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FOR IMMEDIATE RELEASE

SAGE[®] EXPANDS CAPABILITIES OF SAGE SHOWLINK, ITS LEAD RETRIEVAL SERVICE

SAGE ShowLink 8.0 adds new multimedia support, a modern interface, new business card scanning technology, and more.

Addison, TX (January 8, 2024) – SAGE continues to revolutionize exhibitor lead retrieval with the launch of SAGE ShowLink 8.0, a cutting-edge application built exclusively for the promotional products industry. Using an iOS or Android device, suppliers can scan badges or business cards at industry tradeshows to collect leads and schedule follow-ups.

The latest release, version 8.0, introduces new functionality for associating photos with individual leads. Suppliers can conveniently capture photos of products within SAGE ShowLink that pique a lead's interest and seamlessly link them to the respective lead, facilitating a more efficient process for booth management and post-event follow-up tasks.

"SAGE ShowLink 8.0 is a testament to our commitment to providing state-of-the-art solutions for the promotional products industry. These enhancements, added just in time for The PPAI Expo in Vegas, mean our supplier customers can go into any show confidently knowing they are equipped with the lead retrieval they need to stay on top of their leads." said Blake Bozeman, MAS, VP of Sales at SAGE.

Further enhancing the app's functionality, SAGE ShowLink 8.0 incorporates the latest business card scanning technology. In cases where show badges are not scannable, exhibitors can scan a business card to automatically fill in the lead fields. Furthermore, business cards can be scanned offline and will update the lead information once a connection is re-established, allowing for seamless lead capture even in the absence of an internet connection.



Finally, an updated and revitalized interface, along with a redesigned lead list, prioritizes user-friendly navigation. This encompasses additional sorting options and the ability to easily identify hot prospects effortlessly. Following a user-centric design philosophy, suppliers can now promptly retrieve their show statistics and reports directly from the primary lead page.

SAGE ShowLink 8.0 is available in the Apple app store and Google Play store. Look for the refreshed app icon to experience the future of efficient lead retrieval.

For more information about SAGE ShowLink, please visit <https://www.sageworld.com/showlink.php> or contact your Account Advisor today.

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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