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SAGE® AND HPPA ANNOUNCE PARTNERSHIP

SAGE has partnered with Houston Promotional Products Association (HPPA) to manage their 2014-2016 Hot Stuff Expo.

Addison, TX (August 19, 2013) – SAGE is pleased to announce a partnership with Houston Promotional Products Association (HPPA) to manage their annual Hot Stuff Expo in 2014-2016.

Christine Leard, HPPA's President, commented, "Through our partnership with SAGE, our doors are opened to new opportunities that would not be possible without SAGE's tradeshow management experience and marketing expertise." Leard continued, "Through this partnership, we will be able to reach more industry professionals, which will result in additional booth sales, attendance and our members will benefit greatly from the growth of this show."

With this partnership, SAGE's Tradeshow Management Services will help market, sell and grow the HPPA Hot Stuff Expo. SAGE will also be responsible for show management, online and onsite registration services, complimentary lead retrieval for all exhibitors using SAGE's industry-leading ShowLink™ lead retrieval service, and sponsorship sales.

SAGE Tradeshow Management Services Manager, Jennifer Bingham, said, "We are extremely excited about our new relationship with HPPA. HPPA is already a SAGE Affiliate Partner and this new relationship expands how the two organizations will be working together. The Hot Stuff Expo is one of the largest regional trade shows in Texas and we are looking forward to being a part of such a great event."

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The HPPA Hot Stuff Expo, located in Houston, Texas, is an annual booth show for the promotional products industry. The Hot Stuff Expo attracts over 700 distributors from Houston and the surrounding area as well as more than 230 exhibiting suppliers.

About Houston Promotional Products Association (HPPA)

Established in 1958, Houston Promotional Products Association (HPPA) is a 501(c)(6) not-for-profit organization comprised of over 300 firms engaged in promotional products and specialty advertising in the Southeast Texas area. Our membership includes suppliers, distributors and their sales personnel, as well as select business service companies. HPPA is dedicated to professionalism in the promotional products industry within our region and strives to promote the highest standards of business ethics among its members by creating a meeting place for education, exchange of ideas and fellowship.

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. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.

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