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FOR IMMEDIATE RELEASE

SAGE SHOW 2019: One for the Books

With nearly 1,000 professionals in attendance, SAGE Show 2019 demonstrated the continued growth of the promotional products industry in the Dallas/Fort Worth area.

Addison, Texas (September 6, 2019) – 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 200 invited clients to the largest end-buyer-friendly show in the area.

SAGE Show 2019 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 so much more.

“Thank you to all of the distributors, suppliers, and sponsors who made SAGE Show 2019 possible,” said David Natinsky, MAS, SAGE President. “The show was a huge hit and exceeded our expectations.”

Attendees also were able to pick up their badges and navigate the show floor via SAGE Mobile, an innovative tradeshow app that makes it easier to plan ahead and quickly access details about the event, making the day effortless.



“We are already looking forward to delivering another amazing experience for SAGE Show 2020.”

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 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, 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.