SAGE SHOW™
IRVING CONVENTION CENTER - IRVING, TX
AUGUST 12 - 13, 2015
THE “POWER” OF THE POWER OF TWO

11:30am – 12:15pm
Room 12

Presented by:
Natalie Clark, PPAI
Ryan Hanchey, SAGE

Education Session Provided By PPAI
Promotional Products Association International

100+ Years Strong

• Historic – A long, long time ago in 1903 the Association was founded

• Foundation – Built on years of tradition, values, and great innovation

  Association of Advertising Manufacturers was formed
  11 Industry Professionals
  November 30, 1903
  Gibson Hotel - Cincinnati, OH

• A legacy that started with a book bag
  • “Your logo here”
Built on Innovation & Perseverance

• 1800’s Classics
  • Calendars, fans, buttons, rulers, aprons, shoe horns, metal trays, railroad maps
Early 1900's
Political Promotional Buttons

• Wear with Pride OR
• Wear for Fun?
Association Business

Industry Leaders Congregate

22nd Annual Banquet Sept 23, 1925
Hotel Sherman, Chicago

Home of the PPAI EXPO since 2003
Mandalay Bay, Las Vegas

Rick Brenner, 2015 Chairman of the Board
Tradeshow & Exhibitions

• Association added Exhibits to the Convention
  • 1914 – 1st tradeshow with 32 Exhibitors
  • 1929 – 24 Exhibitors – Within the month the “Great Depression” hit
  • 1945 – 154 Members attended, after WW II ended
  • 1953 – 50th Anniversary with 321 Members
  • 1956 – 130 Exhibitors with 1,013 Members
  • 1960’s - 1980’s – Membership doubled
    • From 1,800 to 4,000 firms
  • 1992 – 2010 Membership increased to 7,700
  • 2015 – Over 11,000 Attendees & 11,000 Members
    • 3,183 Booths including high-end brands
    • “As Seen on Shark Tank” products, and thousands of other fantastic promotional products from over 1,300 Suppliers!
1930’s
Decade of the Bumper Sticker
1950’s Introduce New Trends and Competition!

• Competition hit with the introduction of the television

• Plastic becomes the hottest trend
  • Frisbees are here for the long haul

• The “Ballpoint Pen” adds a new buzz to the industry

• Logo’s on food items
1960’s Educating the Industry

• 1961 attendees were awarded the Certified Advertising Specialist (CAS) designation that continues to be earned to this day

  • Industry professionals can earn credentials when learning about our
    • Industry
    • Advertising & Marketing
    • Promotional Products
    • Best Practices
    • Business Ethics
    • Product Safety
1970’s Still Live On...

In age, Acceptance & Market Research

- In age & Research remain a priority
  - Research tools available online
  - Branding initiatives
  - Hottest trends

- “How’s business?”
  - Annual Sales Revenue
  - International Growth
  - Women-Owned business
    - Ms. became commonplace
  - Industry Size

- What’s Selling in the 70’s
  - T-Shirts & Calculators
1980’s - Guiding An Industry in Transition

• Profitability
  • Running “In the Black”
  • Industry hits the $3 Billion mark

Regional Relations

• Regional Leaders Meet Annually to Share Plans

• Pride in Achievement
  • Recognition of industry growth and contribution

• Promotional Products Education Foundation
  • Scholarships for children of our Members employees

• What’s Selling in the 80’s
  • Post-it Notes, mouse pads, CD’s, wristpads and sun shades
  • Wearable’s takes the #1 spot away from writing instruments
1990's – Int’l Awareness & Growth

- North American Tradeshow (US, Mexico, Canada)
  - 6,000 in Attendance

- 1997 – Promotional Products Surpassed $10 billion
  - 1998 -25% increase industry growth

- PPAIEXPO - Exhibitors grew to 610 booths with nearly 3,500 in attendance
  - 50 Largest Expositions in the US

- What hot trends hit in the 90’s?
  - Pre-paid phone cards, single use cameras, and
    ... Chocolate, Chocolate & Chocolate!
2000’s and Beyond
Forging Onward

• 2003 – PPAI celebrates 100 Years!
  • PPAIEXPO moves to Las Vegas for our centennial celebration

• What hot trends hit in the 2000’s?
  • Technology!
    • Everybody needs it, whether they know it or not
    • Once they have it, they can’t live without it

• PPAI Business Partner Program grows, delivering 60+ benefits to our Association Members
Industry Significance

• $20 Billion Dollar Industry
  • 500,000 Industry Professionals

• Industry Publications

• Volunteer Programs
  • Board/Committee Chair/Members
    • Awards & Recognition
    • Professional Development
    • Leadership Advisory
    • Membership Services
    • Distributor
    • Supplier
    • Research
    • Technology
    • Regional Association Council
    • PPEF
Events Serving the Industry

- PPAI EXPO
- EXPO East
- Power of Two Party
- North American Leadership Conference
- Tech Summit
- Women’s Leadership Conference
- Leadership Development Workshop
Advocacy – It’s What We Do!

