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**FOR IMMEDIATE RELEASE**

**SAGE® EXPANDS TRADESHOW PLANNING FEATURES IN SAGE MOBILE 5.0**

**The latest version of SAGE's mobile app includes new tradeshow planning features to improve attendees' show experience.**

Addison, Texas (November 24, 2015) – SAGE announces the release of a new version of SAGE Mobile™, the leading mobile research solution for the promotional products industry. SAGE Mobile is the official show planner for The PPAI Expo held in Las Vegas, Nevada on January 12-14, 2016. The app, available for iOS and Android devices, allows industry distributors to search for products, look up customer information, check orders, view presentations, plan for tradeshows and access other SAGE information, all from their mobile device.

SAGE Mobile's powerful tradeshow planning area gives show attendees the ability to:

- Search for exhibitors by company name, product category, or show location
- Create a walk list prior to the show and SAGE Mobile will guide users to each booth on their walk list based on the most efficient route
- View the interactive floor plan to help users navigate the show floor and see the exhibitors' booths added to their walk list
- View your location on the show floor with a "you are here" blue dot

- Sort the walk list by your preferred method (Company Name, Booth Number, Zig-Zag Walk Order, One Side Walk Order)
- Check off exhibitors as the booths are visited
- Easily add notes, pictures, video and voice memos for exhibitors while walking the show floor
- View the entire education schedule for The PPAI Expo
- Add education sessions to their calendar and filter by preferred method
- Take notes during the sessions and export notes directly from their device
- Scan the QR code at each booth and SAGE Mobile will automatically locate the exhibitor page for easy note-taking, along with marking that booth as visited
- View and filter all The PPAI Expo product pavilions

“We are pleased to continue to enhance the capabilities of SAGE Mobile to help our customers manage industry tradeshows especially The PPAI Expo,” said David Natinsky, SAGE president. “As the largest tradeshow in the promotional products industry, PPAI Expo’s vast show floor and robust education day schedule will be effortless to navigate with SAGE Mobile.”

SAGE Mobile 5.0 is available now. Current customers can download the new version for free from either the App Store for iOS devices or Google Play for Android devices. Distributors who are not current SAGE customers, but who are registered for The PPAI Expo can access the tradeshow planning area of SAGE Mobile by visiting [www.go.sageworld.com/planexpo](http://www.go.sageworld.com/planexpo). For distributors not attending The PPAI Expo, contact SAGE today for a complimentary 30-day subscription of SAGE Total Access, which includes the full version of SAGE Mobile. For more information on SAGE Mobile, visit [www.sageworld.com/SAGE\\_mobile.php](http://www.sageworld.com/SAGE_mobile.php).

### **About SAGE**

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE’s flagship SAGE Online™, SAGE Mobile™, and SAGE Web™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end buyer catalogs, artwork services, payment



processing, tradeshows, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.

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