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FOR IMMEDIATE RELEASE

SAGE® Announces SAGE Show™
THE PREMIER PROMOTIONAL PRODUCTS TRADESHOW FOR THE CENTRAL U.S.

The MAPPS by SAGE Tradeshow, now known as the SAGE Show, expands to serve the entire central U.S. with a new location, a new date, a full day of professional education, new networking events and parties, a hosted client day, and an expanded partnership with Promotional Products Association International (PPAI).

Addison, TX (July 11, 2012) – SAGE®, the leading provider of information, marketing and business management solutions for the promotional products industry, today announced the SAGE Show™, a larger version of its long-running MAPPS by SAGE tradeshow. The new event, to take place February 26-28, 2013 at the Fort Worth Convention Center in Fort Worth, Texas, will replace MAPPS beginning in 2013.

The SAGE Show will include two full show days, a hosted client day, a full day of professional education, a top-notch keynote speaker, a networking reception, a first-rate party, and much more. The hosted client day enables distributors to invite their clients to join them on the show floor to create a one-on-one enhanced sales experience geared towards identifying and satisfying the needs of key advertisers.

David Natinsky, President of SAGE, commented, "Over 33% of the industry's distributors are located in the central US, but there hasn't been a national-scale show in this area in quite some time. We've spent a lot of time studying what changes we could make in order to make the show the best it can possibly be. We are excited to be able to deliver an event like the SAGE Show to the central United States without adding another show to an already overcrowded calendar. It's definitely going to be a must-attend show for suppliers, distributors and clients in 2013."



As part of the transition, SAGE is moving the MAPPS show from August to February to allow suppliers to show off their new products to distributors in the central US at the beginning of the year. The show will also be relocating from the Dallas Convention Center to the beautiful, state-of-the-art Fort Worth Convention Center, allowing attendees to take advantage of the hundreds of local food, shopping and entertainment options in the area. The Convention Center is also in close proximity to DFW Airport for easy travel from anywhere.

SAGE's MAPPS Tradeshow is one of the longest running tradeshows in the industry, beginning 22 years ago. With the announcement of the SAGE Show, the MAPPS tradeshow will cease operation after this year's show in August. Natinsky explained the move, "MAPPS has always been a very successful show that everyone enjoys. Now we intend to take what worked with MAPPS and just enlarge the scale so that we can provide more education, more events, more exhibitors, and more attendees to make it an even better tradeshow experience all around."

SAGE has expanded its existing Power of Two relationship with PPAI to include the SAGE Show. PPAI will market, sell and help grow the SAGE Show alongside The PPAI Expo (Las Vegas), and EXPO East (Atlantic City), a collaboration between PPAI and SAAGNY. In addition, PPAI will be producing the professional education at the SAGE Show.

Paul Bellantone, PPAI's President and CEO, said, "This past year has been one of listening to and learning from our membership. The SAGE Show is further evidence that we're taking strong, decisive, forward-thinking actions based on that feedback. With our recent launch of Expo East in Atlantic City and this expanded relationship with SAGE, we're creating a simple, convenient and powerful opportunity for suppliers and distributors to cover the United States in the first half of the year. Clearly, the expanded Power of Two relationship with SAGE makes sense for PPAI and the industry, but I am especially pleased that we were able to create these member-focused opportunities without adding another tradeshow to an already overcrowded calendar."

Natinsky added, "PPAI has been producing tradeshows in our industry longer than anyone else. The PPAI Expo is the largest show in our industry hands-down. We're excited to be working with such a great partner and we're looking forward to leveraging PPAI's tradeshow experience to make the SAGE Show the best it can be."



The second show day will be a hosted client day, where distributors can invite their clients to join them on the show floor. Clients' badges will identify them as such and list their associated distributor's information. Natinsky commented, "While we are the first national-scale show to add a client component, 16 of the 28 regional associations currently have client shows which are very successful and appreciated by suppliers, distributors, and clients who attend. We think the DFW area is a particularly good fit for this type of event due to the hundreds of large corporations headquartered in the area."

Exhibitors at the 2012 MAPPS by SAGE Tradeshow will have the opportunity to lock in their 2013 SAGE Show booths at the 2012 price of \$850 per booth for booths purchased by November 1, 2012. Exhibitors and attendees are invited to get more information on the SAGE Show by visiting www.sageshow.com.

About SAGE Show

The SAGE Show is a promotional products tradeshow in the central US, formerly known as MAPPS by SAGE. In 2013, the show will be held February 26-28 in the beautiful, state-of-the-art Fort Worth Convention Center in Fort Worth, Texas. The show features two full show days, a full day of professional education produced by PPAI, a top-notch keynote speaker, a networking reception, a first-rate party, and much more. The Fort Worth area is home to hundreds of local attractions and is in close proximity to DFW International Airport for convenient access from anywhere. For more information, 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™ 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 user catalogs, artwork services, payment processing, tradeshows, tradeshow management services, and lead retrieval software. For more information, please visit www.sageworld.com or call 800.925.7243.

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