

# Grow your business with

→ ASDMARKETWEEK  
**SOURCE DIRECT**

SourceDirect at ASD Market Week is the premier wholesale  
trade show for sourcing professionals around the world

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March 9 – 12, 2025 & August 3 – 6, 2025  
Las Vegas Convention Center



# Why SourceDirect?

**SourceDirect at ASD Market Week is the fastest-growing sourcing show in North America.**

With the power of ASD Market Week behind it, SourceDirect is the leading destination for importers, distributors, online sellers, wholesale manufacturers and product developers worldwide! Global sourcing professionals shop SourceDirect to find suppliers in gift, home, toys, beauty, fashion accessories, pet products, general merchandise, CBD, electronics, private label, and more.

**51% OF ATTENDEES**  
ARE LOOKING FOR  
**PRIVATE LABEL OPTIONS**

**63% OF ATTENDEES**  
ARE SENIOR LEVEL (EXECUTIVE OR OWNERS)  
**DECISION MAKERS**

## How we can help.

Top-tier buyers know that SourceDirect is the #1 destination to find quality global products here in North America. Our team is dedicated to delivering the best experience for exhibitors and buyers to facilitate long-lasting and profitable relationships. Read on to see why SourceDirect is the solution for your business.



We sincerely hope to see you at the show!



Karalynn Sprouse  
*EVP, Merchandise, Int'l Sourcing and Manufacturing*

# SourceDirect Overview



**92% OF ATTENDEES**  
FINALIZE, AUTHORIZE AND/OR RECOMMEND PURCHASES



27% OF  
**ATTENDEES ARE IMPORTERS + DISTRIBUTORS**

## TOP 4 EXHIBITING COUNTRIES

CHINA  
KOREA  
INDIA  
TURKEY



**63% OF ATTENDEES**  
AT ASD HAVE AN ONLINE SALES PLATFORM



### ATTENDEE PROFILE

Amazon Resellers  
ASD Exhibitors  
Buying Groups  
Chain Stores  
Distributors  
Exporters  
Importers  
Mass Merchants  
National Retail & International Chains  
Online Sellers  
Sourcing Agents  
Wholesale Companies

“

### WHAT BUYERS ARE SAYING

“Since attending SourceDirect, I connected with nearly 24 factories and am considering switching to another supplier that offers much higher quality product for nearly half of the cost.”

*– Hans K., Owner, Valu Marts LLC*



# SourceDirect is Co-located with ASD Market Week

ASD Market Week, or Affordable Shopping Destination, is the largest and longest-running business-to-business general merchandise event in the United States, bringing 30,000 attendees to shop on-trend, high-margin products.

Held twice a year in Las Vegas, ASD Market Week is the number one order-writing show in the U.S. where thousands of retailers, wholesalers, and distributors of all sizes shop wholesale merchandise from over 1,800 exhibitors across 19 retail categories!



## QUICK FACTS ABOUT ASD MARKET WEEK



**30,000+**  
TOTAL ATTENDEES



**1,800+**  
EXHIBITING COMPANIES



**80+**  
COUNTRIES ATTENDING



**60+**  
YEARS IN BUSINESS



**700 VIP BUYERS**  
ATTEND EACH YEAR



**INTERNATIONAL ATTENDANCE IS ON THE RISE**  
ATTENDANCE FROM MEXICO INCREASED BY 12%  
ATTENDANCE FROM CANADA INCREASED BY 47%



**63%**  
OF ATTENDEES ARE  
**NEW BUYERS**



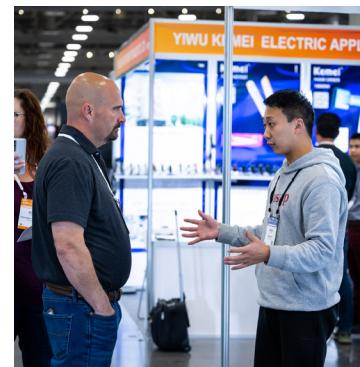
**460,000+ SQ FT**  
OF VENDORS WITH  
ENDLESS PRODUCT  
CATEGORIES

ASDMARKETWEEK

# SOURCETIQUE

AT SOURCEDIRECT

Launched at ASD Market Week August 2023, Sourcetique at SourceDirect is an innovative platform featuring 100 global suppliers with small minimums, providing retailers of all sizes the opportunity to source products from around the world.



