

# Working With You to Reach Virginia Chiropractors



**LIKE YOU, we serve the chiropractic marketplace. LIKE YOU, we need high-impact, cost-effective strategies to increase reach, attract, and keep new clients/members. Are you taking advantage of all the ways UVCA membership can support you and your business?**

## Increase Awareness

- Introduction in newsletter that goes to all DCs, not just members.
- Free promo blurb for “Supporting Supplier News” column with your logo.
- Listing and link on the association’s web site.
- Inclusion in online Find-a-Supplier search feature.
- Mailing lists of licensed DCs.
- Your own events listed in online supplier member calendar.
- Direct referral by the association office.
- Professionally produced conventions with exhibit and sponsorship opportunities to fit your budget and goals.
- Display, classified, and online advertising.

## Keep Up With This Unique Market

- Hone your marketing message and serve your clients better through easy access to leadership, committees, executive staff, and specialists.
- Keep informed through newsletters and profession alerts.
- Subscribe to VCA doctalk, the DC members’ e-mail discussion group, to monitor hot topics and convey your expertise.

## Save Money & Ease Cash Flow

- Enjoy discounts on advertising and exhibiting that can *more* than cover your dues.
- Free mailing lists in Excel.
- Free blast email to our email list.
- Handle your dues quarterly; cancel or change at any time.

## Strengthen the Marketplace

- Educate DCs on the importance of your products and services.
- Support association Initiatives to strengthen and protect Va. DCs -- thereby strengthening and protecting your business investment.

## Demonstrate Your Commitment, Expertise & Relevance

- Submit material for priority consideration in the newsletter and/or for the website under your byline.
- Display the UVCA Supplier Member seal on your marketing and communications.
- Share your knowledge on the doctors’ list-serve.
- Submit presentation proposals with priority consideration for seminars, conventions, webinars, or district meetings.
- Sponsor lunches, dinners, or open houses with the UVCA’s marketing support.

**To brainstorm how to maximize your membership investment according to YOUR SPECIFIC NEEDS, email [lkrinzman@viriniachiropractic.org](mailto:lkrinzman@viriniachiropractic.org)!**