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## **FOR IMMEDIATE RELEASE**

### **Highlights from SAGE's Promo Live Online Event**

Addison, Texas (March 11, 2024)—SAGE, the premier provider of business services within the promotional products industry, recently wrapped its highly anticipated annual online promotional extravaganza, Promo Live! The one-day event drew over 1,000 industry professionals and featured 12 live sessions with top suppliers, quick tips presented by SAGE experts, captivating product showcases, personalized one-on-one consultations, and much more.

Using the SAGE Digital Events platform, Promo Live created an engaging experience for attendees, garnering an impressive 7,029 live session views and 8,022 product views.

Distributors gained invaluable insights from leading industry suppliers, who unveiled their latest products and sales strategies. Supplier presenters also delved into the latest product trends and their top selling products during interactive sessions, fostering vibrant discussions with attendees.

"Promo Live is more than just an event; it's a celebration of innovation and collaboration within our industry," said Jessica Del Rio, Senior Tradeshow & Event Manager. "We're thrilled to provide a platform for industry leaders to connect, share insights, and drive the promotional industry forward."

In addition, SAGE experts presented Quick Tip Sessions covering the newest features in SAGE Total Access, SAGE Websites, and SAGE Company Stores, including inventory management, fully customizable theme-based Starter Stores, advanced Company Store reporting, and SAGE



Curated Product Pages. To learn more about these latest enhancements, visit

<https://www.sageworld.com/news.php>.

In addition to these highlights, distributors enjoyed the Supplier Showcase, a hub for video calls, live chats, and access to themed product showrooms. This provided an opportunity to explore and learn more about each supplier's latest offerings.

"We always enjoy this format and appreciate all the work everyone at SAGE puts in to make it happen" said Brad Gooch, President & CEO of Ideal Incentive Inc.

For distributors that were unable to attend, Promo Live will be back August 21, 2024 with all new suppliers and products. For more information about Promo Live, visit <https://www.sageworld.com/promolive/>.

### **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, project 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-profit association as well as Promotional Products Professionals of Canada (PPPC), Canada'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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