



## 2017 NASC VISIBILITY AWARDS

*Nominations due by Monday, April 17, 2017*

The National Animal Supplement Council is now accepting nominations for the 2017 Visibility Awards, which recognize audited NASC Primary Suppliers that actively promote their membership in NASC, and communicate to the industry and customers the benefits of NASC's work and the Quality Seal program.

Audited NASC members can self-nominate, or be nominated by another NASC member, an NASC Preferred Supplier, or an NASC board member. ***Nomination deadline is Monday, April 17, 2017.***

To be considered for a 2017 Visibility Award, nominees must submit documentation (written summary accompanied by supporting visuals) that demonstrates they meet the following criteria:

### **Website**

1. NASC Quality Seal on company homepage, with link to NASC website – [www.nasc.cc](http://www.nasc.cc) or [www.animalsupplements.org](http://www.animalsupplements.org)
2. NASC Quality Seal on applicable product pages
3. Product photos with NASC Quality Seal displayed on labels
4. Membership in NASC and status as an audited NASC member company included in company information

### **Product Labels/Collateral/Advertising**

1. Statement that company is NASC audited in catalogs/brochures/flyers, with inclusion of NASC Quality Seal image
2. Statement that company is NASC audited in ads, with inclusion of NASC Quality Seal image
3. Statement that company is NASC audited in press releases
4. Product labels display NASC Quality Seal

### **Trade Shows**

1. NASC Quality Seal prominently displayed in company booth

Visibility Award recipients will be honored at the annual awards ceremony during the 2017 NASC Annual Conference, May 16-18, 2017, in New Orleans.

Submit Visibility Award nominations to Jeni Rector, NASC Marketing Manager, at [j.rector@nasc.cc](mailto:j.rector@nasc.cc).  
Questions may also be directed to Jeni via email, or by phone at (760) 751-3360 x4.

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