

FOR IMMEDIATE RELEASE: December 3, 2008

## Graybar, Milwaukee Electric Tool and Westex Sign Multi-Year Sponsorship Marketing Agreement with NECA

**BETHESDA, Md.** – The National Electrical Contractors Association (NECA) announced today that **Graybar, Milwaukee Electric Tool Corporation** and **Westex, Inc.** made multi-year commitments to NECA’s new elite-level Premier Partner sponsorship category.

“We deeply appreciate these new long-term commitments made to our members and the electrical construction industry by Graybar, Milwaukee Electric Tool and Westex, Inc., companies that were already substantially involved with supporting the industry,” said NECA Chief Operating Officer Dan Walter. “We welcome them to these new sponsorship positions with an enthusiastic sense of partnership as we work together to add value for NECA members and further advance the industry.”

The Premier Partner of NECA sponsorship category tops NECA’s new three-tier industry sponsorship structure. It represents the most comprehensive business-to-business marketing and sales opportunity ever presented to reach the \$130 billion electrical construction industry.

As Premier Partners of NECA, Graybar, Milwaukee Electric Tool and Westex, Inc. will showcase their brands, products and services to the electrical construction industry through hundreds of NECA events, publications and digital platforms year-round, including the annual NECA Show, the industry’s premier trade show and gathering. Financial terms of the transaction were not disclosed.

With commitments secured from Graybar, Milwaukee Electric Tool and Westex, Inc., the Premier Partner of NECA sponsorship category is now fully subscribed. Comprehensive sponsorship opportunities are still available within NECA’s Official Partner and Official Supplier sponsorship categories.

Graybar ([Graybar.com](http://Graybar.com)), headquartered in Clayton, Mo., has specialized in supply chain management services and the distribution of high-quality components, equipment and materials for the electrical and telecommunications industries for more than 80 years. Graybar procures, warehouses and delivers hundreds of thousands of electrical, communications and data products from thousands of manufacturers. The company also offers Graybar ESP, an end-to-end electrical contractor workflow solution that improves a contractor’s labor efficiency, electrician safety and business productivity.



**National Electrical Contractors Association**

The voice of the electrical construction industry

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Milwaukee Electric Tool Co. ([MilwaukeeTool.com](http://MilwaukeeTool.com)), headquartered in Brookfield, Wis., is focused on building, selling and servicing the best heavy-duty electric power tools and accessories available to professional users with a product line that includes more than 500 signature-red power tools and 3,500 accessories. Milwaukee Electric Tool sells its products and accessories worldwide primarily through full-line tool authorized distributors, home centers and hardware stores as well as through specialty suppliers, catalog companies and web-based retail firms. The company was founded in 1924.

Westex, Inc. ([Westexinc.com](http://Westexinc.com)), established in 1919 and headquartered in Chicago, is the world's largest manufacturer of durable flame resistant cotton and cotton blend fabrics for protective clothing. Westex's INDURA® Ultra Soft® and INDURA® fabrics are guaranteed flame resistant for the life of the garment with market-proven performance for over 20 years. INDURA® Ultra Soft® is the premier fabric in the global marketplace today, specified by thousands of end-users with millions of garments in service worldwide for electric arc flash, flash fire and ferrous metal exposures.



NECA is the voice of the \$130 billion electrical construction industry that brings power, light and communications technology to buildings and communities across the United States. NECA has 4,500 member organizations and produces approximately 250 annual training, continuing education and business-management events. NECA also has substantial publishing interests, including ELECTRICAL CONTRACTOR magazine, the leading publication for the industry's decision-makers who account for 90 percent of industry purchasing volume.

NECA's sponsorship assets were valued and packaged by its agency of record, SponsorLogic, Inc. ([SponsorLogic.com](http://SponsorLogic.com)), a sponsorship marketing firm based in Charlotte, N.C. SponsorLogic President Mel Poole is marketing and managing the sponsorship assets of NECA.



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