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PPAI and SAGE Extend Power of Two Relationship

IRVING, TX and ADDISON, TX (December XX, 2015) – **Promotional Products Association International** (PPAI; ppai.org), the world's largest not-for-profit association for the \$20 billion promotional products industry, and **SAGE**[®] (sageworld.com), the industry's leading technology provider, announced today the extension of their **Power of Two** strategic alliance to deliver one comprehensive association and business management solution to promotional products distributors. The renewal agreement extends the \$495 SAGE credit for PPAI distributor members. PPAI and SAGE will also be introducing a new streamlined process for membership renewals and credit redemption to be announced in March 2016 and rolled out in April.

"The Power of Two alliance has been a significant benefit to our members," says **Paul Bellantone**, CAE, president and CEO of PPAI. "SAGE has provided them with direct access to full product and supplier research and much more, and we are pleased to continue this relationship as our exclusive technology partner."

Through this alliance, all new and renewing PPAI distributor members receive a \$495 credit toward a [SAGE Total Access](#) subscription, which completely covers the cost of the first user for the year. Additional user licenses are \$95 per year. SAGE Total Access provides distributors with access to [SAGE Online](#), [SAGE Web](#) and [SAGE Mobile](#), SAGE's premier suite of product research, presentation, CRM, order management and virtual sampling tools.

"PPAI has long been the leading authority, advocate and voice in this industry," says **David Natinsky**, president of SAGE. "By providing our subscribers with direct access to PPAI member benefits like legislative action tools, product safety initiatives, professional development and thousands of dollars in business savings, we are giving them the opportunity to develop as industry leaders."

As part of the new agreement, SAGE Mobile will serve as the official show planner app for [The PPAI Expo](#) held in January in Las Vegas, as well as for [Expo East](#) held in March in Atlantic City, New Jersey. SAGE Mobile will empower show attendees with the tools they need to conquer the show floors. Attendees can view complete event schedules, create walk lists, navigate the show floor using an interactive floor plan, add notes, pictures, videos and voice memos as they visit booths, and much more. For more information on using SAGE Mobile at these shows, visit go.sageworld.com/planexpo.

"I'm a huge supporter of both SAGE and PPAI and I am glad to hear that the Power of Two relationship is continuing," says PPAI member **Suzan Bolski**, President/CEO of Anything Goes Promotions Inc. "SAGE's technology has made my business more efficient and PPAI's resources and professional development have helped me bring my company to the next level. We know we can always count on both SAGE and PPAI for help and support. For the distributor community, this is great news because access to SAGE Online, plus the unequalled value we receive from PPAI membership means we will more than cover our cost in dues, making it a profitable opportunity for us."

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For more information on PPAI's member benefits and savings opportunities, call PPAI at 888-I-AM-PPAI (426-7724) or visit www.ppai.org/join

For questions regarding SAGE services or the \$495 SAGE credit, please call 800-925-7243 (SAGE) or visit www.sageworld.com.

About PPAI

Founded in 1903, the Promotional Products Association International ([PPAI](http://www.ppai.org)) is the world's largest and oldest not-for-profit association serving more than 11,000 corporate members of the \$20 billion promotional products industry which is comprised of more than 33,700 businesses and a workforce of more than 500,000 professionals. PPAI represents the industry in Washington, D.C., and [advocates](#) on its behalf. PPAI operates The PPAI Expo, the industry's largest trade show; provides the leading [promotional products safety and compliance program](#), a prestigious [professional development and certification](#) program; and publishes industry [trade journals and periodicals](#). The multi-billion-dollar [industry](#) includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. For more information, visit [PPAI.org](http://www.ppai.org) and find us on Twitter [@PPAI_HQ](#), [Facebook](#), [YouTube](#) and [Pinterest](#).

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 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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