner at the time of launch to receive the discount and advanced notice of the CCA biennial convention.