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FOR IMMEDIATE RELEASE

PPAMS PROVIDES COMPLIMENTARY SAGE SHOWLINK

SAGE ShowLink, the industry's only lead retrieval service, was provided to exhibitors at the recent PPAMS tabletop show.

Addison, TX (February 16, 2012) – Promotional Products Association of the Mid-South (PPAMS) was the first regional association to provide exhibitors with complimentary SAGE ShowLink lead retrieval for use at their tabletop show on February 7-9, 2012.

SAGE ShowLink is the only lead retrieval system available that was specifically designed for the promotional products industry. The cutting edge system is completely portable. Exhibitors can bring their laptop computer or Apple iOS device and a handheld scanner from one tradeshow to the next. The software application gives exhibitors the ability to scan badges and manage tradeshow leads, including downloading reports and statistics after the show.

The complimentary light version of SAGE ShowLink lead retrieval software was provided to all exhibitors that had access to an Apple iOS device including iPhone®, iPad® or iPod Touch®. "For some time now, I have been on the fence whether or not to purchase a SAGE ShowLink scanner and software. During the PPAMS show in Nashville earlier this month, SAGE was on site and just happened to have the device I had been waiting on. A Bluetooth® scanner that would link right to my iPhone® and the ShowLink application SAGE also offers," said John Hill, Senior Sales Executive at STUFFED TEES. "For many years now STUFFED TEES has rented a lead retrieval device and we can now say, 'No more renting for us.' Thanks SAGE for showing and selling me the device and offering such great customer service."



Mark Farrar, Executive Director for PPAMS said "We are constantly looking for new ways to serve our exhibitors and set our show apart. Including SAGE ShowLink as part of their booth fee was a no brainer. Only a handful of shows give their exhibitors complimentary lead retrieval -- they loved it!".

For more information on how to use SAGE ShowLink, please call your SAGE Account Representative today.

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 and business management 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 or call 800.925.7243.

About PPAMS

The Promotional Products Association of the Mid-South (PPAMS) was formed in 1995 as a meeting ground for suppliers and distributors in the industry. Their mission is to meet the rapidly evolving needs of our members while enhancing sales opportunities and profitability. PPAMS offers lucrative networking opportunities with industry colleagues, the chance to increase your business knowledge through education programs, plus the opportunity to see the latest products at their annual PPAMS MidSouth Promo Show and Road Shows, which attract over 1,000 attendees annually. For more information, please visit www.ppams.com or call 615.465.8109.

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