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FOR IMMEDIATE RELEASE

SAGE SHOW 2017 HITS NEW HEIGHTS

With a record-breaking number of attendees, SAGE Show 2017 demonstrated the continued growth of the promotional products industry in the Dallas/Fort Worth area.

Addison, Texas (September 7, 2017) – SAGE, the leading provider of information, marketing and business management solutions to the promotional products industry just wrapped up its annual promotional products tradeshow. With 215 exhibitors, 21 states represented and 24 education sessions held, SAGE Show 2017 attracted an astounding number of industry professionals, breaking all previous attendance records to date.

SAGE Show 2017 kicked off with a multi-faceted full day event devoted to relationship building, education, and networking. SAGE and PPAI joined forces to provide professional education sessions during the day, dedicated to exploring cutting edge technology, improving sales and marketing skills and ultimately growing promotional products businesses.

New and returning visitors had the chance to explore over 200 supplier lines, featuring the latest and most popular promotional items, including wearables, writing instruments, drinkware, sports goods, and much more.

“We’re so grateful for the opportunity to bring our industry together under one roof from year to year,” said Eric Natinsky, SAGE CEO. “Hearing positive feedback and seeing our attendance numbers soar with each new SAGE Show inspires us to continue to deliver the best experiences for promotional products professionals.”



In addition to a successful tradeshow, SAGE Show 2017 marked an altruistic opportunity for SAGE to contribute to the Promotional Products Education Foundation (PPEF), by donating \$10,000 in support of the PPEF Scholarship. The PPEF Foundation is an established institution, founded by industry leaders as a way to give back to the promotional products community. It recognizes and encourages scholastic excellence and academic performance among promotional products industry professionals' college-aged children through merit and need-based college scholarships.

"We are so pleased to receive this generous donation from SAGE," said Sara Besly, Foundation Manager of the Promotional Products Education Foundation. "PPEF is committed to positively impacting our community and providing the necessary support for the prosperity of the promotional products industry."

"Educating our community is the key to growing the promotional products industry," said David Natinsky, SAGE President. "We're glad that we were able to contribute to this philanthropic effort, and to well-deserving students and future leaders of the workforce."

In the aftermath of the historic flooding of the Texas Gulf Coast, brought on by Hurricane Harvey, SAGE, along with PPAS and PPAI encouraged attendees to bring donations to the SAGE Show on Thursday, August 31. All monetary donations were delivered to the Business Recovery Fund, organized by PPAI, to support all the affected promotional product businesses. Goods donations, such as clothing and personal care items were also accepted by PPAS and were delivered to Dallas evacuation centers, assisting as many as 10,000 people that have been displaced due to the natural disaster.

"SAGE Show more than met our expectations this year. We want to thank all the distributors, suppliers and sponsors that made SAGE Show 2017 possible," said David Natinsky, SAGE President. "However, our vision doesn't stop there. We are excited to deliver an even bigger and better experience for SAGE Show 2018."

To learn more about SAGE Show 2017, please visit the "An Inside Look at SAGE Show 2017" post on the SAGE Blog.

About SAGE Show



SAGE Show is an annual promotional products trade show and conference held in the heart of the Dallas/Fort Worth area. From year to year, SAGE Show continues to define product inspiration and educational material, providing insight for the future of the industry. The two-day event features a full day of professional education hosted by SAGE and PPAI, and a separate exhibit day focused on networking, exploring latest industry trends and discovering new products. SAGE Show is free to all qualified distributors, their sales teams as well as their clients. For more information on SAGE Show 2018, taking place Wednesday, August 29 and Thursday, August 30 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, 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.