



FREQUENTLY ASKED QUESTIONS

What is the PPAI-SAGE strategic alliance?

PPAI and SAGE have teamed up to provide the industry with the combined benefits of a PPAI membership and SAGE products and services. As part of the alliance, PPAI will provide a credit (worth \$495) to all full Distributor PPAI members. Therefore, SAGE will be able to provide SAGE Online and its other cutting-edge technology solutions to PPAI members as part of their membership.

Why is this important to the promotional products industry?

PPAI leads the promotional products industry with the most comprehensive offering of networking, education, legislative and business savings benefits while SAGE provides the most popular product research service and other technology services. Distributors can now have membership support and powerful products research capabilities through one low membership price, supported by two of the strongest organizations in the promotional products industry.

What is a credit?

A credit is given to each PPAI distributor member, allowing them to purchase products and services from SAGE, including the SAGE Online product search tool. The face value of the credit is \$495, which fully covers the cost of a base SAGE Online subscription for one year.

Why is the credit valued at \$495?

This is the price of a one user license for SAGE Online for one year. However, this credit can be applied to ANY SAGE product or service, including additional licenses, websites, e-commerce technology, company stores, artwork services, end-user catalogs and much more.

Do PPAI distributors just receive the \$495 credit one time?

No, every year that a distributor renews with PPAI, they will receive a \$495 credit to apply to SAGE Online or other SAGE products and services. The credit is good for one year from the PPAI membership renewal date. This credit will be issued once PPAI membership dues are received and processed.

How do I use my credit?

You may contact SAGE toll-free at 800.925.7243 or email at sales@sageworld.com

What if I don't use the entire value of the credit?

You do not have to use up the entire credit at one time. The balance will remain on your account. However, each credit is only good for one year from the PPAI membership renewal date, and remaining credit will not be rolled over to the

next year and will be forfeited if not used. However, when a distributor renews their PPAI membership, they will receive a new credit valued at \$495 and good for another one year.

Are you a SAGE Online subscriber but not a PPAI member?

Distributors that are currently not PPAI members but are SAGE Online subscribers will receive a credit for \$495 by joining PPAI. The credit may be applied to renewing their SAGE Online subscription, an additional SAGE license, or used to purchase any other SAGE distributor products and services. The \$495 credit covers the cost of a current SAGE Online base subscription for one year.

Are you a PPAI member AND a SAGE Online subscriber?

Distributors that are already subscribers of SAGE Online will soon receive a pro-rated credit based on their PPAI membership renewal date. This is good through December 31, 2011. This credit can be applied to any of the SAGE products and services. Upon their PPAI membership renewal, they will then receive an additional \$495 credit, which will cover the cost of a SAGE Online subscription or can be applied to other SAGE products and services.

Are you a PPAI member but not a SAGE Online subscriber?

All PPAI full distributor members will receive a complimentary base subscription to SAGE Online, which will be activated following The PPAI Expo (Jan 10-14, 2011). It will remain active until their renewal date. Distributors will receive login instructions from SAGE via email within three weeks following EXPO. Upon their PPAI membership renewal, they will then receive a \$495 credit, which will cover the cost of a SAGE Online subscription or can be applied to other SAGE products and services.

What if I don't know my PPAI member renewal date?

The renewal date is printed on a distributor's dues invoice. Distributors can also call PPAI at 888-I-Am-PPAI (426-7724).

How do I start using SAGE?

As a new member or a renewing member of PPAI, distributors will receive a \$495 credit that can be applied to the SAGE Online product search tool or any other SAGE product or service for the distributor community. This \$495 fully covers the cost of a current SAGE Online subscription. The credit will be issued each year upon payment of PPAI annual distributor membership dues.

If a distributor is a current member of PPAI AND a current SAGE Online subscriber, they will receive an additional credit, prorated based on their renewal date. This additional credit is good through 12/31/2011 and can be applied to any SAGE product or service.

If a distributor is a current member of PPAI and NOT a current SAGE Online subscriber, they will receive a complimentary subscription to SAGE Online, which will be activated following The PPAI Expo 2011. It will remain active until their renewal date. Each member will receive login instructions from SAGE via email within three weeks following EXPO.

As a PPAI member, does a distributor have to use SAGE Online?

This does not prevent distributors from using other product search tools; however, SAGE Online is the leading product search tool in the promotional products industry. If you decide for some reason not to use SAGE Online, you may use your credit to purchase other products or services offered by SAGE.