

Grow your business with



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

August 3-6, 2025
Las Vegas Convention Center



Why Exhibit at SourceDirect?

As North America's fastest-growing sourcing show, SourceDirect is the premier hub for importers, distributors, online retailers, wholesale manufacturers, and product developers worldwide!

Global sourcing professionals shop SourceDirect to discover suppliers across a wide range of categories, including gift, home, toys, beauty, fashion accessories, pet products, general merchandise, CBD, electronics, private label items, and more. And with the power of ASD Market Week behind it, SourceDirect is a can't-miss opportunity to promote your products abroad.

53% OF ATTENDEES
ARE LOOKING FOR
PRIVATE LABEL OPTIONS

61% OF ATTENDEES
ARE SENIOR LEVEL (EXECUTIVE OR OWNERS)
DECISION MAKERS

Our Commitment to Supporting You

Leading buyers recognize SourceDirect as the premier destination for accessing high-quality global products in North America. Our committed team excels at ensuring that both exhibitors and buyers enjoy an exceptional experience, paving the way for enduring and lucrative partnerships. We can't wait to see you at the show!



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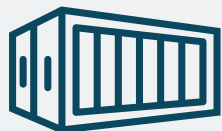
Karalynn Sprouse
EVP, Merchandise, Int'l Sourcing and Manufacturing

SourceDirect Overview



**89% OF
ATTENDEES**

FINALIZE, AUTHORIZE AND/OR
RECOMMEND PURCHASES



38% OF
**ATTENDEES
ARE IMPORTERS
+ DISTRIBUTORS**

**TOP 4
EXHIBITING
COUNTRIES**

CHINA
KOREA
INDIA
BRAZIL

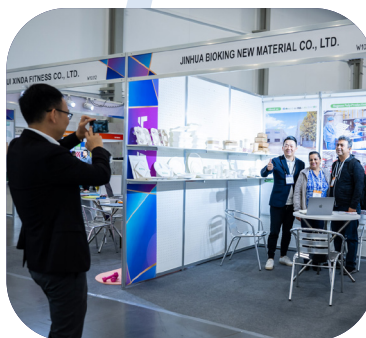


**63% OF
ATTENDEES**
AT ASD HAVE AN ONLINE
SALES PLATFORM



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

"I've attended ASD five times, and every visit is rewarding! I love the vendors here, especially those in Source Direct because I'm able to find top-notch suppliers all in one place. Every time, I leave with great supplier relationships and orders placed thanks to ASD. I love it and come every year!"
- Lucia Oliverio | American Homestead Incorporated

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!

