Our Organization

The NYSCA is a statewide professional association, comprised entirely of Doctors of Chiropractic. These have joined together in the promotion, advancement, and defense of Chiropractic.

The NYSCA is governed by a democratically elected Board of Directors and House of Delegates. All governing officials are licensed Chiropractors who volunteer their time and efforts and pay full membership dues. Many of these officials also serve on committees, often more than one, which are tasked with specific projects as needs arise.

Further, New York State is divided into seventeen regional districts, each having its own elected officials and hosting monthly meetings and events. Each active district has representation in the House of Delegates to ensure that the voice of each of our members is heard.

Our Mission

NYSCA brings together Chiropractic professionals in an effort to:

- **Enhance** the public health by assuring universal access to safe and effective health care.
- **Lead** chiropractic toward full integration in the evolving health care delivery system as the treatment of choice for the conservative management of neuromusculoskeletal dysfunction.
- **Advance** research, elevate the educational standards of the profession, and embrace the highest professional ethics and standards.
- **Assist** the Doctor of Chiropractic - the patient’s advocate - in delivering accountable, coordinated, patient oriented care to people of all ages.

Our Method

**Education**

NYSCA presents ongoing Continuing Education seminars throughout the state enabling members to easily and economically fulfill their licensing requirements. Seminars cover such topics as:

- Proper practice procedures
- Technique and diagnosis
- Evidence Based Best Practices and Integration
- Insurance Coding
- Patient Law and HIPAA compliance

**Legal Advocacy**

NYSCA monitors all legislation in NYS that affects the Chiropractic profession. In conjunction with our full time lobbyist in Albany, NYSCA works to protect and expand practice rights and the services provided under NYS workers compensation and auto-no fault.

**Representation**

NYSCA represents chiropractic interests to the NYS Education Department, Chiropractic Licensing Board, the State Departments of Insurance and Health, and the Worker’s Compensation Board.

Our Means

**Community**

NYSCA provides New York Chiropractors the opportunity to share their struggles and successes while working for the collective betterment of the Chiropractic profession.

**Communication**

NYSCA keeps you up to date on issues affecting chiropractic in New York through our quarterly e-newsletter *On the Agenda*, regular fax updates, and through our website:

[www.NYSCA.com](http://www.NYSCA.com)

NYSCA maintains a dramatic online presence. Our website is updated on a regular basis, providing breaking news on Chiropractic.

NYSCA.com serves as an important resource for prospective patients, allowing them to find accurate information on Chiropractic. It also helps them locate a doctor by searching our member database based on hometown, zip-code, or even the doctor’s name.
corporate SPONSORS

Who Are NYSCA Corporate Sponsors?

NYSCA Corporate Sponsors are trusted business partners whose valuable contributions help NYSCA achieve its goals in advocating for our members and their patients. NYSCA Sponsors have a proven track record in assisting New York chiropractors with reaching their individual practice goals and in staying on the cutting edge of the health and wellness revolution in their communities. When NYSCA members are planning to make a purchasing decision, we encourage them to first consider products and services offered by NYSCA Sponsors.

### Benefits for NYSCA Corporate Sponsors

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual monetary pledge by corporate sponsor</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,200</td>
</tr>
<tr>
<td>Linked banner ad on NYSCA.com</td>
<td>✔</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Advance convention exhibitor registration</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Discounts on exhibitor packages at NYSCA conventions</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>(includes premium exhibitor location)</td>
<td>Complementary refreshment sponsor $2250 value</td>
<td>25% discount on all exhibitor packages $875 value</td>
<td>10% discount on all exhibitor packages $350 value</td>
</tr>
<tr>
<td>Complementary ad space in NYSCA’s quarterly newsletter, <em>On The Agenda</em></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Updated membership list for postal mailing, preprinted on Avery labels</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Listing in the sponsorship directory</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Learn more or become a NYSCA Corporate Sponsor: Visit us online at [www.nysca.com/advertise.asp](http://www.nysca.com/advertise.asp)
Application and Contract for NYSCA Corporate Sponsorship

For more information, please contact NYSCA at 518-312-4236 or email controller@nysca.com. PLEASE PRINT CLEARLY.

Company Name:  
Key Contact:  Alternate Contact:  
Mailing Address:  
City:  State:  Zip:  
Phone:  Fax:  E-mail Address:  

Briefly describe your company – 25 words or less (to be used during "shout-outs" at regional/statewide programs):

Special Note: NYSCA’s Sponsor Directory lists companies alphabetically and by category; please select ONE category only.

