

## Promotions East Returns to SAAGNY

Promotions East (and later, Expo East) has been a Promotional Products “must-go” since its inception in Atlantic City as the premier Northeast trade show bringing suppliers and distributors together. As a staple to thousands of promotional products professionals worldwide, Promotions East combines the experience of a national trade show with the atmosphere only a close-knit community can provide.

Historically produced in the summer months, SAAGNY is looking forward to Promotions East returning to SAAGNY and its calendar of premier industry events. SAAGNY will continue to build upon the tradition of success that Promotions East and Expo East has offered for generations of promo professionals.

“This show has served the northeast region for many years, bringing top-notch exhibitors and quality distributors together, resulting in unparalleled business opportunities,” said Paul Bellantone, CAE, president and CEO of PPAI. “As show manager of Expo East, we saw firsthand the dedication and commitment of the SAAGNY staff and volunteers, and have no doubt SAAGNY will continue to elevate the Promotions East experience. This region will continue to be well-served.”

SAAGNY’s focus at this time is to revamp and renew the Promotions East brand; adapting to new technologies and current realities in large scale industry events. SAAGNY’s mission for 2021 is to re-create Promotions East and provide a product that will maximize the trade show experience for all members.

Paul Sprunk, SAAGNY President, added, “We expect the Promotions East brand to continue to bring a national slate of top-level suppliers and distributors to grow their business within the entire District One community and beyond.”

Look for more announcements in the coming months from SAAGNY on this exciting news.