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## FOR IMMEDIATE RELEASE

### **SAGE® ANNOUNCES THE SAGE CONFERENCE 2013**

**SAGE has announced 2013 dates for its popular customer conference, to be held in conjunction with three national industry shows.**

Addison, TX (August 29, 2012) – SAGE will be hosting the SAGE Conference for the second year in a row. Due to the popularity of the first SAGE Conference at the 2012 PPAI Expo, SAGE will be expanding the SAGE Conference for 2013 to be in conjunction with three national industry tradeshows across the country. The SAGE Conference will be held on Tuesday, January 15, 2013 in conjunction with the PPAI Expo in Las Vegas, on Tuesday, February 26, 2013 at the SAGE Show in Fort Worth, TX and finally on Monday, May 20, 2013 during Expo East in Atlantic City.

The conference will include several sessions for distributors and suppliers. In part, distributors will learn about the latest SAGE innovations and product features. Suppliers will also find out about SAGE's many products and services for suppliers, including vital information on how to maximize exposure on SAGE distributor research tools. There will also be sessions designed to provide interaction and collaboration, as well as information on technology trends as they relate to the industry.

David Natinsky, SAGE's President, said in connection with the announcement, "We're very eager to be able to bring many of our customers together in one location to discuss their challenges and share information. Being able to have three SAGE Conferences at the industry's three premier national tradeshows will give us the ability to cover the country and reach our entire customer base with greater ease."

The conference is free of charge and will include complimentary breakfast and lunch for attendees. Complete schedule and registration information for the conference is located at [www.sageworld.com/conference2013](http://www.sageworld.com/conference2013).



## **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, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.

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