

Grow your business with



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

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!

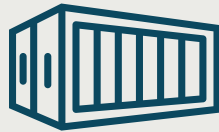


Karalynn Sprouse
EVP, Merchandise, Int'l Sourcing and Manufacturing

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, Sourcingtique 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
MERCHANDISE**



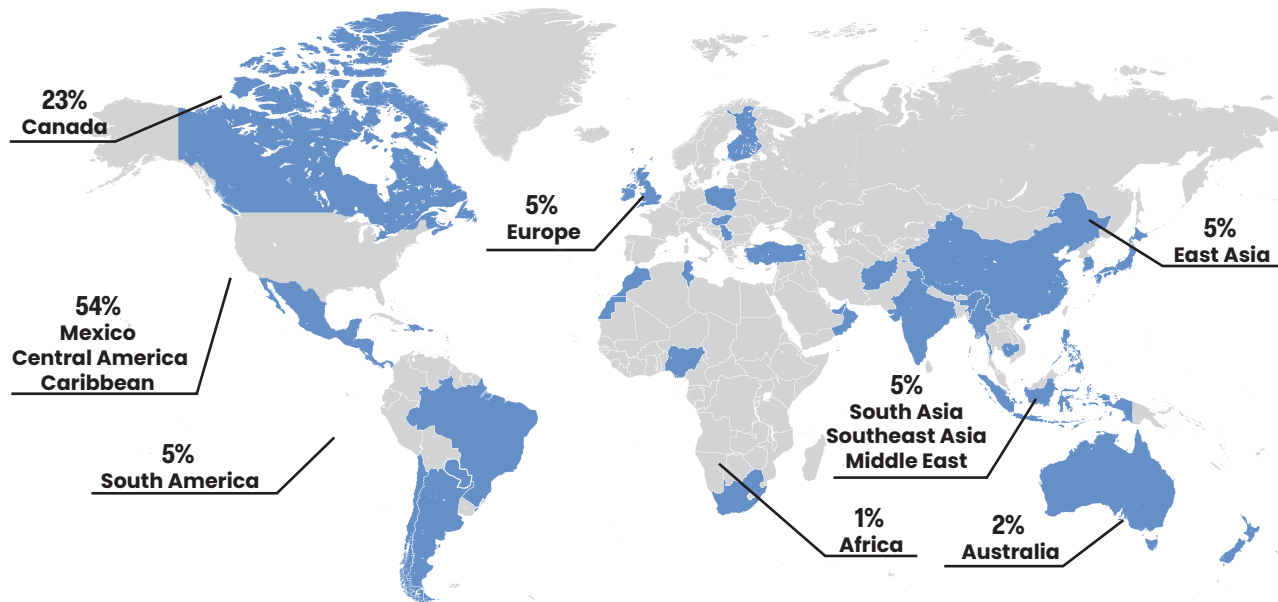
TOYS



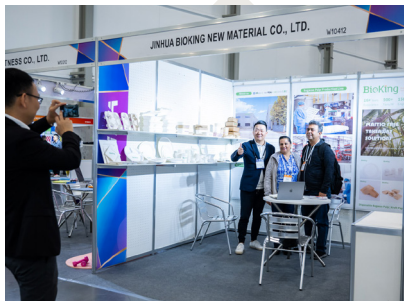
**BEAUTY
..AND MORE!**

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



amazon

Burlington



curacao



ROSS
DRESS FOR LESS

sam's club

ShermanSpecialty
COMPANY, INC.



TOP CATEGORIES BUYERS ARE SEARCHING FOR



GENERAL
MERCHANDISE



FASHION/JEWELRY/
WATCHES



HANDBAGS



SUNGLASSES/
EYEWEAR

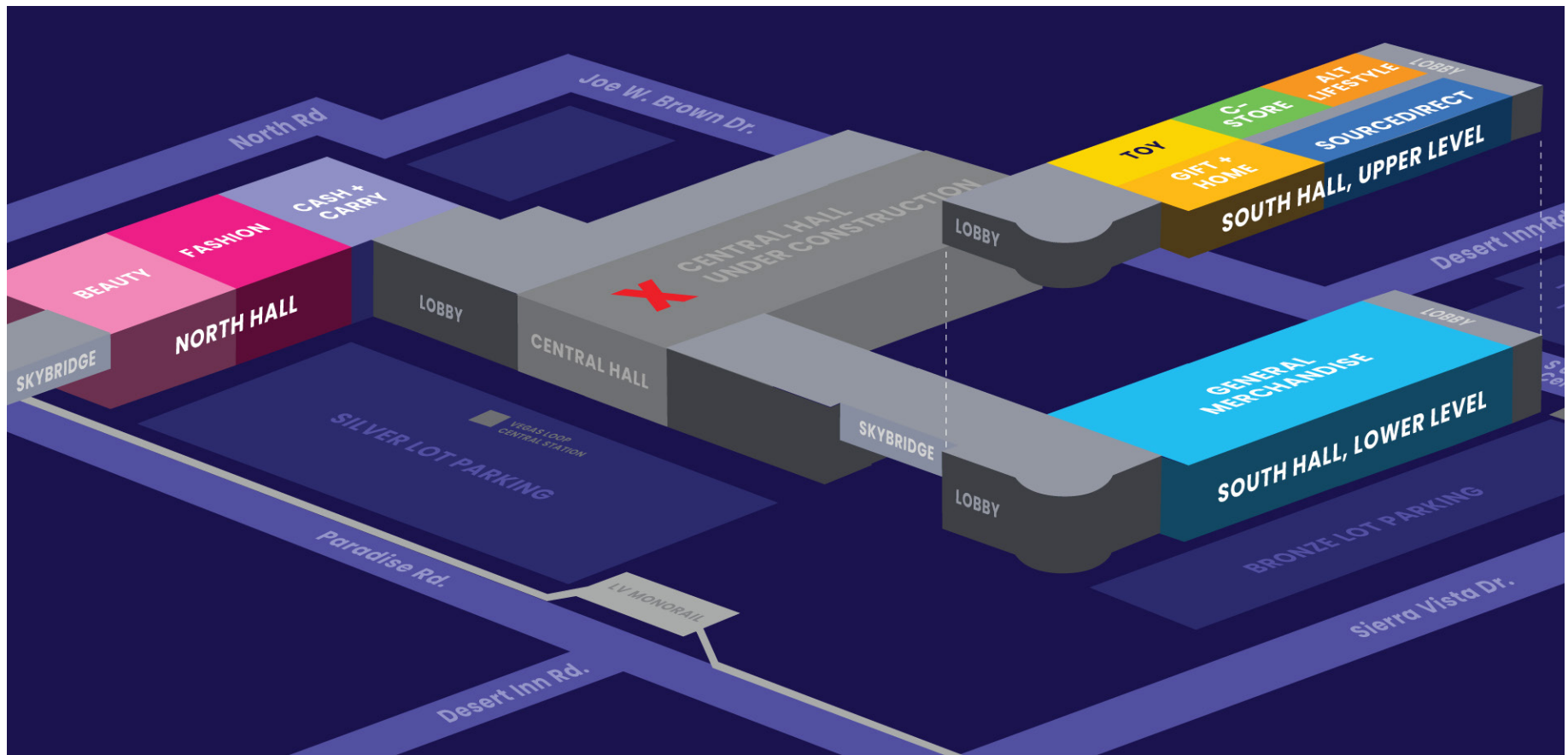


HATS/SCARVES



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 Tabilas | 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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ASDMARKETWEEK
SOURCEDIRECT

ASD
MARKETWEEK

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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 Huaao Import and Export Trading