

Contact:
Bille Jo Walchek
Director of Marketing
SAGE
214.631.6000 x4539
bille.walchek@sageworld.com

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SAGE Announces New Dates for SAGE Show™ 2014

THE PREMIER PROMOTIONAL PRODUCTS TRADESHOW FOR THE CENTRAL U.S. CHANGES DATES

Addison, TX (May 7, 2013) – SAGE announced today new dates for the 2014 SAGE Show™, a national promotional products tradeshow in the central U.S. SAGE Show will kick off on April 23, 2014 with an education day hosted by PPAI; followed by two full show days, April 24-25, 2014, with the last day being open to hosted end-user clients. 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. The three-day event will take place at the Fort Worth Convention Center in Fort Worth, Texas.

David Natinsky, President of SAGE, explained, "The inaugural SAGE Show in 2013 met expectations for the first year of a brand new show. But our vision is to grow the show to be much larger. Our industry research indicates that an April show would allow us to grow the show at a much faster rate. In fact, a spring show in the Dallas/Ft. Worth area was overwhelmingly preferred over February." Natinsky continued, "Our team is excited to continue to build on the 2013 SAGE Show to deliver an even bigger and better experience in April 2014."

The show will remain at the 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.

Paul Bellantone, President and CEO of PPAI, commented, "The member feedback we received was clear that moving the SAGE Show to April would provide for the best show experience given the calendar, weather, and other factors. As an organization, we are constantly looking at ways to reach more members. One way to do that is by providing world-class tradeshows in convenient locations at convenient times. The SAGE Show, along with The PPAI Expo and Expo East, form a three-show package that allow suppliers to cover the United States in a convenient, hassle-free manner to reach as much of our membership as possible. We are extremely excited to continue our relationship with SAGE on this important industry tradeshow."

Kippie Helzel, Vice President of Sales, of Keystone Creative Product Solutions said, "CPS is excited about the April SAGE Show. The timing is perfect to showcase our best items as the busy spring and early summer sales period begins!" Multi-Line Representative Chris Dollar from Chris Dollar Marketing Group explained, "The 2013 SAGE Show was a great show for us. We received multiple orders at the show equaling thousands of dollars in new sales. We are really looking forward to exhibiting at the 2014 show."

Exhibitors can lock in their 2014 trade show booths at The PPAI Expo, Expo East and SAGE Show, with a three show package which includes free shipping from The PPAI Expo to the SAGE Show, then from the SAGE Show to Expo East. It also includes a 15% discount on material handling at the SAGE Show and Expo East plus a one-time \$500 discount per booth applied to Expo East. The three show package will be available until May 31, 2013. To signup, exhibitors should contact PPAI at 888-I-AM-PPAI. 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. The show will be held April 23-25, 2014 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



hosted 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, tradeshow, tradeshow management services, and lead retrieval software. For more information, please visit www.sageworld.com or call 800.925.7243.

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