- PPAI’s Legislative Education and Action Day (LEAD) delivers the promotional products industry’s message to Capitol Hill.
- Each year, industry professionals travel to Washington D.C. to educate members of Congress about the effectiveness of promotional products and the strength of the industry in the U.S.
Corporate Responsibility

- Laws & Regulations
- Code of Conduct
- Education & Resources
- Awareness
- Product Guidelines
- Best Practices Case Studies
- Articles
- Frequently Asked Questions
2011 – The Power of Two

Strategic Alliance to Serve the Promotional Products Industry
In Conclusion...

• PPAI Legacy combined with SAGE Technology
• Events & Education – Networking & Fun Times
• Two Industry Giants - 1 Low Price / $495 Voucher
• Industry Awareness – Breaking News
• Advocacy – Leading Edge
• Opportunity – Savings + Satisfaction = Revenue
• Marketplace - Access to Products & People

Smart! Intelligent! Brilliant!

Let’s do this!
3 Ways To Search

SAGE ONLINE

SAGE WEB

SAGE WEB
Search Page
Custom Presentations

DYNAMIC PROMOTIONS

123 Main Street
Dallas, TX 75001

office: 214.631.6000
fax: 214.631.2323
dynamicpromos.com

Ryan Hanchey
ABC Bank
450 Money Lane
Dallas, TX 75204

(p) 214.587.5412
(e) ryan@abc.com

Dear Ryan,

Thank you very much for your interest in our products! I am pleased to provide you with the following promotional products for your consideration. Please let me know if you have any questions!

Beverage Insulator Cooler Pocket Can Cooler - 3 Side Imprint included!

Item Number: DNNJ-H0NZL

Pocket Can Cooler is a collapsible can holder, made with 3mm thick foam laminated with cloth on the inside and out. We will print on both sides plus the bottom. Each can can have its own unique imprint. 3mm Thick

Colors: Teal Blue, Royal Blue, Navy Blue, Yellow, Orange, Purple, Green, Brown, Burgundy Red, Red, Lime Green, White, Pink, Black

Imprint Information: Sides 3” x 3” / Bottom 2” x 2” imprint area; Screen printed
Atlas Non Woven Grocery Tote Bag

Item #BG125
SPC: KILLK-GSPMK

Top to rate
✓ S

Our most compact market tote made of durable and eco-friendly 80 GSM Nonwoven Polypropylene material. Spacious open tote with 8" box gusset and removable rigid covered bottom insert. 20" long reinforced handle. Our non woven material is 100% recyclable. 12" W x 13" H x 8" D

Colors: Red, Orange, Yellow, Lime Green, Burgundy Red, Purple, Reflex Blue, Black, White, Hunter Green, Navy Blue

Themes: Shopping

Imprint: 4 1/2"x8", Screen printed. Price includes color, 1 side

Additional Info: Recyclable, Environmentally Friendly

Products

1000+ products found

Sort: Best Match

- Non-Woven Drawstring Bag 25
  - $0.32 - $0.40

- 16 oz Stainless Steel Travel Mug
  - $5.83 - $7.00

- Rolly Guy Bottle Opener
  - $1.39 - $1.67

- Round Stress Ball (1 3/16"
  - $0.16 - $0.21

- Debossed Silicone Bracelet
  - $0.24 - $0.39
SAGE WEB

SAGE SHOW
IRVING CONVENTION CENTER - IRVING, TX
More Than Just Research
Order Management

![Purchase Order Image]

**Purchase Order**

**Quick Technologies Inc. (SAGE 9010)**
P.O. Box 501694
Dallas, TX 75380

**Supplier:**
Custom Printing II Ltd (SAGE 50836)
ATTN: Order Dept.
PO Box 804
Belton, TX 76513
Phone: 254.939.9373; 800.234.5740
Fax: 254.939.1322
Email: art@customcrest.com

**Ship To:**
ABC Bank
Ryan Hanchey
23189 Falcon Lane
Arlington, TX
Phone: 555.555.5656
**Shipping to Client**

<table>
<thead>
<tr>
<th>Qty</th>
<th>Item #</th>
<th>Description</th>
<th>Unit Price</th>
<th>Ext. Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>PT1650</td>
<td>16oz Plastic Tumbler W/Straw. Color: Ruby Red, Sapphire Blue, Emerald Green, Smokey Gray, Clear Imprint: 4&quot;x3&quot;. Wrap not available imprint area: Screen printed</td>
<td>$1.24</td>
<td>$144.00</td>
</tr>
<tr>
<td></td>
<td>ADDCHG</td>
<td>Additional charges for 16oz Plastic Tumbler W/Straw. Screen Charge: $37.21; Copy Charge: $24.00; PMS Charge: $24.00; Proof Charge: $12.00</td>
<td>$97.21</td>
<td>$97.21</td>
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Export to QuickBooks
# CRM

