



FOR IMMEDIATE RELEASE

October 5, 2023 – Atlantic City, NJ - The Specialty Advertising Association of Greater New York (SAAGNY) hosted Promotions East this week, October 2-4, at Harrah’s Resort in Atlantic City. This year’s event boasted two floors of exhibits consisting of 187 companies showcasing the hottest branded merchandise and promotional products on the market. In addition to the show floor, SAAGNY curated an education program featuring sessions on topics ranging from AI, Next Gen, Digital Transformation, Empowering Women in the Industry and more!

Most notably, SAAGNY introduced an end user/ client component to the event where distributor attendees invited their clients to come to the show, visit the exhibit hall and attend specific networking events and education sessions. SAAGNY President Micheal Reisbaum said, “Distributors are hungry for broader opportunities to provide solutions to their clients, and we answered that demand by allowing them to bring their VIP clients to Promotions East.”

An Awards ceremony was held on Tuesday afternoon to honor achievers in the industry including Innovator of the Year, Foundation Volunteer of the Year, Rookie of the Year, and the Diversity, Equity, & Inclusion Award. The SAAGNY Foundation also hosted events in conjunction with Promotions East, including the NERA Golf Outing and the Gayle Farman Fun Run/Walk honoring the late Gayle Farman.

Executive Director, John Cudahy, MAS, MASI, said that Promotions East was designed with SAAGNY’s dedication to advocate for the business development of the promotions products industry in mind. “We wanted this year’s event to help our members and partners finish strong in Q4 and start 2024 with positive momentum.” He went on to say that he is “grateful for the contributions of this year’s planning committee, the Board of Directors, event sponsors, suppliers, speakers, volunteers and everyone who helped make this year’s event a success. Their commitment and dedication are what makes events like Promotions East possible.”

Promotions East will be back next year, September 24-26, 2024. It will once again be held at Harrah’s Resort in Atlantic City. For the most up to date information, follow SAAGNY on social media and check out promotionseast.com for the latest on the 2024 event and to view highlights from 2023.

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The Specialty Advertising Association of Greater New York (SAAGNY) is the largest regional trade association of its kind. SAAGNY is comprised of approximately 600 firms engaged in the specialty advertising and promotional products industry in New York, New Jersey, and Connecticut. Within our membership are Distributors, Suppliers, Multi-Line Representatives, and Business Services companies.

For more information visit saagny.org or email info@saagny.org.