

ASDMARKETWEEK

Exhibit at the **#1** trusted
wholesale merchandise
event for reaching
new retailers across
the widest variety
of markets.



MARCH 17-19, 2026 (TUESDAY-THURSDAY)
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. ASD provides an unparalleled selling opportunity to reach new markets and write orders on the spot.



1M+ Products. 19+ Categories. All Under One Roof.

With 19+ product categories conveniently merchandised across 8 neighborhoods on the show floor, ASD is designed to maximize product discovery for every type of buyer.

 **Beauty**

 **Cash + Carry**

 **Convenience Store**

 **Fashion**

 **General Merchandise**

 **Gift + home**

 **SourceDirect**

 **Toy**

Quick Facts About ASD Market Week



30,000
TOTAL ATTENDEES



80
COUNTRIES ATTENDING



60+
YEARS IN BUSINESS



500+ VIP BUYERS
ATTEND EACH YEAR



53% OF ATTENDEES ARE
LOOKING FOR PRIVATE LABEL
OPTIONS

HELLO
I'm New

60%
OF ATTENDEES ARE
NEW BUYERS
TO ASD

Why ASD Market Week?

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



**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)*

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!**

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This is our first time at ASD and it's been a really great experience. Coming to the show 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 Tobago and more. **We've met Ollie's here, Variety Wholesalers, Big Lots... they're coming, they're writing orders, and they're interested in what we sell.** I look forward to coming back.."

- Morris Salameh | Phantom Chef | General Merchandise Exhibitor



**REACH 30,000
ATTENDEES ALL
IN ONE PLACE**

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



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We're excited to be back at ASD! The show and traffic flow has been great. We've **seen a lot of new buyers** - way more than other shows. ASD brings a **different crowd that we don't see any other places**. We also used the **ASD Mobile App to schedule meetings with large buyers from Grand Canyon Corporation**, and we're excited to start working with them. I definitely recommend exhibiting at ASD!"

- Lauren Shaked | Liquid Energy Apparel, Inc | Style & Beauty Exhibitor

Top Categories Buyers are Searching For



GENERAL
MERCHANDISE



HANDBAGS



APPAREL



TOYS/FIGURES/PLUSH



BEAUTY
AND WELLNESS



DOLLAR STORE
ITEMS



ELECTRONICS &
PHONE ACCESSORIES



SOUVENIRS

The ASD Advantage

It pays to exhibit at ASD Market Week! ASD offers unique onsite experiences and tools that engage and educate buyers on exhibitor offerings while fostering valuable networking opportunities.

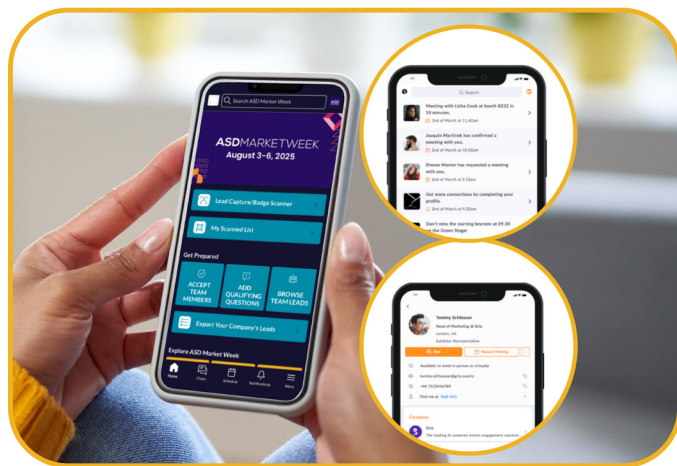


Free Marketing Opportunities

You invest a lot into your business and products – ASD wants to supercharge your efforts through our FREE Marketing Opportunities! Available to all confirmed exhibitors, you can reach more than 250,000 buyers via email, social media, through on-site activations, and more.

Advanced Networking Tools

ASD equips every exhibitor with powerful digital networking tools to effortlessly build new connections and simplify post-show follow-up. Included in every booth package, these tools help you connect with more buyers, streamline your outreach, and focus on what matters most—closing the deal.



Exhibitor Awards

ASD Market Week proudly honors exceptional international exhibitors through our awards program. This initiative celebrates excellence within the buyer, exhibitor, and retail community, with winners receiving year-round promotion across multiple ASD platforms.

