



# Expand your buyer reach at ASDMARKETWEEK

2026 EXHIBITOR PROSPECTUS

MARCH 17-19, 2026  
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 categories)*



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

“

We chose ASD for our global launch and we're thrilled with the results! Not only did we meet our goals by connecting with new customers and industry leaders, but we also saw influencers and major buyers from retail and ecommerce. ASD is the place for new exhibitors looking to make a big impact. We can't wait to return next show!"

- Sunit Sheth | Maison de L'Avenir | August 2024 Exhibitor

## WHY ASD MARKET WEEK?

Meet new buyers, expand into new markets, restore connections, and write orders on the show floor.



**89% OF OUR EXHIBITORS**  
FIND EXHIBITING AT ASD MARKET  
WEEK IMPORTANT FOR  
THEIR BUSINESS

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



We continue to exhibit at ASD because it allows us to secure orders from new and existing customers. This year we've seen every kind of buyer here, including retailers like Spirit Halloween, Temu, and Target. The show offers a fantastic opportunity to broaden our reach, as new buyers discover our products and see the potential to expand their inventory with seasonal items."

- Adriana Espinosa | Ghoulish Productions |  
August 2024 Exhibitor



### TOP 3 REASONS EXHIBITORS CHOOSE ASD:



MEET NEW  
CUSTOMERS



MEET WITH  
EXISTING  
CUSTOMERS



BRAND EXPOSURE  
& INDUSTRY  
PRESENCE

**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.

“

This is my fourth time exhibiting here and this has been the best show ever. I have made huge sales with large chain store buyers and even made over one-million dollars in sales from this ASD Market Week. I can't wait to be back.”

– Tashsin Uyar | Turgiene Group | March 2024 Exhibitor

## ATTENDEE JOB FUNCTION



**45%** OWNER/  
PARTNER

**25%** BUYER/  
ASSISTANT BUYER

**16%** EXECUTIVE  
MANAGEMENT

**8%** OTHER

**4%** STORE  
MANAGER

**2%** SOURCING, PROD.,  
IMPORT, OR PROD. DEV  
MGR/DIR

**61% OF BUYERS ARE SENIOR LEVEL DECISION MAKERS**



**90% OF OUR ATTENDEES  
HAVE A SAY IN  
PURCHASING DECISIONS**

**95% OF OUR BUYERS  
FIND ASD MARKET WEEK  
IMPORTANT TO THEIR BUSINESS**





## EXCITING CHANGE IN 2026!

### A More Efficient, Buyer-Centric Experience

ASD Market Week is evolving in 2026 with changes designed to enhance the buyer experience, drive more productive outcomes for exhibitors, and streamline operations across the board.