- Billing/Coding and Collections
- Consultants/Practice Management
- Laboratory Services
- Nutrition & Wellness
- Business/Financial Services
- Educational Institutions
- Legal Services
- Software - Practice Management
- Chiropractic Equipment/Supplies
- Insurance Services/Risk Management
- Medical/Clinical Services
- Diagnostic Imaging Services/Equipment

Please print clearly several key products or services that your company provides:
1:  
2:  
3:  

Payment Information

Please choose sponsorship level: □ DIAMOND $5,000 □ PLATINUM $2,500 □ GOLD $1,200

Please submit payment for your corporate sponsorship via credit card using our online payment portal. Alternatively, you may send a check along with this completed application via postal mail. Payment in full must accompany contract submission. Requests for refunds/cancellations are not accepted after contract is finalized and payment is processed.

The undersigned authorizes NYSCA to charge the credit card/debit card in the amount outlined above. Note: By signing below, party agrees to pay for all Sponsorship dues specified in this agreement. Fees will renew automatically on June 1st of each year. If you do not want to renew Sponsor membership, please provide notice no later than April 1st of any given year.

Authorized Signature:  Date:  
Print Name:  Print Title:  

Special Note: When referencing that you’re an NYSCA Sponsor, please use this statement as part of your materials.

The author of this document/promotion, though a NYSCA sponsoring entity or individual, is an independent organization or person and its views are not authorized, reviewed for accuracy, or otherwise approved by the NYSCA. The content of this document has not been approved by the NYSCA and should not be viewed as a direct or indirect endorsement or verification of the accuracy of the material contained therein.

Refunds/Cancellations: We understand that all dues must be paid per the terms of this agreement. There shall be no refunds or reimbursement of any fees paid under this Agreement. Cancellation of this contract must be received by the NYSCA no later than April 1st of any given year.

Remedies: If NYSCA breaches this contract, I understand damages are limited to the amount that I agreed to pay pursuant to this contract.

Jurisdiction: The parties submit to the jurisdiction of the courts of New York or a federal court empanelled in New York for resolution of all legal disputes arising under the terms of this Agreement, including, but not limited to, enforcement of any arbitration award.

Attorneys’ Fees: If dispute arises between parties including, but not limited to arbitration, the prevailing party shall be reimbursed for all reasonable expenses incurred in resolving such dispute, including attorneys’ fees, but exclusive of such amount of attorneys’ fees as shall be a premium for results or for risk of loss under a contingency fee arrangement.

NYSCA RESERVES THE RIGHT TO REJECT OR CANCEL ANY SPONSOR BENEFITS FOR ANY REASON AT ANY TIME.

PO Box 557, Chester NY 10918 | (518) 312-4236 | (518) 312-4249 fax | controller@nysca.com | www.NYSCA.com
NYSCA CONSTITUTION AND BYLAWS | ARTICLE 3 - MEMBERSHIP, § VII

Qualifications for Corporate/Supporting Membership. A domestic or foreign, for-profit or not-for-profit corporation (excluding the NYSCA, the NYSCA districts and any NYSCA affiliates), a limited liability company, a professional services limited liability corporation, a joint-stock association, unincorporated association and partnership who have, host, sell, barter or convey commercial and not-for-profit products and services that comport with the New York chiropractic enabling law as defined in New York state Education Law, Article 132 and that support chiropractic education, training and practice, may qualify for membership in the NYSCA as a Corporate/Supporting member with the following stipulations:

- Corporate/Supporting Membership in the NYSCA is a privilege.
- Application and membership. These wishing to establish a Corporate/Supporting membership with the NYSCA are required to complete a Corporate/Supporting membership application. The Corporate/Supporting membership application will be supported to the NYSCA Board of Directors for approval.
  - All applications must include a 25-50 word description of the product(s) or service(s) the applicant offers emphasizing how it benefits the chiropractic profession.
  - All applications will be accompanied by three chiropractic references.
  - Membership will become effective upon approval by the NYSCA Board of Directors and clearance of the applicants payment which is also dependent upon the level of Corporate/Supporting Membership to which the applicant is applying.

