



2018 NASC VISIBILITY AWARDS

Nominations due by Friday, April 13, 2018

The National Animal Supplement Council is now accepting nominations for 2018 Visibility Awards, which recognize audited Primary Suppliers that actively promote their NASC membership and work to educate customers and the industry about the NASC Quality Seal program. Honorees will be recognized at the 2018 NASC Annual Conference in May.

Audited members may self nominate, or be nominated by an NASC Preferred Supplier or Board Member. Nominating your company is easy—simply complete our [electronic form](#) and upload supporting images/PDFs that show how you promote the Quality Seal in your marketing efforts.

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VISIBILITY AWARD SELECTION CRITERIA

NASC audited Primary Suppliers that meet the following criteria are eligible:

Website

1. NASC Quality Seal on brand/company homepage and linked to NASC website
2. NASC Quality Seal on applicable brand/product pages
3. Product photos show NASC Quality Seal clearly displayed on labels
4. Status as an audited NASC member company included in brand/company information

Product Labels/Collateral/Advertising

1. Applicable product labels display the NASC Quality Seal
2. Quality Seal image and statement in brochures, sell sheets, detailers, etc. (where applicable) that company is an audited NASC member
3. Statement in company info on press releases that company is an audited NASC member
4. Quality Seal image included in brand/company ads (where applicable)

Trade Shows

1. NASC Quality Seal prominently displayed in brand/company booth
2. Quality Seal image included in brand/company show ads (where applicable)

Questions? Contact Jeni Rector, NASC Marketing Manager,
via email at j.rector@nasc.cc, or by phone at (760) 751-3360 x4.

Nomination deadline is Friday, April 13, 2018!