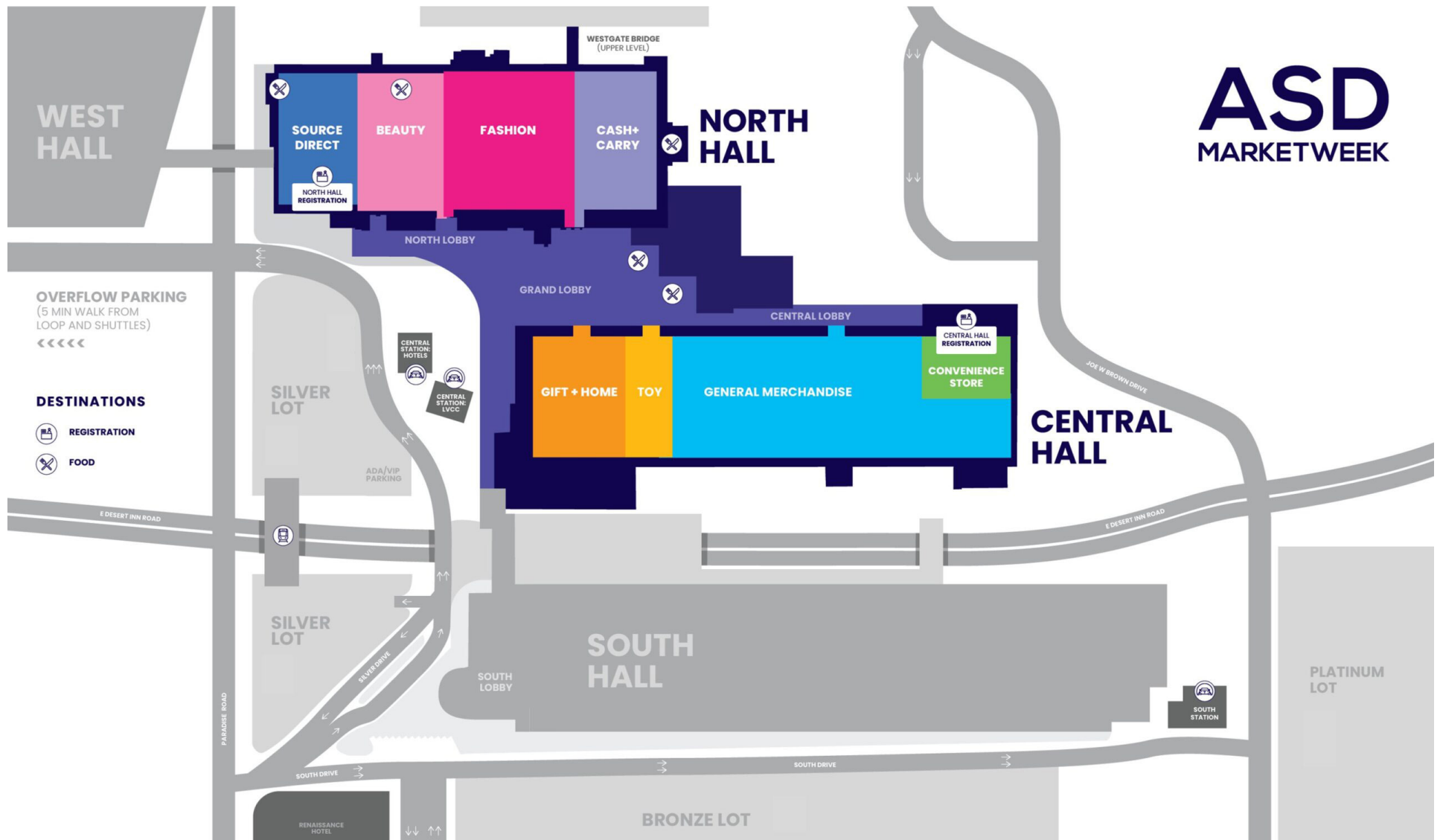
- **New 3-Day, Mid-Week Format:** To be more efficient, in line with industry trends, and respond to buyer preferences
- **New Hall Configuration:** In North and Central Hall to unify the floorplan layout, improve traffic flow, and boost buyer discovery between product categories
- **Additional Investment in Buyer Acquisition:** With a focus on increasing both quantity and quality of buyers, ensuring that they are the right buyers for your products

For more information about the changes coming to ASD Market Week in 2026 visit [asdonline.com/2026](https://asdonline.com/2026)



## A MORE EFFICIENT, BUYER-CENTRIC EXPERIENCE

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## ASD ATTRACTS 30,000 ATTENDEES FROM A VARIETY OF CATEGORIES



### CATEGORIES ON THE RISE!

We've seen more buyers interested in these categories:

**11% GROWTH IN HANDMADE CATEGORY**

**9% GROWTH IN MEN'S APPAREL CATEGORY**

### TOP TYPES OF RETAIL STORES



APPAREL/  
ACCESSORIES



GENERAL  
MERCHANDISE



GIFT, NOVELTY,  
SOUVENIR

### 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 Canada
- 2 Mexico
- 3 Puerto Rico
- 4 Panama
- 5 China
- 6 Costa Rica
- 7 Trinidad and Tobago

“

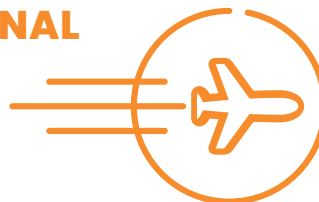
We are looking for global customers, and ASD is a good way to meet them. Here are a lot of buyers from Mexico, Ecuador, Guatemala, and Canada, plus many U.S. regions and many different states.”

- Chan An | MPI Brain/YERMA | March 2024 Exhibitor



### CONTINUED INCREASE IN INTERNATIONAL BUYER PRESENCE

**47% MORE BUYERS FROM CANADA YOY**  
**12% MORE BUYERS FROM MEXICO YOY**



**52% OF BUYERS  
ARE LOOKING FOR  
PRIVATE LABEL OPTIONS**



## LEARN ABOUT OUR VIP BUYERS

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



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

“

This is our first time at the show and it's been a really great experience. Coming to ASD has introduced us to a lot of **customers we don't see at other shows**. We've had **international customers** from Venezuela, Panama, Poland, Trinidad and more. **We've met Ollie's, Variety Wholesalers, Big Lots...**they're coming, they're writing orders, and they're interested in what we sell.”

– Morris Salameh | Phantom Chef | August 2023 Exhibitor





**ASD**MARKETWEEK

**BOOK NOW**

**TO FIRE UP NEW SALES OPPORTUNITIES IN 2026**

**MARCH 17-19, 2026**

**LAS VEGAS CONVENTION CENTER**

**Call us today to reserve your space!**  
**1-800-421-4511**

[asdonline.com](https://asdonline.com)