




Expand your buyer reach at **ASD**MARKETWEEK



2024 EXHIBITOR PROSPECTUS

March 10 – 13, 2024 | August 4–7, 2024
Las Vegas Convention Center



WHAT IS ASD MARKET WEEK?

ASD Market Week, also known as the **Affordable Shopping Destination**, is the largest and longest-running business-to-business general merchandise show in the United States.

CONNECT WITH 30,000 ATTENDEES



IMMEDIATE ORDER-WRITING
*(secure sales right on the show floor,
ASD is the #1 order-writing show)*



**REACH THOUSANDS OF
DIVERSE BUYERS**
(with over 19 product category buyers)



INCREASE VISIBILITY TO OTHER BUYERS
*(expose your products to small boutique
owners to major retailers and more)*



I've been a loyal exhibitor at ASD for a very long time. This show is a MUST. We see all kinds of customers here at ASD. We see anywhere from mom-and-pops to chain store buyers. About 15-20% of our annual business comes from exhibiting at ASD... it's a lot!"

- Gilbert Khoury, Nagi K Corporation

WHY ASD MARKET WEEK?

At ASD Market Week 2023 exhibitors met new buyers, expanded into new markets, restored connections, and wrote orders on the show floor.



91% OF OUR EXHIBITORS

FIND EXHIBITING AT ASD MARKET WEEK IMPORTANT FOR THEIR BUSINESS EXHIBITING COMPANIES

**50% OF ASD
BUYERS DO NOT
ATTEND ANY
OTHER TRADE
SHOWS**



95% OF EXHIBITORS

REPORTED THEY MET WITH
NEW BUYERS



TOP 3 REASONS EXHIBITORS CHOOSE ASD:



WRITE
ORDERS



MEET WITH
NEW BUYERS



OPEN NEW
BUSINESS

Expand your buyer reach with ASD Market Week by targeting other key category buyers!

GET TO KNOW OUR BUYERS

Meet buyers from various industries and sizes, ensuring a wide range of potential customers for your products.

“

We've met over 100 new buyers from TJX to distributors, many overseas buyers who want to distribute their product internationally.”

- Leeat Kraus, Loverly

ATTENDEE JOB FUNCTION



90% OF OUR BUYERS
HAVE A SAY IN
PURCHASING DECISIONS

96% OF OUR BUYERS
FIND ASD MARKET WEEK
IMPORTANT TO THEIR BUSINESS

61% OF BUYERS ARE SENIOR LEVEL DECISION MAKERS

ASD ATTRACTS 30,000 ATTENDEES FROM A VARIETY OF CATEGORIES



96% OF OUR BUYERS
ATTEND ASD MARKET WEEK TO
DISCOVER NEW PRODUCTS

TOP TYPES OF RETAIL STORES



APPAREL/
ACCESSORIES



GENERAL
MERCHANDISE



TOYS

STORE TYPES THAT COME TO ASD:

- Apparel/Accessories
- Arts/Crafts/Hobby/Toy/ Game
- Automotive Parts/ Accessories
- Bookstores/Newsstands
- Children's/Infants Clothing
- Convenience
- Cosmetics/Beauty/ Perfume
- Department Store
- Discount Department Store
- Dollar Store
- Drug Store/Pharmacy
- E-Commerce: Amazon Seller/Amazon Only
- E-Commerce: Online Only (not Amazon Store)
- Electronics/Appliance
- Fine Jewelry
- Florist
- Furniture/Home Décor
- General Merchandise
- Gift/Novelty/Souvenir
- Grocery/Supermarket
- Hair/Nail Salon/Tanning/ Spa
- Hardware
- Health Food
- Luggage/Leather Goods
- Military Surplus
- Pet & Pet Supplies Store
- Shoe Store
- Smoke Shop/Tobacco
- Specialty Food
- Sporting Goods
- Stationery/Party/Paper/ Office Supply
- Tattoo Parlor/Body Piercing
- Thrift Store/Used Goods
- Truck Stop/Gas Station/ Car Wash
- Warehouse Club/ Supercenter

MEET INTERNATIONAL BUYERS

Exhibitors saw buyers from over 72 countries which means your buyer reach can expand.



TOP 7 ATTENDING COUNTRIES

- 1 Mexico
- 2 Canada
- 3 Puerto Rico
- 4 Panama
- 5 China
- 6 Honduras
- 7 Bahamas

“

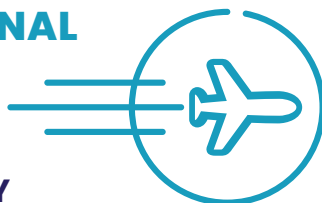
At ASD we see not just buyers from the mainland United States, we've had Puerto Rico, Hawaii, Antigua, all around the USA, Latin America and Canada. We just got a new account from Costa Rica and also got our largest wholesaler from this show. They purchase in the millions of dollars a year from us!”

- Dustin Rogers, Sonilex Industries LTD



CONTINUED INCREASE IN INTERNATIONAL BUYER PRESENCE

30% MORE BUYERS FROM CANADA YOY
40% MORE BUYERS FROM PUERTO RICO YOY



**10% INCREASE OF BUYERS
THAT ARE LOOKING
TO DO PRIVATE LABEL**

LEARN ABOUT OUR VIP BUYERS

Take a peek at our sample VIP Buyers that just attended ASD Market Week.



**95% OF ASD BUYERS WOULD
RECOMMEND ATTENDING ASD
TO A FRIEND OR COLLEAGUE**

**94% OF BUYERS
PLAN ON RETURNING TO
ASD MARKET WEEK**





ASDMARKETWEEK

BOOK NOW

TO FIRE UP NEW SALES OPPORTUNITIES IN 2024

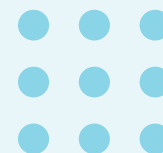
March 10 – 13, 2024

August 4–7, 2024

LAS VEGAS CONVENTION CENTER

Call us today to reserve your space

1-800-421-4511



asdonline.com