

Welcome to the inaugural ASD Titan Bulletin newsletter! You are receiving this newsletter because you are a current member of the ASD Titan Advisory Council or have been invited to participate.

First and foremost, I would like to extend my gratitude to those of you who participated in our recent advisory council meeting onsite. Your active engagement is pivotal to the success of our event, and we are dedicated to implementing continuous improvements based on your invaluable feedback.

For those who were invited but could not attend, this newsletter serves as a direct outcome of the onsite meeting. Our goal is to foster transparency and collaboration as we partner with you to enhance your success at the show. We are committed to expanding our reach by attracting new buyers and enhancing the overall experience for our current attendees.

As a member of our Titan Advisory Council, we will provide regular updates on our key achievements, targeted buyer initiatives, and ongoing investments. We are thrilled to keep you informed about our latest developments.

Thank you for being an integral part of ASD Market Week.

Sincerely,

Camille Candella



ASD Titan Bulletin: September 2024 Update

2025 Investments in Buyer Acquisition

- **Marketing Investment:**

We are significantly boosting our marketing efforts for 2025 with an additional \$1 million, leading to a robust multi-million-dollar marketing initiative. This expansion includes a new partnership with MDG, a leading marketing agency, for a comprehensive two-year campaign aimed at increasing buyer attendance.

We are also thrilled to welcome Adrienne Belk as the new Group Vice President of Marketing at ASD Market Week. Adrienne, with over 25 years of experience and a proven track record in innovative marketing, will be pivotal in maximizing our collaboration with MDG to enhance buyer engagement.

- **VIP Hosted Buyer Program:**

We are enhancing our Hosted Buyer Program by inviting key buyers to the Resorts World hotel. This program not only attracts new attendees and those who haven't attended in a while but also ensures that buyers are highly relevant to our exhibitors' needs. In 2025, we will double our VIP hotel hosting budget.

- **Attendee Acquisition Team:**

To improve the quality and quantity of attendees, we have expanded our attendee acquisition team, adding seasoned professionals such as Kathy Wilkie, with 20 years in Buyer Relations, and Yanet Gavira, who will focus on the Latin American market and joined us in August. Stephanie Beringhele and Pam

Thompson will continue their crucial roles. This expanded team, with their expertise and networks, will target new, high-profile buying groups from previously untapped regions.

New Educational Series

- **WhizBang! Retail “Power Promotions: Maximize Your Sales”**

We have partnered with WhizBang! to offer a full-day educational session at ASD Market Week in March 2025, scheduled for the Saturday before the show opens, this series will leverage WhizBang’s retail store database to attract new buyers to ASD. We will also work with WhizBang! to target retailers with five or more locations that have never attended ASD. We anticipate approximately 400 retailers will attend the Saturday session, covering special promotions, buying strategies, and recommendations for ASD show floor categories.

Call Campaigns

1. **Exhibitor Titans (Complete):** Follow-up with Titan members to ensure they are familiar with their attendee acquisition team contact and set a cadence for continual outreach.
2. **VIP Buyers from August 2024 Show (In Progress):** Personal outreach to VIP buyers from the last show to thank them, invite additional buyers, and gather feedback on their experience. LATAM buyers will also receive personal outreach from our new LATAM Director, Yanet Gavira.
3. **VIP Buyers Who Registered but Did Not Attend August Show (In Progress):** Contact to understand their absence, encourage registration for March 2025, and offer personal outreach.
4. **All Exhibitors (In Progress):** Introduce the attendee acquisition team, explain the hosting program, and request specific buyer nominations for the March 2025 show.

Team Travel to Attract New Buyers

- **Aramark Retail & Culinary Expo (ARC Expo):** Our team will participate and speak at this exclusive event in Kansas City, MO, promoting ASD as a valuable addition to their buying efforts.
- **Goodwill “New Goods & Seasonal Advisory Group” Boot Camp:** We are sponsoring this boot camp in Naples, FL, where we will highlight ASD as a top buying destination for Goodwill agencies.
- **Habitat for Humanity Large ReStore Symposium:** Our sponsorship of this symposium in Los Angeles will promote ASD as a key resource for Habitat stores with annual revenues of \$1.3 million.
- **ABASTUR:** Yanet Gavira attended the ABASTUR Expo (hospitality) in Mexico, meeting new buyers to target for ASD.
- **Expo ANAM (National Association of Wholesale Grocery Stores):** Yanet’s attendance at Expo ANAM on September 3rd yielded promising leads for LATAM wholesale grocers.
- **Homelife Expo Mexico 2024:** Yanet will also have meetings at this major Chinese trade fair in Mexico, scheduled for September 17-19.

Buyer Collective Program

- **What is the Buyer Collective Program?** This initiative is designed to attract retailers and buying groups to host their key buying summits and meetings at our show. We provide a dedicated venue with complimentary setup and audiovisual equipment, and for larger groups, hotel room sub-blocks are arranged. Below are the first round of groups we are working to bring the following groups to ASD in March 2025, we will update this list monthly as they start to confirm.

- ALGO
- AMBC
- Boscov’s

- Five Below
- Goodwill
- PowerX
- Sourcing Edge
- Southwest Buying Group
- The Affordable Buying Group

Hosted Buyer Program

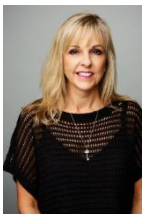
We are still negotiating with Resorts World, which is where we will be hosting our VIP buyers for the March 2025 show; we expect to start booking VIP buyers into our hosting program in the next month. To date, we have the following buyers interested in participating in the buyer-hosted program and this list will expand over the next few months.

- Boyer Park (KOA)
- Dillard's
- Five Below
- LGO Hospitality
- Mapco Express
- Ron Jon Surf Shops
- Southwest Buying Group
- Speedy Stop
- Viking Productions

Marketing Efforts

- **Agency Partnership:** We have partnered with MDG marketing agency to expand our reach and target the right buyers with specialized marketing efforts.
- **Expanded Digital Marketing Spend:** We have increased our PPC marketing budget significantly and will launch campaigns starting in late November. Buyer registration opens in mid-October.
- **YouTube Series: Retail Innovations – Inside the Deal:** We have launched ASD [Retail Revelations](#), a series highlighting key buyers and their experiences with ASD. Upcoming episodes will feature Tony Chinn, CEO of [The Buying Agency](#), and Lori Berezney, VP of Merchandising at [Channel Control Merchants](#).
- **Day Pattern Survey:** In the next 2-3 weeks, we will survey buyers to determine their preferred days for ASD, analyzing results by early November.

Reminder!! Don't forget to nominate buyers who you think should be part of our VIP experience. Your nominations are crucial in shaping the future success of our events. Simply email our Buyer Relations team with your suggestions.



Kathy Wilkie

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Market Focus: Beauty, Fashion, Jewelry, Cash & Carry, Gift, Souvenir, Toy



Yanet Gavira

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Market Focus: Latin America (all categories)



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Market Focus: General Merchandise, C-Store, Alternative Lifestyle