ENDORSEMENT APPLICATION
ACA ENDORSEMENT APPLICATION

An officer and/or representative from the applying company is required to complete the following information in its entirety to have the product or service considered for an endorsement.

About the Program
The American Chiropractic Association (ACA) Endorsement Program is designed to inform the public or profession as to the quality of a product or service. It focuses on products that have a chiropractic-related benefit for consumers and doctors of chiropractic (DCs). An endorsement is granted after thorough review, analysis, testing and evaluation by ACA’s Business Development Advisory Board (BDAB) and final approval from ACA’s Board of Governors.

The evaluation period takes approximately three months depending on the amount of time required to examine and evaluate each product. The process can include consultation with doctors who specialize in areas of practice that closely relate to the product presented for endorsement consideration. After the initial 30- to 90-day evaluation period, the advisory board will meet to discuss results and determine if additional time is required for the evaluation process.

Upon completion of the evaluation, the advisory board will make its recommendation to ACA’s Board of Governors to grant final approval. Once it receives final approved, ACA staff will contact the applicant and begin the product endorsement agreement process that includes terms of use and associated licensing fees.

ACA Endorsement Terms
An application form must be completed for consideration and submitted to ACA’s headquarters via email at busdev@acatoday.org.

ACA will consider if the product to be evaluated is part of a collection or series, however, the number of products to which the endorsement may apply could be limited.

ACA endorsement applications must meet all the criteria requested herein and will be reviewed by doctors of chiropractic with expertise in a related specialty area. The evaluation period may take 30-90 days. An endorsement is only made upon final approval by ACA’s Board of Governors.

ACA endorsements shall be made solely to inform the public or profession as to a quality product or service and in no event shall an endorsement be used to represent that a product or service is intended as a cure or remedy for any disease or physical condition.

ACA’s ‘Endorsed by’ logo remains the property of ACA. ACA reserves the right to review and approve all marketing and promotional material that displays the logo prior to use to ensure it aligns with ACA’s mission.

An owner of endorsed product or service that utilizes an ACA trademark or ACA endorsement logo in connection with the endorsed product or service shall pay a royalty fee for the use of such trademark or logo. No compensation shall be made in exchange for any ACA endorsement.

ACA will conduct reviews of ACA logo placement to ensure that companies adhere to guidelines established by ACA to ensure the high standards of the endorsement program are upheld.

ACA will notify the company in writing to remove the ACA endorsement logo for all packaging and advertising or marketing material if the endorsement is withdrawn from a product.

All applicable sections must be completed to be considered for endorsement approval.
Primary Contact & Company Information

Primary Contact Name ________________________________

Company ________________________________

Address ________________________________

City ________________________________

State ________________________________ Zip/Postal Code ________________________________ Country ________________________________

Phone Number ________________________________ Email Address ________________________________

Website ________________________________

Type of Ownership ________________________________ Years in Business ________________________________

Officer or Authorized Representative ________________________________

Parent Company (if applicable) ________________________________

Address ________________________________

City ________________________________

State ________________________________ Zip/Postal Code ________________________________ Country ________________________________

Company/Organization Mission Statement

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Product Profile (complete all applicable fields and attached all supporting documentation)

Product Name ________________________________

________________________________________________________________________

Product Description ________________________________

________________________________________________________________________

________________________________________________________________________

Product Use (list all that apply, i.e. rehabilitative/therapeutic/consumer/leisure/commercial/etc.)

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________________________________________________________________________

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________________________________________________________________________
Testimonials/Recommendations (*attach supporting documentation*)

Additional information included with application. Check all that apply.

- Research data on product or service
- Patent information or certifications
- Expert evaluations
- Representative product samples
- Pricing Information including ACA member discount options
- Third-party documentation on product efficacy and safety
- Product marketing and promotional materials
- Distributors/channels (*retail stores, online distributors, etc*)
- Advertising/marketing channels in which ACA Endorsement Seal will be used

**Authorized by Company Officer/Representative**

 Officer/Authorized Representative Signature                  Title

 Printed Name                                                  Date

Email completed endorsement application with all accompanying material to busdev@acatoday.org.

Questions? Contact Anne Marie Munson, SVP Operations at 703-812-0235 or email at amunson@acatoday.org.