



# Associate Business Membership

## Overview

An MCA association business membership is an ideal way to showcase your products and services to chiropractors across Minnesota. Your company will have the opportunity to promote its products and services on MCA's website, through special alerts and communications to MCA's membership, and as an education or event sponsor.

## Benefits of Associate Business Membership (ABM)

The ABM program offers a variety of benefits at three different levels to help your company make the most of its membership.

### Preferred Education Partner

\$5,000 annually\*

The preferred education partner program is designed to be a collaborative effort with MCA to provide high-quality education to doctors of chiropractic (DCs) in Minnesota who are seeking continuing education units (CEUs) to fulfill licensure requirements. Education partners work with MCA to deliver in-person and on-demand programming and can be tailored to meet the needs of both the association and the company. An education partner receives:

- Preferred level recognition on MCA's website in the ABM online directory (company name, logo, description, URL link).
- Opportunity for ad placement on MCA's Education and Events webpage.
- Special eblasts to MCA Membership (opted in) announcing and promoting education offering.
- Two-time use of MCA's member mailing list (physical addresses only and provided upon request).
- Recognition in MCA's e-newsletter at least four times a year as a featured education partner ABM.
- Use of MCA's ABM logo on your website and on marketing and promotional material (subject to approval).
- Inclusion in MCA's Member Central benefits page to offer a specific member discount or benefit on company products and services (includes additional promotion in MCA's monthly e-newsletter).

*\*Program can be customized*

### Premier Associate Business Membership

\$2,500 annually

Your company receives enhanced visibility as a premier ABM. Your company's profile will be prominently displayed on MCA's website including company name, logo, description with linked URL. Membership includes:

- Premier level recognition on MCA's website in the ABM online directory (company name, logo, description, URL link).
- One eblast to MCA Membership (those who have opted in) and one-time use of MCA's member mailing list (physical addresses only and provided upon request).
- Recognition in MCA's e-newsletter at least three times a year as a featured ABM.
- Use of MCA's logo on your website and on marketing and promotional material (subject to approval).
- Inclusion in MCA's Member Central benefits page to offer a specific member discount or benefit (includes additional promotion in MCA's monthly e-newsletter).

## Core Associate Business Membership

\$1,500 annually

A Core ABM is a great way to showcase your company and display your support for the chiropractic profession. Your company's profile will be displayed on MCA's website including company name, logo, description with linked URL. Membership includes:

- Core level recognition on MCA's website in the ABM online directory.
- One-time use of MCA's member mailing list (physical addresses only and provided upon request).
- Recognition in MCA's e-newsletter at least twice per year as a featured ABM.
- Use of MCA's logo on your website and on marketing and promotional material (subject to approval).
- Inclusion of your logo and company description in MCA's Member Central benefits page to offer a specific member discount or benefit on company products and services.

## MCA Supporter

\$750 annually

At this level, your company is featured in MCA's ABM online directory with other Supporter ABMs as a company that is committed to supporting MCA and the success of its membership. Membership includes:

- Supporter recognition on MCA's website in the ABM online directory (company logo with URL link).
- Announcement in MCA's e-newsletter as a featured ABM with other Supporter ABMs.
- Use of MCA's logo on your website and on marketing and promotional material (subject to approval).
- Inclusion of logo and member discount/benefit in MCA's Member Central benefits page.

## Additional Opportunities

### *Advertising*

MCA offers opportunities to advertise on [www.mnchiro.com](http://www.mnchiro.com), in MCA's monthly newsletter or in special alerts and other communications.

Access [MCA's Advertising Kit here](#) for full details.

### *Event Sponsorships*

MCA continues to add upcoming opportunities for companies to sponsor in-person and virtual events.

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Visit us at [www.mnchiro.com/events](http://www.mnchiro.com/events) or contact [info@mnchiro.com](mailto:info@mnchiro.com) for current information.

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