ASDMARKETWEEK



QUICK FACTS ABOUT ASD MARKET WEEK



30,000+

TOTAL ATTENDEES



1,800+

EXHIBITING COMPANIES



73

COUNTRIES ATTENDING



60+

YEARS IN BUSINESS



900+ VIP BUYERS

ATTEND EACH YEAR



**SOURCEDIRECT
IS ON THE RISE**

ASD BUYERS THAT PLANNED
TO SHOP SOURCEDIRECT
INCREASED BY **36%**



63%

OF ATTENDEES ARE
NEW BUYERS



400,000+ 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

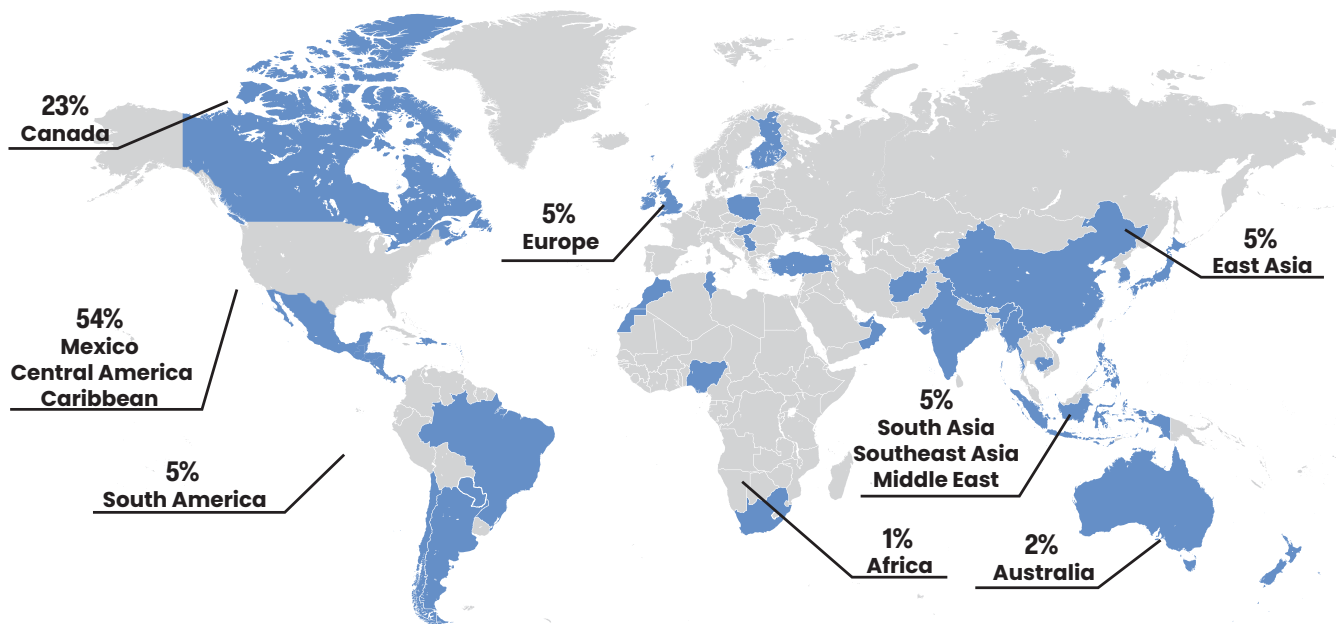


BEAUTY

..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!

“

“We are looking for global customers, and SourceDirect at ASD is a good way to meet them. Here are a lot of buyers from Mexico, Ecuador, Guatemala, and Canada, plus many U.S. regions and many different states. I hope to start doing business in at least three new countries from this show.”

- Chan An | MPI Brain | Yerma

Top 7 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. Trinidad and Tobago



7. Costa Rica



Who are your SourceDirect Buyers?

