

APTA Product Endorsement Program

Thank you for your interest in the American Physical Therapy Association's (APTA) Product Endorsement Program. This program offers companies a unique opportunity to reach over 73,000 people in the physical therapy community using a low-cost, effective, and highly visible marketing strategy. APTA's endorsement is a designation that indicates to both physical therapy professionals and the world at large that APTA has reviewed your product and on its own merits feel that it is a product worthy of consideration.

All products that are presented to the Association for consideration for endorsement are evaluated in the context of the Board of Directors policy and procedure on endorsement-Endorsements (BOD Y02-02-08-07) and Criteria and Process for Association Endorsement of Member Benefits and Products (BOD R03-06-12-27). APTA does not solicit for products to endorse, and it does not endorse every product that is presented for consideration.

There is a three-tiered product review process. The first step in the endorsement process is a review by appropriate Association staff. If this internal review does not reveal any issues, the product then is passed on to a committee of the Association's Board of Directors, made up of three physical therapist members. This committee reviews each product and makes recommendations to the full Board. The full Board then provides the final approval to move ahead with any endorsement

After the review is completed, if a product is endorsed, then the Association will negotiate an endorsement agreement with the company that makes the product. An endorsement fee is part of the final agreement because the company is receiving the right to use the Association's "product endorsed by" logo in their marketing efforts. All revenues generated from the product endorsement program are used to help the Association further the advancement of the physical therapy profession.

APTA endorsed product vendors receive the following benefits:

- The prestige of being an APTA preferred vendor.
- A high-impact opportunity to use the APTA logo in marketing materials with prior approval (*as outlined in the terms of the endorsement agreement).
- An APTA press release announcing the endorsement agreement with distribution to the press and media contacts.
- Announcements in member publications and newsletters.
- Placement of the "endorsed by" logo on your company's listing in APTA's Annual Buyers Guide.
- Promotion of the endorsement on the APTA Web site with a link to your Web site.
- Coordinated marketing efforts at APTA conferences.
- Membership labels at a reduced rate.

Additional information related to the criteria of the program:

- We endorse products, not companies.
- Our product endorsements are non exclusive.
- We review all uses of our name and logo prior to publication.
- Two review sessions are held annually- one in the fall and one in the spring.
- The product is officially endorsed only after the Committee review is completed, it is Board approved, and there is an executed agreement between APTA and your company.
- A non-refundable check in the amount of \$750.00 made payable to APTA is required for the review.
- To submit a product for review, please send an application to the APTA Product Endorsement Program, specifically requesting APTA to consider your product, along with three samples of the product (if possible), the product marketing materials, and any supporting research documentation.

Any questions regarding APTA product endorsement may be directed to endorsedproducts@apta.org, or call 800/999-2782, ext 3146.