## CATEGORIES INCLUDE:



GIFTS



FASHION



GENERAL  
MERCANDISE



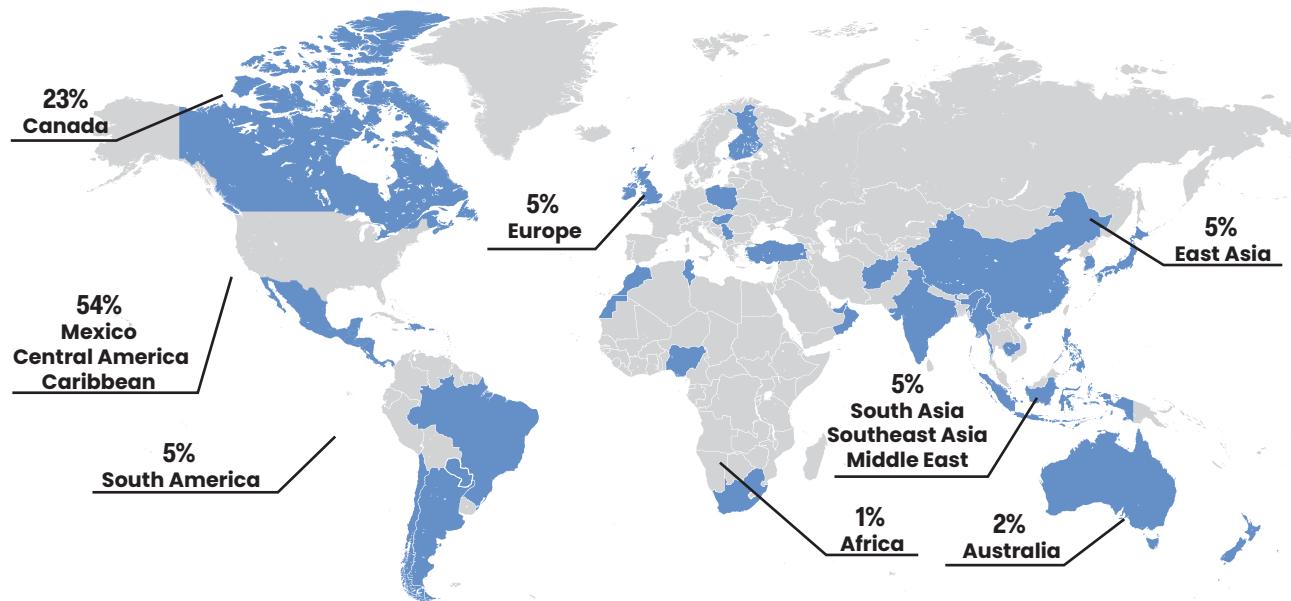
TOYS



BEAUTY  
..AND MORE!

# ASD Market Week draws in thousands of buyers from across the United States as well as buyers from more than 70 countries!

Where Our International Attendees are from



Over 50% of our buyers say that ASD Market Week is the only trade show they attend!



## Top 10 Attending Countries at ASD:

ASD draws more international buyers than any other B2B wholesale and general merchandise show in the U.S.

	1. Mexico		2. Canada
	3. Puerto Rico		4. Panama
	5. China		6. Honduras
	7. Bahamas		8. Guatemala
	9. United Kingdom		10. Costa Rica