- Corporate/Supporting levels of Membership shall be created administratively by the NYSCA Board of Directors with the approval of the NYSCA House of Delegates and may be modified from time to time and subject to change without notice by the NYSCA.
  - Once approved, Corporate/Supporting members shall be entitled to all the benefits and privileges afforded regular members of the NYSCA, excluding the right to vote in Association affairs and no Corporate/Supporting member may hold office within the NYSCA as an Officer, member of the NYSCA Board of Director or as a District Delegate.
  - Corporate/Supporting members shall be entitled to such other benefits as outlined administratively by the NYSCA Board of Directors in accord with the level of Corporate/Supporting membership benefit chosen found in the Corporate/Supporting Levels of Membership Description.

- By accepting membership in the NYSCA the corporate/supporting member understands and agrees to the following stipulations:
  - Non-endorsement. Corporate/Supporting membership in the NYSCA is NOT to be construed as an endorsement of the Corporate/Supporting member's policies, practices, products or services nor may the Corporate/Supporting member promote themselves as having been endorsed by the NYSCA.
  - Unless otherwise permitted by a majority of NYSCA House of Delegates representatives voting, or, alternatively by a majority vote of the Board of Directors in lieu of a House meeting, ANY reference to the NYSCA by a Corporate/Supporting member, other than a simple statement or acknowledgment - e.g., "Corporate/Supporting Member of the New York State Chiropractic Association" or "a proud Corporate/Supporting Member of the New York State Chiropractic Association" - MUST INCLUDE the following disclaimer: "The NYSCA does NOT endorse and has not examined or investigated any of the products or services offered by its Corporate/Supporting Members"

- Indemnification, Hold Harmless. Corporate/Supporting members must also agree that, as a NYSCA Corporate/Supporting member, the Corporate/Supporting member recognizes and acknowledges that NYSCA is a self-governing organization and that as such, the NYSCA shall not become a party to any legal action undertaken by or against any Corporate/Supporting member entity by any person, corporation/business, governmental agency or other interest, nor shall the NYSCA be liable for the debts, financial or legal obligations or the encumbered resources of any Corporate/Supporting member. Any real, perceived or implied covenant between the NYSCA and the Corporate/Supporting member shall be limited to the written policies of the NYSCA, and the NYSCA Corporate/Supporting member shall agree to indemnify, protect and hold the NYSCA, NYSCA's Officers, Directors, Delegates, Committees, Employees and affiliated organizations, harmless, blameless and free from all liability for any course of action undertaken by or against the Corporate/Supporting member.

- Use of the NYSCA logo. Outside of showing or exhibiting the NYSCA logo on a display window, leaflet, brochure, or label with the accompanying imprimatur - "NYSCA Corporate/Supporting Member" -- any other use of the NYSCA logo may only be used by a Corporate/Supporting member upon the grant of permission by the President and Treasurer of the NYSCA in consultation with NYSCA legal counsel, following the prior submission of a written application/request for permission submitted to the NYSCA Administrative Office detailing the proposed or planned use of the NYSCA logo.

- Post membership use of the NYSCA logo. The NYSCA logo and the name "New York State Chiropractic Association" may NOT by used by any Corporate/Supporting member whose membership has expired or has been terminated or revoked for cause.

- Automatic Annual Renewal. Corporate/Supporting membership shall renew annually on the applicant's anniversary date.

- Suspension of Corporate Membership. Corporate/Supporting membership may be suspended when that member's dues, sponsorship, exhibit, broadcast or other fees are 31 days past due and adequate notification efforts have been undertaken by the association to collect the outstanding and delinquent debt. Such suspension shall be made at the discretion of the Board of Directors with the advisement of the NYSCA Executive Director and upon recommendation by the NYSCA Controller and any affiliated Committee Chair or Program Director. If the suspension approved, suspension will include rendering the Corporate/Supporting member "Inactive" in the NYSCA database, and a delisting of the Corporate/Supporting member in the online Marketplace section of the NYSCA website. Notification will be given by email and in writing immediately upon suspension. Membership may be reinstated once all outstanding balances and delinquent debts are paid in full. Should charges remain unpaid for 60 days, membership will be cancelled. A letter cancelling membership will be sent at the end of the 60 day period and a notice placed in the next edition of the NYSCA Newsletter that the member is no longer active with the association.
Upcoming Events

The NYSCA 2015 Spring Convention will be held
March 11-13, 2015 at Mohegan Sun Casino & Resort
Exhibit spaces sell out early; confirm your participation now!

Additional sponsorship opportunities may be available at the district level. Please contact the individual districts for more information.

For more information about the NYSCA, please visit us online at www.NYSCA.com.

Questions?
Please contact the Exhibit Manager
Liz Kantrowitz
518-312-4236
controller@nysca.com