## Snapshot

### Tasks for Today

<table>
<thead>
<tr>
<th>Client</th>
<th>Due Date</th>
<th>Subject</th>
<th>Details</th>
<th>Priority</th>
<th>Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAGE</td>
<td>Mon, Dec 16</td>
<td>Follow-up</td>
<td>Check in with customers see if they need further assistance</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Cakewalk</td>
<td>Mon, Dec 16</td>
<td>Cold call</td>
<td>Interested in pens</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Chami</td>
<td>Mon, Dec 16</td>
<td>Cold call</td>
<td>Asked for us to send quote</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Coca Cola</td>
<td>Mon, Dec 16</td>
<td>Cold call</td>
<td>Sent samples. Interested in sunglasses.</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Finale</td>
<td>Mon, Dec 16</td>
<td>Cold call</td>
<td>Sending sample</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>FORD</td>
<td>Mon, Dec 16</td>
<td>Cold call</td>
<td>Left Inspire catalog at front office. Meetings scheduled</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Furry Friends</td>
<td>Mon, Dec 16</td>
<td>Cold call</td>
<td>Scheduled meeting with owner.</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>SAGE</td>
<td>Mon, Dec 16</td>
<td>Cold call</td>
<td>Left message with Clark.</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Amazon</td>
<td>Tue, Dec 17</td>
<td>Follow up Email</td>
<td></td>
<td>Normal</td>
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<tr>
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Custom erPage
Email Campaigns

Score great savings on Game-Time Gear!

Show your support and help the team bring home a win by adding your logo to any of this spirited game-time gear!

Gimme Shelter
10' x 10' pop up canopy

Save the game by protecting the team (or fans) from the elements with a branded canopy. The user-friendly design enables you to pop this canopy up in a breeze, even in inclement weather.

Happy Feet
11' x 24' dye-sublimated classic mat

More Info >

Just Kidding Around

Parents are extra cautious when it comes to the brands that contact with their kids. Make a great kid-friendly impression by imprinting your logo on these products that kids love!

Wanna Hang
Full-color dye-sub lanyards

Keep your brand in plain sight at all times. These lanyards are a great way to keep your logo, design or text visible, and they're a great way to ensure your brand's visibility in high-traffic areas.

Don't Sweat It

A good support system is the key to achieving fitness goals for many people. Add your logo to any of these fitness-oriented promotional products and your brand will stay with them every step of the way.

Keep your cool classic coolfiber™ truecolor™

This wicking towel can keep you cool for one to two hours. Just get the towel wet using any water and snap it in the air - it will cool to 20 degrees Fahrenheit below the surrounding air in less than 20 seconds. It is printed using TrueColor™ full-color process, so it won't fade and your color/message stays vibrant.

Wick Away moisture
Custom performance contrast stitching shirt

This 100% polyester moisture-wicking mesh wicks moisture eight times faster than cotton. It resists stains, fading and wrinkling, so it lasts longer and looks better. Add your own custom order to add your own color combination. It is available in knit, self fabric, crewneck, long sleeve and with pockets.

More Info >
Discussions Group

A client sent the attached picture and we're having trouble finding the exact mug. Does anyone recognize it? The client's interest is really the imprint area on the base. Any help appreciated!

Maybe this, if color handle isn't an issue? Or gass america has the same item # 1772.

Try Hit Promotional Products, they have a 16oz that looks like your mug with a black handle.

Hello, I'm fairly new to the industry, and having a hard time finding suppliers of executive uniforms/apparel. Example blazers, women's suits, etc. Does anyone know of any?
Use SAGE Mobile during the show to make your life easier!
Push Notifications

When your clients receive their badge at registration, you'll receive a push notification informing you of their arrival!
See who is at the show

Check which colleagues and clients are at the show.
Create your walk list in SAGE Mobile and use the exhibitor list and floor plan to navigate the show floor!
Take notes & pictures

Easily keep track of the suppliers and products you're interested in by taking notes, snapping pictures, and even recording audio!
SAGE Websites Are Now Responsive!
Welcome to the demo site for SAGE WebExpress! WebExpress is included with a SAGE Total Access subscription. Creating a website can be expensive, time-consuming and a headache. But with WebExpress anyone can quickly and easily create an entire website in just a few minutes without having to know anything about web development. The hosting of your WebExpress site is also included!
Inspire Catalog

Company Store

Web Hosting

Email Campaigns

Payment Processing
Ryan Hanchey
Distributor Sales Manager, SAGE