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## **FOR IMMEDIATE RELEASE**

### **SAGE Show Virtual Exceeds Expectations with Record Attendance**

Addison, Texas (September 25, 2020) – SAGE, the promotional products industry's leading technology provider, and Promotional Products Association International (PPAI), the not-for-profit trade association for the industry, just wrapped up a successful two-day encore presentation of SAGE Show Virtual, the industry's largest online event to date. More than 5,300 industry professionals attended the show that featured over 200 virtual booths, on-demand education sessions, a product pavilion, and a variety of networking lounges.

The inaugural SAGE Show Virtual experience was held on August 18. Due to overwhelming attendance and extremely high demand, two additional show days were added in September to accommodate. SAGE Show Virtual was powered by SAGE's virtual tradeshow platform, featuring brand-new technology developed by SAGE to create an interactive experience tailored specifically to the promotional products industry.

This revolutionary technology enabled distributors to visit exhibitors' virtual booths, engage in video calls and live chats with suppliers in real-time, and access product pavilions to explore the hottest product trends. Additionally, with 25 networking lounges hosted by regional associations and distributor groups, attendees were able to interact with their peers and gain valuable industry insights.

"It was very exciting to witness the positive impact SAGE Show Virtual had on our industry," said SAGE President David Natinsky, MAS. "We really wanted to go above and beyond to help our industry thrive, especially during such a critical time. This tradeshow allowed attendees to



network and discover new, trending products, while maintaining their health and safety at home.”

This unprecedented event yielded remarkable results by connecting industry distributors and suppliers from all over the nation virtually with 115,070 booths visited, 81,837 live chats sent, and 1,411 video calls. In addition, there were more than 77,445 products viewed, 63,151 booth materials accessed, and 3,271 lounge visits.

Distributors raved about SAGE Show Virtual’s innovative platform, including Rodney Altamore, owner of Custom-T in Florida. “I just have to let you know this is The BEST virtual show format I have attended. The layout of the Lobby and the Show Floor is excellent. Although I miss the in-person show, this has been very informative and helpful. Keep up the excellent work!”

Exhibitors also commented on the virtual show’s success, highlighting the overwhelming number of attendees who inquired on their offered products. “Thank you so much for this virtual show, it was great to connect with so many distributors and show off our products,” said Mark Jenkins, marketing director at Pioneer Balloon Company. “SAGE obviously invested a lot of time and resources on this show.”

The on-demand education sessions, provided by SAGE, PPAI, and suppliers, were offered throughout each day, receiving a total of 6,124 unique session visits. With these professional development sessions, distributors were able to explore cutting-edge technology, improve their sales and marketing skills, and learn more ways to promote the growth of their businesses.

“Thank you to all of the distributors, suppliers, and sponsors who made SAGE Show Virtual possible,” added David Natinsky. “We couldn’t have done it without you. At such an important time for our industry, SAGE Show Virtual was the perfect opportunity to explore new, trending products, network with industry leaders, and most importantly, re-connect.”

For more information about the show, visit [www.sageshow.com](http://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](http://www.sageworld.com) or call 800.925.7243.