VIP BUYERS THAT HAVE ATTENDED SOURCEDIRECT



TOP CATEGORIES BUYERS ARE SEARCHING FOR



GENERAL
MERCHANDISE



FASHION/JEWELRY/
WATCHES



HANDBAGS



SUNGLASSES/
EYEWEAR



HATS/SCARVES

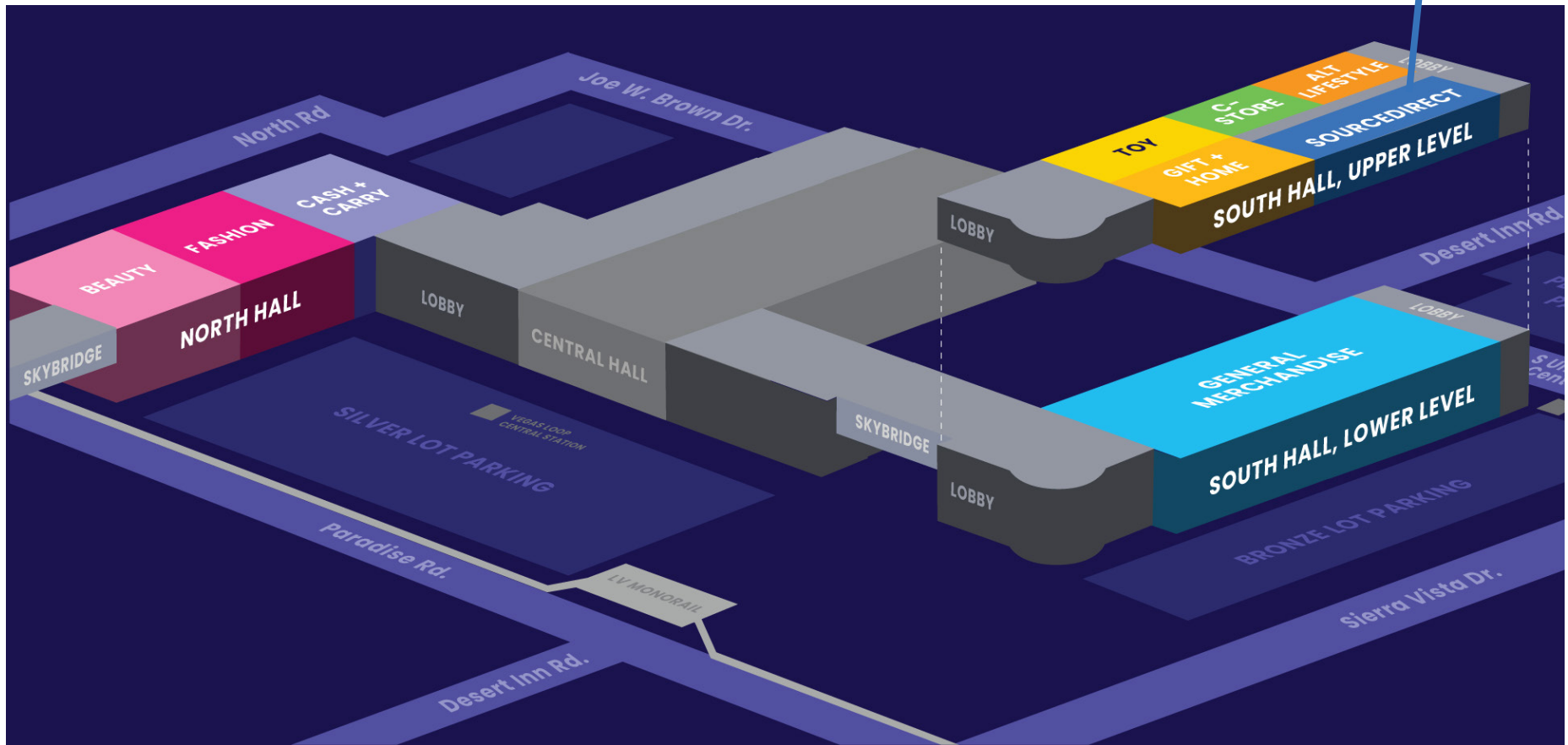


TOYS/KIDS/BABY



PETS

ASD August 2025 Show Map



Exhibitor Testimonials



As first-time exhibitors and a houseware supplier, we're thrilled to connect with chain stores and showcase our manufacturing capabilities at SourceDirect. We've already engaged with ideal retailers looking for direct sourcing and networked with global manufacturers to share resources. I highly recommend SourceDirect to other suppliers."

- Ike Yen | Brave Co., LTD



SourceDirect at ASD is unmatched. We connected with a Six Flags merchandiser interested in our products, along with retailers, wholesalers, and Amazon sellers.

The diverse range of buyers, both new and returning, is incredible. Compared to other shows, ASD offers far greater variety and opportunities."

- Alfredo Rodriguez | CARETAS REV S.A. DE C.V. / GHOULISH PRODUCTIONS



Exhibiting at SourceDirect for the third time has been fantastic. This show is unique because the buyers are eager to do business immediately. We've seen immediate success, making it perfect for exhibitors to gain valuable experience. I highly recommend it!"

- Kioshi Cody | Northern Mariana Islands, USA

Let the us connect your business with the buyers you need!

CONTACT THE SOURCEDIRECT TEAM TODAY



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Anyone not at the show this year is missing out! This is our first time exhibiting here and we've been busy. So far the show we've gotten buyers like Pilot and Love's who came in on the first day and were looking to buy 30-50 thousand pieces. Other buyers have come in looking for a little bit of everything. We already made our show on the first day. It's been amazing"

- Christopher James | Precision Instruments PVT LTD



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