

Bille Forman
Vice President of Marketing
SAGE
214.631.6000 x4539
bille.forman@sageworld.com

FOR IMMEDIATE RELEASE

Inaugural Promo Live! Online Event Wows Participants

Addison, Texas (September 7, 2022) – SAGE, the promotional products industry's leading business services provider, just wrapped up their brand-new, premiere interactive online event, Promo Live! The successful two-day event included nearly 1,000 industry professionals in attendance, featuring 25 live and on-demand education sessions, robust product showrooms, 1-on-1 consultations with SAGE experts, and more.

Powered by SAGE's Digital Events platform, Promo Live featured technology developed by SAGE to create an interactive experience tailored just for the promotional products industry.

During this new event, distributors heard from supplier sponsors on the main stage as they shared new products, creative ways to sell their products, and highlighted their best sellers. Plus, attendees learned about the latest in promotional product trends during the interactive industry panel sessions.

Additionally, distributors were able to visit the Supplier Showcase to engage in video calls, live chats, and access themed product showrooms to explore the latest in promotional products for the upcoming fall and holiday selling season.

"I loved the platform and format. This was totally reinvigorating and, in a way, BETTER than in-person shows because I have all my client info right here at my fingertips," said Katie Deal of Specialty House of Creation.



"With the use of SAGE's Digital Events platform, Promo Live was a definite accomplishment," said SAGE President David Natinsky, MAS. "The accessibility that this platform has brought to the industry is incredible. So many more people can attend and enjoy the benefits of discovering new, trending products, networking, learning, and more all from their home or office."

In addition to the product-viewing and networking opportunities, live and on-demand education sessions were provided by SAGE and top industry suppliers, receiving a total of 7,607 views throughout the show. During these sessions, attendees learned about cutting-edge technology and products, how to improve their sales and marketing skills, and more ways to attract business in an ever-changing world.

The live SAGE Quick Tip Sessions were a massive hit, featuring four different topics presented by SAGE experts. Topics included Inventory & Order Status, New Features in SAGE Online, The Client Portal and SAGE Catalogs. "It was a great experience. I learned a lot and loved the great SAGE tips in between each session," said Ana Nichols of MOTR GRAFX, LLC.

Janice Jacobs, Customer Service Representative of Botanical Paperworks, spoke about an eco-friendly take on promotional products. From seeded paper to soap, Botanical Paperworks was met with overwhelming audience approval.

Another hot topic was the exclusive industry panel with SAGE Director of Distributor Sales Ryan Hanchey, MAS, and CEO/President Jacquie McBain of Go To Promotions Inc. discussing the best tips and tricks to attract clients in our dynamic and growing promotional products industry.

"We couldn't be more pleased with the success of the introduction of Promo Live," added David Natinsky. "We couldn't do it without all of the distributors, suppliers, and our sponsors - so thank you for making this possible. The future looks bright for the industry, and we look forward to seeing what it holds."

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 or call 800.925.7243.

###