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SAGE AND PPAI ENTER INTO LONG-TERM EXTENSION OF POWER OF TWO RELATIONSHIP

Addison, TX and Irving, TX (March 5, 2020) - **SAGE**, the promotional products industry's leading technology provider, and **Promotional Products Association International (PPAI®)**, the world's largest not-for-profit association for the \$24.7 billion-dollar promotional products industry, announced today the long-term extension of the **Power of Two** strategic alliance, delivering one comprehensive association and business management solution to promotional products distributors. The renewal agreement extends the current program so distributors will continue to receive both a PPAI membership and a SAGE Total Access subscription through one low membership price.

"We are pleased to continue this relationship with SAGE as our exclusive technology partner," said Paul Bellantone, CAE, president and CEO of PPAI. "SAGE has provided our members with access to powerful product and supplier research along with many other benefits that continuously help them thrive in the marketplace."

Through this collaboration, all new and renewing PPAI distributor members receive an annual SAGE Total Access subscription. SAGE Total Access provides distributors with access to SAGE Online, SAGE Web, and SAGE Mobile - SAGE's premier suite featuring product research, project management, SAGE Chat, presentations, CRM, order management, virtual sampling tools, and more.

"The Power of Two alliance provides distributors the membership support they need to advance within the industry," said David Natinsky, MAS, president of SAGE. "We are thrilled to renew our partnership with PPAI so that our customers have access to education and professional development, product safety initiatives, legislative and business saving benefits, and other necessary tools they need to transform into industry leaders."

The extension of this agreement will also allow the SAGE Mobile app to continue as the official tradeshow planner for [The PPAI Expo®](#) held in January in Las Vegas, Nevada, as well as for [Expo East](#) held in June in Atlantic City, New Jersey. SAGE Mobile empowers attendees to conquer the show floor by giving them the ability to view floor plans, create walk lists, review

the show schedule, take notes, pictures, videos, and more as they visit each booth making their post-show follow-up seamless and efficient.

For more information on PPAI's member benefits and savings opportunities, call PPAI at 888-I-AM-PPAI (426-7724) or visit www.ppai.org/join

For questions regarding SAGE services, please call 800-925-7243 (SAGE) or visit www.sageworld.com.

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 Web™, 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-buyer catalogs, artwork services, payment processing, tradeshow, 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-for-profit association as well as Promotional Products Professionals of Canada (PPPC), Canada's non-for-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.

About PPAI

Founded in 1903, the Promotional Products Association International (PPAI; ppai.org) is the world's largest and oldest not-for-profit association serving more than 16,000 corporate members of the \$24.7 billion-dollar promotional products industry, which is comprised of more than 40,500 businesses and a workforce of more than 533,000 professionals. PPAI represents the industry in Washington, D.C. and [advocates](#) on its behalf. PPAI operates The PPAI Expo, the industry's largest trade show; provides the leading [promotional products safety and compliance program](#); offers a prestigious [professional development and certification](#) program; and publishes industry [trade journals and periodicals](#). The multibillion-dollar [industry](#) includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. For more information, visit PPAI.org and follow us on Twitter [@PPAI_HQ](#), [Facebook](#), [Instagram](#), [YouTube](#) and [Pinterest](#).