*Fill in the highlighted information below, copy and paste, and use this to communicate why you or someone from your store should attend ASD Market Week.*

Hi DECISION MAKER,

It would be beneficial for COMPANY to be at ASD Market Week, February 26 – March 1, 2023, at the Las Vegas Convention Center in Las Vegas, Nevada. For decades, ASD Market Week has hosted vendors with products in 19 merchandise categories, including home, toys, apparel, beauty, wellness, and YOUR PRODUCT CATEGORIES. It has grown to become the largest consumer merchandise buying show in the U.S., and has proven to provide a safe environment for retailers to refresh their inventory.

This show is where thousands of attendees like our store(s) and more go to find profitable products (up to 300 percent in margins) and get all their buying done at one place and at one time.

**I would like your approval to attend ASD Market Week.**

Here’s what a few attendees have said about ASD. –

* “We're pushing $100,000 in retail sales from products we brought in from vendors at this last ASD Market Week." – Jack B., Stuckey's Corporation.
* “Many of our group members find the ASD show the most beneficial for the success of their business, all thanks to the great product varieties and the margins you can make from shopping the show.” – Holly S., South West Buying Group.
* “We like the variety of vendors here. We travel all over the nation to attend various shows, but ASD has the best variety of vendors. Generally, there are more things here than you can see!” – Gloria G., Fiesta Foods.
* “We would never miss this show. Ever. We bring three buyers, we're here four days, and we work every aspect. The prices are great, so it's a very profitable show for us.” – Christie M., Hallmark.

I plan on attending EDUCATION AND EVENT(S) and returning with actionable insight on how we can improve sales and get more customers in our store.

If I register now, instead of on-site, registration is absolutely free. I have used their [Expenses and ROI Calculator](https://emeraldx.involve.me/asd-market-week-roi-calculator) to determine that the approximate total cost for me to attend is EXPENSE, but, as a company, we are expected to receive a return on investment of ROI.

You can learn more about the event at [www.asdonline.com](http://www.asdonline.com).

Thank you for your consideration and I look forward to talking more about how ASD can help us provide on-trend, high margin, and cost-effective products for our customers.

Sincerely,

NAME