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**FOR IMMEDIATE RELEASE**

**SAGE® CONFERENCE DRAWS CUSTOMERS NATIONWIDE TO VEGAS WITH  
RECORD-BREAKING ATTENDANCE**

**SAGE Conference, the promotional product industry's premier technology conference for distributors and suppliers, breaks the highest attendee record in its history with over 700 attendees.**

Addison, TX (January 27, 2014) – - A record-breaking crowd of more than 700 distributors and suppliers joined together for this year's annual SAGE Conference during the PPAI Expo in Las Vegas, representing almost 30% more attendees than the 2013 conference. Current and prospective SAGE customers came from across the nation to attend SAGE Conference 2014, which has become the largest technology conference in the industry.

"We are so appreciative of the continued support that SAGE has received from the industry over the years and this year's event has surpassed our expectations with a tremendous increase in attendance," said David Natinsky, President of SAGE. "Thank you to everyone who attended and we hope the education sessions and personal trainings were very beneficial to you and your company's growth for the upcoming year."

During the SAGE Conference attendees viewed the latest innovations in SAGE products and services, learned about the industry trends, received business guidance, attended personal training sessions and more.

Steve Levinson, President and CEO of Water Promotions, Inc. and SAGE Conference attendee commented, "SAGE Conference was invaluable before the PPAI Expo. It's a great way to stay on top of SAGE offerings, but even a better way to bring your company's staff and have them trained directly by SAGE."



"We enjoyed the SAGE training sessions and also everyone we spoke to from SAGE was delightful, full of energy and knowledgeable. The best overall part of the PPAI Expo, to us, was the full day of SAGE training," said Derrick Martin, Owner of Merchpoint Marketing.

In addition to the SAGE Conference, SAGE will also be providing live education and training at the SAGE Show (April 23-25 in Ft. Worth Texas), Expo East (May 19-21 in Atlantic City) and many of the regional tradeshows around the country. Visit [www.sageworld.com](http://www.sageworld.com) for a complete list of education and training opportunities.

### **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™ and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end user 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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