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FOR IMMEDIATE RELEASE

SAGE's Second Annual Online Tradeshow a Success

Addison, Texas (August 30, 2021) – SAGE, the promotional products industry's leading business services provider, just wrapped their second annual online presentation of SAGE Show, one of the industry's largest online events. The successful three-day tradeshow included more than 2,500 industry professionals in attendance, featured over 150 online booths, live and on-demand education sessions, a robust product pavilion, a variety of networking lounges, and more.

Powered by SAGE's virtual tradeshow platform, SAGE Show featured technology developed by SAGE to create an interactive experience tailored just for the promotional products industry. This revolutionary platform enabled distributors from across North America including Canada and Mexico, and internationally as far as New Zealand, to connect with top industry suppliers in real-time.

Distributors were able to visit exhibitors' online booths, engage in video calls and live chats with suppliers, and access themed product pavilions to explore the latest in product trends. "I can't tell you how appreciative we are for having you do this for vendors and distributors" said John Durajczyk of PromoLogo USA. Additionally, with over 20 networking lounges hosted by regional associations and distributor groups, attendees were able to interact with their peers and gain valuable industry insights.

"After so much positive feedback from last year's show, we wanted to bring back our online platform for SAGE Show again this year," said SAGE President David Natinsky, MAS. "The accessibility that this platform has brought to the industry is really incredible. So many more



people can attend and enjoy the benefits of discovering new, trending products, network, learn, and more all from their home or office.”

For the second year in a row, the SAGE Show online offering was a resounding success with 42,862 booth visits, 23,897 live chats, 116 video calls, 53,618 product views, and 1,121 lounge visits throughout the three-day event.

In addition to the product-viewing and networking opportunities, live and on-demand education sessions were provided by SAGE, PPAI, and top industry suppliers, receiving a total of 5,552 views throughout the show. During these sessions, attendees learned about cutting edge-technology, how to improve their sales and marketing skills, and more ways to promote their business in an ever-changing world. Anita Montgomery with Specialty Advertising Works said “These were such good presentations, I feel great when I get one take-away, these gave me several!”

Distributors also heard from expert panelists and industry peers on a variety of topics. The show kicked off with a highly anticipated session discussing industry updates and insights presented by David Natinsky, SAGE President, Jonathan Strauss, Promotional Product Professional of Canada President and CEO, and Bob McLean, Promotional Products Association International Executive Vice President.

Additionally, Cliff Quicksell, MAS+, Owner of Cliff Quicksell Associates, spoke about packaging, creative distribution, and his Discovery Brief© methodology, and was met with overwhelming audience approval. Teresa Oliver with Logarrow Marketing Services said there was “lots of meat to this seminar.” FLEXpoint Managing Partners Jay Busselle and Jessica Gibbons-Rauch gave valuable tips to leverage LinkedIn for leads. Another hot topic discussion on corporate social responsibility was led by Danny Rosin, CAS, President of BrandFuel and Roger Burnett, Founder of Social Good Promotions.

And perhaps the most important information covered given today’s climate was a cybersecurity session led by Eric Natinsky, SAGE CEO, Brian Pritchard, SAGE Director of IT, Chris Alfano, AIA

Senior Vice President of Business Technology, and Neal Maguire, Investigations Manager for the Verizon Threat Research Advisory Center. The expert panelists discussed ransomware attacks, how they happen and how a small business can protect against them.

"We couldn't be more pleased with the success of our second year of SAGE Show being completely online," 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 the show, visit www.sageshow.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, 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.

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