ENDORSEMENT APPLICATION
About the Program
The American Chiropractic Association (ACA) Endorsement Program is designed to inform the public or profession as to the high 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-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 annual licensing fees.

ACA Endorsement Protocol
An application form must be completed for consideration. A separate application must be completed for each product if it is not a part of the same product line/collection. ACA will consider if the product is part of a collection or series, however, limits as to the number of products may apply.

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.

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.

An endorsement is only made upon final approval by ACA’s Board of Governors.

The ‘Endorsed by ACA’ 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 the 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.
ACA ENDORSEMENT APPLICATION

Please complete this application in its entirety for review and consideration for endorsement evaluation by ACA’s Business Development Advisory Board. A company officer and/or representative must sign the application. A $500 application fee will be invoiced if the advisory board decides to proceed with the evaluation process. If ACA’s Board of Governors grants final approval of the endorsement, the application fee will be applied to the licensing fee upon execution of an agreement.

Submit the completed application via email to:

   Attn: Anne Marie Munson, SVP Opns
   amunson@acatoday.org

Questions?   Call 703-812-0235

Primary Contact & Company Information

Complete all fields to ensure ACA has accurate contact information.

Primary Contact Name:
Title:
Company:
Street Address:
City:
State: Zip/Postal Code: Country:
Phone Number:
Email Address:
Website:
Type of Ownership:
Years in Business:
Parent Company (if applicable):
Street Address:
City:
State: Zip/Postal Code: Country:

Company/Organization Mission Statement

Please provide your mission statement below:
Product Profile
Complete all applicable fields:

Product Name:

Product Description:

Is this a standalone product or a product line?
☐ Standalone
☐ Product Line (list all products to be included for evaluation)
  1.
  2.
  3.

Product Use(s) (list all that apply, i.e. rehabilitative/therapeutic/consumer/leisure/commercial/etc.)
  1.
  2.
  3.

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

Please attached any additional information that can assist the evaluators in their assessment of the product.

Authorized by Company Officer/Representative

__________________________________________________________________________________
Officer/Representative Signature

__________________________________________________________________________________
Printed Name

__________________________________________________________________________________
Title

__________________________________________________________________________________
Date