

Bille Forman  
Vice President of Marketing  
SAGE  
214.631.6000 x4539  
bille.forman@sageworld.com

## **FOR IMMEDIATE RELEASE**

### **Fascinating Takeaways Unveiled by SAGE's Promo Live! Online Event**

Addison, Texas (August 23, 2023) – SAGE, the leading provider of business services in the promotional products industry, has concluded its yearly interactive online promo event, Promo Live! Over the span of two successful days, the event drew the participation of over 1,100 industry professionals, up 20% over last year. This immersive online experience included 69 live and on-demand educational sessions, dynamic product showcases, personalized consultations with SAGE experts, and much more.

Leveraging the cutting-edge SAGE Digital Events platform, Promo Live harnessed SAGE's proprietary technology to deliver an engaging and interactive experience tailored specifically for the promotional products industry.

"Promo Live was a huge success," said SAGE President David Natinsky, MAS. "It seems like I say this every year, but the accessibility that this platform has brought to the industry is incredible. So many more people can attend and enjoy the benefits of discovering new, trending products, networking, and learning, all from their home or office."

The event featured an array of live and on-demand educational sessions led by SAGE and leading industry suppliers, garnering a total of 10,127 session views. Distributors gained insights from top industry suppliers, who unveiled new and innovative products, novel sales strategies, and showcased their top-selling items. Additionally, attendees delved into the latest trends in promotional products through interactive industry panel sessions, fostering lively conversations and new connections.



An exclusive industry panel, led by Terri Sparkman, Sales Development Manager at SAGE, Liz Haesler, Chief Merchandising Officer at PCNA Global, and Kym Frese, Regional Account Executive at Raining Rose, explored new ways to attract clients for the fourth quarter within the industry.

"Thank you, SAGE, for an excellent opportunity to meet suppliers," said Nancy Brooks, Owner of Brookside Promotions and Embroidery.

On day two, another specialized industry panel presented by Andy Evans, Corporate Account Manager at SAGE, alongside Lori Lord, Founder and CEO of Promotional Marketing Services, Natalie O'Leary, Director of Business Development at Bamko, and Tricia Williams, Proprietor of My Tribe Print & Promo LLC, discussed expert perspectives on ways to leverage company stores, email campaigns, and social media to boost end-of-the-year sales.

Among other standout elements were the live SAGE Quick Tip Sessions, which offered expert guidance on topics such as new SAGE Company Stores, supplier integrations, SAGE & AI, and advanced product searching.

In addition to these highlights, distributors enjoyed the Supplier Showcase, a hub for video calls, live chats, and access to themed product showrooms, providing an opportunity to explore each suppliers' latest offerings in promotional items for the upcoming fall and holiday sales season.

"We owe the success of Promo Live to the collective efforts of our distributors, suppliers, and sponsors," said Natinsky. "The future of the industry is promising, and we eagerly anticipate its evolution."

For more information about Promo Live, visit <https://www.sageworld.com/promolive/>.



## **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™, SAGE Web™, and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, project management, website and email services, e-commerce solutions, end-buyer catalogs, artwork services, payment processing, tradeshow, 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 as well as Promotional Products Professionals of Canada (PPPC), Canada's non-profit association. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.

###