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FOR IMMEDIATE RELEASE

SAGE SHOW 2018 A SHOW STOPPING SUCCESS

With over a thousand industry professionals in attendance, SAGE Show 2018 demonstrated the continued growth of the promotional products industry in the Dallas/Fort Worth area.

Addison, Texas (September 10, 2018) – SAGE, the leading provider of information, marketing and business management solutions to the promotional products industry, just wrapped up its annual promotional products tradeshow. In addition to distributors, SAGE Show also welcomed over 300 invited clients to the largest end-buyer-friendly show in the area.

SAGE Show 2018 featured a multi-faceted, full-day event devoted to relationship building, education, and networking. SAGE and PPAI joined forces to provide professional education sessions throughout the day, dedicated to exploring cutting edge technology, improving sales and marketing skills, and promoting growth for promotional products businesses.

New and returning distributors and end buyers had the chance to explore over 250 top supplier lines, featuring the latest and most popular promotional items, including wearables, writing instruments, drinkware, sports goods, and much more.

“It’s extremely rewarding and exciting to bring our industry together each year for SAGE Show,” said Eric Natinsky, SAGE CEO. “The open dialogue and positive feedback that we receive each year inspires us to continue delivering the best experiences for promotional products professionals.”

SAGE Show 2018 also featured the debut of new SAGE Mobile technology, which allowed distributors to easily pick up their badge and navigate the show floor. Using SAGE’s brand new, proprietary SAGE Positioning System, SAGE Mobile users were able to pick up their badges by simply opening SAGE Mobile and walking up to a kiosk, replacing the days of having to bring printed barcodes to a show or fumbling through emails. Then, once on the show floor, the new



technology tracked the attendees' journey by showing the familiar "you are here" blue dot on the floor plan. SAGE Mobile now also automatically identifies nearby booths and shows them in a convenient panel at the top of the exhibitor list, making it simple for attendees to take notes, pictures, and videos while in each booth.

Natinsky continued, "This new technology we've built is the first of its kind not only in our industry, but in the trade show industry as a whole. Along with all of the other features in our SAGE Mobile app and SAGE ShowLink lead retrieval app, we're putting the promotional products industry at the forefront of trade show technology, making trade shows more productive for both the attendees and the exhibitors. We're excited to bring this technology to all of the other shows that are managed by SAGE Event Services."

"SAGE Show surpassed our expectations this year. We want to thank all the distributors, suppliers and sponsors that made SAGE Show 2018 possible," said David Natinsky, MAS, SAGE President. "And we are already looking forward to delivering another amazing experience for SAGE Show 2019."

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 one-day event features professional education hosted by SAGE and PPAI, and exhibits focused on networking, exploring latest industry trends, and discovering new products. SAGE Show is free to all qualified distributors, including their sales teams and their clients. For more information on SAGE Show 2019, taking place Thursday, August 29 visit www.sageshow.com

About SAGE Event Services



SAGE has modernized the traditional processes associated with event management with SAGE Event Services (SES). SES services include online and on-site event registration, complimentary lead retrieval for all exhibitors using SAGE's industry-leading ShowLink™ technology, venue sourcing, attendee mobile event app technology, as well as management booth and sponsorship sales. SES also provides digital and print marketing, graphic design, and printing services. From the first email invitation to the post-show data report, SES provides the premier event management service in the promotional products industry. For more information about SAGE Event Services visit www.sageworld.com/association/sage-event-services.

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, tradeshows, 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.