

Contact:
Bille Jo Walchek
Director of Marketing
SAGE
214.631.6000
Bille.walchek@sageworld.com

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FOR IMMEDIATE RELEASE

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

SAGE ShowLink 6.0 adds a new, user-friendly interface, distributor verification, advanced statistics, and much more.

Addison, Texas (November 2, 2015) – SAGE continues to revolutionize exhibitor lead retrieval with the latest release of SAGE ShowLink 6.0, the only lead retrieval service built specifically for the promotional products industry. Using an iOS or Android device, suppliers can scan badges at industry tradeshows to collect leads and schedule follow-ups. The new version, 6.0, has a new, refreshed interface focused on ease of use. It also includes a new automatic distributor verification feature, and advanced statistics.

David Natinsky, president of SAGE, commented, “We are continually adding new features to our services based on the feedback from existing customers and SAGE ShowLink is no different. We know exhibitors are becoming more strategic with how they follow up after tradeshows and want a lead retrieval system that reflects that. The new ShowLink features offer a more personalized and effective experience.”

The latest version includes a distributor verification feature, which will tell the supplier right away whether or not the attendee is a verified distributor in the SAGE database. This unique feature will help suppliers verify new leads quicker and more efficiently.

Natinsky continued, “We often hear from industry suppliers that more efficient lead follow-up is one of their goals in order to maximize the tradeshow’s return on investment. Collecting



valuable information onsite gives suppliers the critical information they need to effectively follow up with their leads after a show.”

“We use ShowLink for any show that Logo Mats attends,” said Miles Wadsworth, president of Logo Mats, LLC. “ShowLink helps us to capture attendees interested in our products and qualify them as well. One of our favorite features is custom settings that allow us to send the right follow up information after the show is over. We are excited for the newest version!”

“We’re excited for the extended functionality of ShowLink 6.0, said Karen Cohen, executive vice president of All-in-One. “ShowLink is already such a great tool and value versus using a scanner for each show.”

SAGE ShowLink 6.0 is available now from the Apple App Store or Google Play. This is a free update for existing ShowLink subscribers. New customers are encouraged to contact SAGE for more information and to purchase ShowLink now for use at The PPAI Expo in January. For more information, visit <http://sageworld.com/supplier/lead-retrieval.php> or call 800.925.7243.

About SAGE ShowLink

SAGE ShowLink is an advanced lead retrieval service designed specifically for the promotional products industry. Using an iOS or Android device, suppliers can scan badges at industry tradeshows to collect leads and schedule follow-ups. ShowLink can even collect sample orders and detailed notes. Custom qualifier capabilities are built right into ShowLink at no additional charge. In addition, ShowLink can take pictures of attendees, sync between multiple devices in the booth, scan business cards at shows that do not have barcoded badges, automatically verify industry distributors, operate in kiosk mode, and much more. All leads are automatically and securely sent to the cloud for easy post-show management, reporting, and statistics. ShowLink subscriptions begin at \$295 per year, per device.

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 Mobile™, and SAGE Web™ research and business management services, SAGE also provides the industry with other research services, order 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. For more information, please visit www.sageworld.com or call 800.925.7243.

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