Get to Know Our Buyers

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



ATTENDEE JOB FUNCTION

63% OF BUYERS ARE SENIOR LEVEL DECISION MAKERS



44%	OWNER/ PARTNER	19%	BUYER/ ASSISTANT BUYER
19%	EXECUTIVE MANAGEMENT	5%	OTHER
5%	STORE MANAGER	2%	SOURCING, PROD., IMPORT, OR PROD. DEV MGR/DIR

92% OF OUR ATTENDEES
HAVE A SAY IN
PURCHASING DECISIONS

86% OF ATTENDEES
FIND ASD MARKET WEEK
IMPORTANT TO THEIR BUSINESS

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As an ASD veteran of over 30 years, **ASD has been a vital strategy for our business growth.** This show, I wrote orders with 50% more new buyers than last show, and these were quality buyers. The opportunity to engage with fresh faces as well as familiar faces each year is why we keep coming back, **as it plays a crucial role in expanding our business and driving our success."**

– Danny Kole | Kole Imports | General Merchandise Exhibitor

Sample of VIP Buyers That Have Recently Attended:



94% OF BUYERS PLAN ON RETURNING TO ASD MARKET WEEK

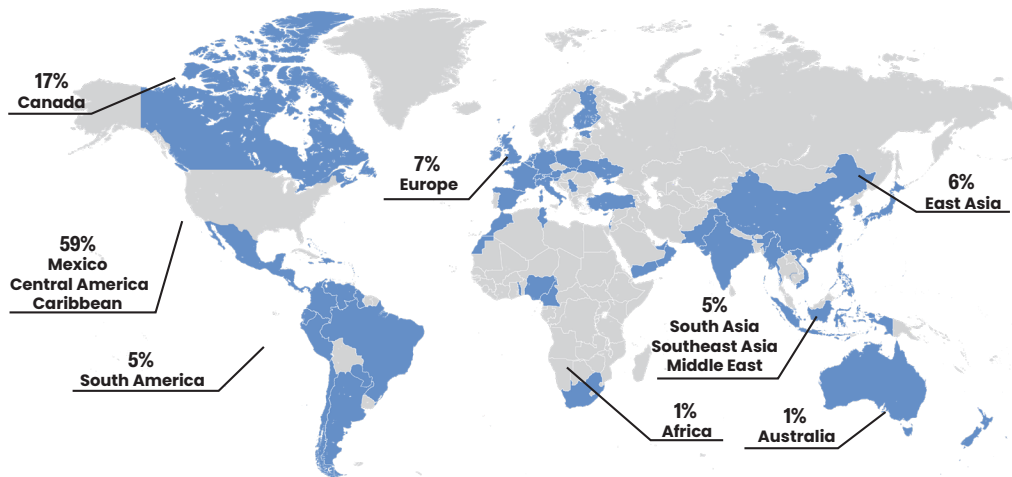
STORE TYPES THAT ATTEND TO ASD:

- 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

Where in the World?

While 90% of our Attendees are from the U.S. – ASD also draws in thousands of buyers from 80 countries!

Where our International Attendees are from:



TOP 8 ATTENDING COUNTRIES

1. USA
2. Mexico
3. Canada
4. Puerto Rico
5. Panama
6. China
7. Trinidad and Tobago
8. Costa Rica



With over a decade of participation, ASD has been pivotal in **boosting our brand presence in the industry and connecting us with international customers**, particularly from Latin America. We were thrilled to secure a remarkable order exceeding \$80,000, highlighting ASDs immense potential for your business growth. ASD remains a **crucial platform for expanding our reach in the global market.**

Seline Oh | Nicka K New York | Style & Beauty Exhibitor

LATAM Buyer Highlight: ANIERM



Meet Yanet, our dedicated Buyer Relations Director responsible for our growing LATAM buyer attendance. Here she is on a LATAM Buyer Tour exploring the show floor.

ANIERM, the National Association of Importers and Exporters of Mexico, is a non-profit supporting foreign trade. It fosters global business ties, offering education, guidance, and legal advice while bridging private and government sectors. With the organization's support, ANIERM members are able to come to ASD Market Week, build new connections, and shop the show floor.



EXCITING CHANGES 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.

ADDITIONAL INVESTMENT IN BUYER ACQUISITION

Focusing on increasing quantity and quality of buyers, ensuring that they are the right buyers for your products.

NEW HALL CONFIGURATION

In the newly renovated North and Central Halls with a unified floor plan layout, improved traffic flow to boost buyer discovery between categories.



For more info on the changes coming to ASD in 2026, visit asdonline.com/2026



ASDMARKETWEEK

BOOK NOW

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

**MARCH 17-19, 2026 (TUESDAY - THURSDAY)
LAS VEGAS CONVENTION CENTER**

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