



2017 NASC VISIBILITY AWARDS

Nominations due by Friday, April 21, 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.

Nominating your company is simple—submit a written summary with supporting visuals that demonstrate your company's active promotion of NASC and the Quality Seal. A short email message and image attachments are acceptable!

Audited NASC Primary Members that meet the following criteria are eligible:

Website

1. NASC Quality Seal on company homepage, with link to NASC website – www.nasc.cc or 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.
Questions may also be directed to Jeni via email, or by phone at (760) 751-3360 x4.**

Nomination deadline is Friday, April 21, 2017.