SOUTHWIRE TO CELEBRATE 75TH ANNIVERSARY AT NECA CONVENTION 2025 IN CHICAGO

NECA Attendees Can Visit Southwire at Booth #2011

Carrollton, Georgia – Southwire, one of North America's largest wire and cable producers, will participate in the National Electrical Contractors Association (NECA) Convention 2025, beginning September 12 in Chicago, Ill. Located in booth number 2011, Southwire will exhibit and reinforce its commitment to innovation and excellence within the construction industry. The company will also celebrate its 75th anniversary and emphasize its legacy of innovation, modernization and powering the future.

The NECA Convention is one of the premier events in the electrical construction industry, drawing professionals from across the nation to explore the latest trends, technologies and solutions in the field.

Key highlights of Southwire's participation at NECA Convention 2025 include:

- **Media Event:** Southwire's Coffee & Conversations media event will be held with light refreshments on Saturday, September 13, at 10:30 a.m. at booth #2011. Southwire subject matter experts will be available at the booth to answer questions, offer guidance and provide hands-on solutions for the job site and the process to plan, prepare and extract value through tools and best practices.

- **Social Media Influencer Awards:** Jeff and "The 360 Electrician" channel, in partnership with Southwire, proudly presents The 360 Electrician's Social Media Influencer Awards at NECA 2025 – a celebration of the creators, educators and innovators shaping the electrical trade through social media. This two-day event will take place on Saturday, September 13 and Sunday, September 14.

To learn more about Southwire's participation in NECA Convention 2025 or to schedule a meeting with Southwire representatives during the event, please contact **Holly Mueller** at **holly@hollymcommunications.com.**

About Southwire:
A leader in technology and innovation, Southwire Company, LLC is one of North America's largest wire and cable producers and an emerging influence in many important electrical markets. Southwire and its subsidiaries manufacture building wire and cable, utility products, metal-clad cable, portable and electronic cord products, OEM wire products and engineered products. In addition, Southwire supplies assembled products, contractor equipment, electrical components, hand tools and jobsite power and lighting solutions, and the company provides a variety of field and support services to customers around the world. For more information about Southwire's products, its community involvement and its vision of sustainability, visit **www.southwire.com.**

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