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## **FOR IMMEDIATE RELEASE**

### **FIRST SAGE CONFERENCE IS A HUGE SUCCESS**

#### **SAGE hosted the inaugural SAGE Conference at 2012 PPAI Expo**

Addison, TX (January 12, 2012) – Over 450 people attended the inaugural SAGE Conference held at the Mandalay Bay Convention Center in Las Vegas, NV in conjunction with the PPAI Expo on January 3, 2012.

Attendees were greeted by a complimentary breakfast as well as a welcome message from David Natinsky, President of SAGE. “We were so excited about hosting our first Conference,” said Natinsky. “The SAGE Conference is an event where distributors and supplier, alike, can really get to know SAGE products and all the features we offer that can benefit their company.”

Throughout the day, guests attended the following sessions:

- SAGE Distributor Overview
- SAGE Supplier Overview
- SAGE Online 9.0 Presentation – What Are The New Features?
- Extreme Marketing – How to Market Your Company in SAGE
- Customer Appreciation Luncheon & Technology Discussion:  
TDD: Technology Distraction Disorder
- SAGE Distributor and Supplier Open Forum
- Maximizing Your Web Presence
- SAGE Supplier Center Training
- SAGE Beta Group Discussion

Leena Rinne, International Business Partner at FranklinCovey spoke during the technology discussion, and presented on TDD: Technology Distraction Disorder. Rinne

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guided attendees through a self-reflective presentation on how to use technology as a rocket booster to improve productivity in their company throughout 2012.

“Technology distraction order is exactly what most of us suffer from—the overwhelming influx of emails, texts, IM’s and overall technology that inhibits our ability to function efficiently,” said Jennifer Sullivan, President of Your Partner Promotions and SAGE Conference attendee. Sullivan continued, “She offered great tips on combatting this challenge in order to be more productive in business and focus on the more important things in our life.”

“It was great to have this opportunity to meet and interact with so many of our customers. Everyone learned a lot and had a great time visiting with one another. It was definitely a success and we couldn’t be more pleased with the results.” said Natinsky.

### **About SAGE**

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. SAGE Online™, SAGE’s flagship research and business management service, is the most popular product research service in the industry. In addition to SAGE Online, the company also provides the industry with other research services, order management, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.

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