# Who are your SourceDirect Buyers?

VIP BUYERS THAT HAVE ATTENDED SOURCEDIRECT



## TOP CATEGORIES BUYERS ARE SEARCHING FOR



GENERAL  
MERCANDISE



FASHION/JEWELRY/  
WATCHES



HANDBAGS



SUNGGLASSES/  
EYEWEAR

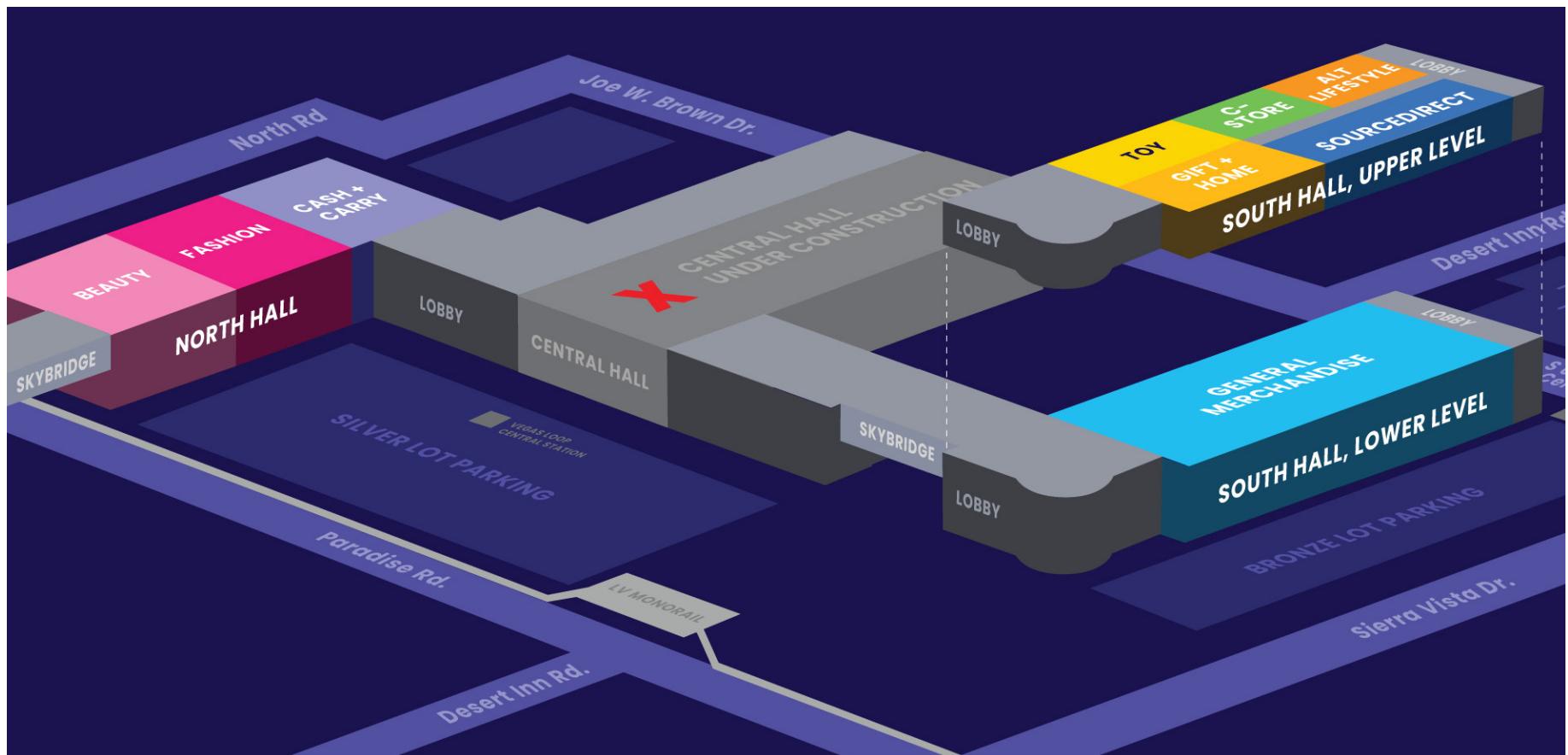


HATS/SCARVES



TOYS/KIDS/BABY

# ASD 2025 Show Map



# Exhibitor Testimonials



So far it is our 3rd time exhibiting at this show. The first time we had 70 new customers, the second time 60 new customers, and now this show - we're so happy to have this opportunity. We're extremely happy here, and are looking forward to coming again next year."

- *Young Doo Yang / SandSand Co, LTD*



This is our third time at ASD and this is something we want to do long-term because we see the benefits for our companies and for Guam as a whole. We keep coming back because we continue to grow here."

- *Melvin Tablas / Guam Economic Development Authority*



This was our first time at SourceDirect and ASD Market Week and our first trade show ever for the company. Our supplier recommended the show, and it was a very good experience. We got many customers, very good ones, and some new, smaller companies.

- *Fernanda Ramirez / Alvaco Enterprises*

# Let the SourceDirect team connect your business with the buyers you need!

## CONTACT US TODAY



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Exhibiting at SourceDirect at ASD was a major success. We had so much traffic flowing towards our booth from buyers on the show floor that we ran out of catalogs and business cards on the first day of the show. It was completely worth it to pay extra to reprint the catalogs with FedEx, because we received so many leads and needed them for the rest of the show days."

— Quanzhou Huao Import and Export Trading