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FOR IMMEDIATE RELEASE

SAGE® EXTENDS THE CAPABILITIES OF ITS LEAD RETRIEVAL SERVICE

SAGE ShowLink 5.5 adds prospect ratings, business card scanning, improved PDF-417 scanning, repeat visitor alerting, and much more.

Addison, TX (December 12, 2013) – SAGE announces the release of the latest version of SAGE ShowLink, the only lead retrieval service built specifically for the promotional products industry. The new version, 5.5, adds support for scanning business cards in addition to show badges. Using the camera on a smartphone or tablet, users can quickly scan business cards to record and track leads for a tradeshow or event that does not use barcoded badges.

David Natinsky, President of SAGE, commented, “We know that there are a lot of industry shows and events that don’t use barcoded badges yet. Now, exhibitors can use ShowLink at all of those events as well as the larger shows. It makes ShowLink a truly universal lead retrieval service that exhibitors can use all year long.”

The latest version also includes a prospect rating field allowing exhibitor sales staff to rate the prospect on a simple five-star system, giving exhibitors valuable information about which leads are warmer than others. SAGE has also added a feature to ShowLink called repeat visitor alerting. This unique feature will tell suppliers which attendees have been scanned in their booth at a prior show.

Natinsky continued, “Suppliers in the industry often tell us about the importance of lead follow-up in order to fully realize the value and potential of a tradeshow. Collecting valuable information onsite, along with correlating lead data with the supplier’s prior data from previous shows, gives suppliers critical information they need to effectively follow-up on their leads post-show.”



SAGE ShowLink 5.5 is available now from the Apple App Store or Google Play. It is a free update for existing ShowLink subscribers. New customers are encouraged to contact SAGE for more information and to purchase prior to PPAI Expo in January. For more information, visit www.sageworld.com or call 800.925.7243.

About SAGE ShowLink

SAGE ShowLink is an advanced lead retrieval service designed specifically for the promotional products industry. Using an iPhone, iPod Touch, iPad, Android device, or Windows-based laptop, suppliers can scan badges at industry tradeshows to collect leads and schedule follow-ups. ShowLink can even collect sample orders and detailed notes. Custom qualifier capabilities are built right into ShowLink at no additional charge. In addition, ShowLink can take pictures of attendees, sync between multiple devices in the booth, scan business cards at shows that do not have barcoded badges, and much more. All leads are automatically securely sent to the cloud for easy post-show management, reporting, and statistics. ShowLink subscriptions are \$295 per year per device. The optional Bluetooth® scanner is \$495.

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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