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## Chicago-based Connexion Earns Recognition for Best Electrical Distributor Event From tED Magazine

Buffalo Grove, IL -- Connexion was recently recognized by tED Magazine in a special ceremony during the National Association of Electrical Distributors (NAED)'s 2018 AdVenture Marketing Conference held on August 14th in Minneapolis, MN.

This annual marketing conference brings together distributor and manufacturer sales and marketing professionals to share best practices and participate in a peer to peer "Best of the Best" marketing competition. Judging this year's NAED's marketing awards were Hank Bergson, Henry Bergson Associates; Jan Niehaus, Communication by Design, Katrina Olson, Katrinaolson.com, and Shad Thomas, Leo Burnett Company.

For their 2017, Annual Safety Training and Tool and Safety Product Expo, Connexion utilized direct mailers, brochures, email blasts, press releases, social media posts and a website landing page to promote event. The company also created opportunities to bring the event to those customers who couldn't attend. The event is aimed at providing safety directors and electrical workers the required knowledge and training they need towards achieving OSHA compliant hazard avoidance and risk mitigation. *"The timing of our event coincided with the September 2017 enforcement of the Occupational Safety and Health Administration (OSHA)'s Crystalline Silica Standard."* Stated Daniel Dobski, Connexion Director of Marketing. *"Given the hazards associated with prolonged exposure to silica dust, we wanted to take a leadership role in educating our customers about the hazards and the solutions available that can mitigate this risk."*

Comments from the award judges: *"Connexion's collateral was very clear and easy to understand what the event's objectives were. The visuals were relevant and the content clear and engaging. If I was in the target audience, I would understand what this was about and would want to go."*

For 49 years, tED magazine has recognized the electrical industry's top marketing initiatives with its Best of the Best competition. Connexion was one of 47 electrical distributors and suppliers honored this year in 11 categories for campaigns launching in 2017.

### About Connexion

Connexion, headquartered in Buffalo Grove, IL is a privately held, independent provider of electrical equipment, supplies and facility solutions. Connexion is a quality driven company with the goal of providing the optimal selection of products and services enabling their clients to operate with greater efficiency, profitability and safety.

Website: <http://www.connexiones.com>

Facebook: <https://www.facebook.com/ConnexionES>

Twitter: <https://twitter.com/yourconnexion>

YouTube: <https://www.youtube.com/user/YourConnexion>