ASDMARKETWEEK

NEW EXHIBITOR GUIDE

WELCOME TO THE ASD Market Week!

We're so excited that you're joining us at ASD Market Week. We've put together this resource to help guide you through the exhibiting process and maximize your presence at the show.



IN THIS GUIDE YOU'LL FIND:

- Free Marketing Opportunities: Don't miss this chance to reach thousands of buyers
- Discounted Sponsorship Opportunities: Specifically designed for new exhibitors
- Tips & Tricks: To be successful and prepare for your first ASD Market Week
- ASD Digital Tools: What they are and how to best utilize them
- Booth Setup Guide: Know what to expect when you arrive at the Las Vegas Convention Center
- New Exhibitor Checklist: To help you stay on top of all your preparations
- Meet the ASD Team: We're here to support you, reach out any time!

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Free Marketing Opportunities *– Why Your Participation is Key*



"Whatever you guys did, it's working. All the traffic was coming here...DD's Discounts came and talked to us. CVS has and talked to us. Howard's Drug Store. Customers that we would have never reached. We're super happy."

- *Seoul Naturals, ASD August 2025 New Exhibitor*

Who You'll Reach

250K | **Buyer Email Subscribers**

150K | **Social Media Followers**

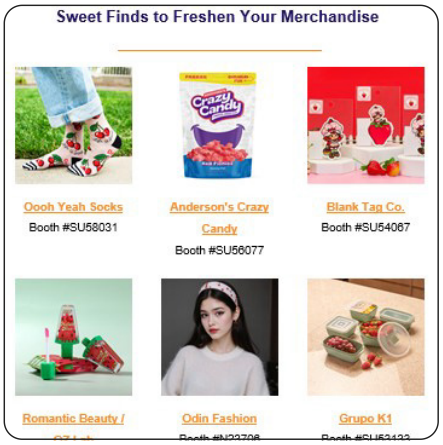
The Results. Exhibitors are:

76% More Satisfied
in achieving their goal of entering a new market or finding new distributors/partners

39% More Likely to Meet Their Onsite Objectives
compared to those who didn't participate in any free marketing opportunities

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FREE MARKETING OPPORTUNITIES



Inclusion in Attendee Facing Promotions: Be included in emails reaching 250,000 attendees, and in social media posts reaching 150,000 followers.

Product Showcase: Submit your product for consideration in one of our onsite Product Showcases. Selected products will be displayed with signage including company name and booth number.





Inclusion in the Vendor Preview Guide: This sought after guide offers buyers a sneak peek into new & on-trend products at ASD, helping attendees discover exhibitors as they prepare.

Visit **asdonline.com/free-marketing** to participate

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Discounted Sponsorships for New Exhibitors

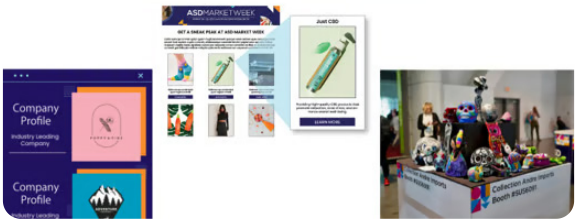
To help you stand out as a new exhibitor, ASD Market Week offers several perks, including exclusive access to deeply discounted sponsorship and marketing opportunities!

New Exhibitor Packages



A $1,045 Value for $329

New Exhibitor Boost Package: Boost your brand awareness by increasing your exposure to buyers ahead of the show.
Includes: Email + Web Ad



A $2,043 Value for $838

New Exhibitor 360 Package: Ensure your company and products are seen by buyers both online and in person at the show.
Includes: Email + Web Ad, Display Pedestal



A $2,800+ Value
Starting at $1,353

New Exhibitor Launch Package: Launching a new company or product? This one is for you
Includes: Email + Social Media + Web Ad, Display Pedestal, Amplify Package Upgrade

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A-La-Cart Sponsorships

In addition to the new exhibitor sponsorship packages, ASD also offers an A-La-Cart sponsorship menu at a discounted rate for new exhibitors.

Above Booth Banner (Airspace Only)
New Exhibitors Pay $1,759 | Regular Price $2,619

Display Pedestal
Early Bird: New Exhibitors Pay $656 | Regular Price $998
Standard: New Exhibitors Pay $820 | Regular Price $1,247.50

Half Page Directory Ad
New Exhibitors Pay $874.50 | Regular Price $1,998

Buyer Confirmation Email Footer
New Exhibitors Pay $1,537 | Regular Price $2,195

Vendor Confirmation Email Footer Ad
New Exhibitors Pay $487 | Regular Price $695

Floor Plan Banner Ad
New Exhibitors Pay $399 | Regular Price $1,125

Floor Plan Booth Logo
New Exhibitors Pay $699 | Regular Price $1,195

Sponsored Facebook Post
New Exhibitors Pay $595 | Regular Price $849

Sponsored Instagram Post
New Exhibitors Pay $299 | Regular Price $450

Social Media Campaign: Show Spotlight
New Exhibitors Pay $199 | Regular Price $725

Mobile App Banner Ad
New Exhibitors Pay $299 | Regular Price $595

More than $5,700 in savings!

Visit **asdonline.com/sponsorship-new** for additional offerings

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How to be Successful at ASD

Participating at ASD provides a powerful opportunity to grow your business, connect with diverse buyers, and expand into new markets. To make the most of your experience, it's important to have a clear strategy, focus on building meaningful interactions, and leverage the tools and resources available to you.



Prepare Your Booth to Stand Out:

Ensure your booth is visually appealing, well-organized, and effectively showcases your products in a way that captures buyer attention.

Utilize Event Tools:

Complete your Company Profile on the Exhibitor Dashboard, Download and message attendees using the Mobile App, attend Info Sessions.

Engage with Buyers :

Approach buyers with confidence, initiate conversations, and be ready to present how your products meet their needs.

Follow Up on Leads Promptly:

After the show, reach out to the buyers you interacted with and keep the momentum going. Share additional product info, thank them for their time, and explore next steps.

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Preparing for the Show

Preparation is key for success at ASD Market Week. With thousands of buyers from over 80 countries, strategic planning ensures you effectively showcase your products, connect with key decision-makers, and are better situated to take immediate orders on the show floor.



Set Clear Goals:

Define what you want to achieve. Are you aiming to connect with new buyers, introduce a new product, or expand your market presence? Having clear objectives will help you focus your efforts and measure your success.

Train Your Team:

Make sure staff attending the show are well-informed about your products, pricing, and unique selling points. A knowledgeable and friendly team can make a significant difference in engaging buyers and securing orders.

Plan Your Schedule:

ASD is a bustling event, creating a schedule is an effective way to maximize your time and ensure there is always someone in your booth to engage customers.

Utilize ASD's Resources:

Leverage tools like the ASD Mobile App, custom marketing materials, the Exhibitor Dashboard, and Free Marketing to increase your visibility surrounding the show.

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The Exhibitor Dashboard



Your "one-stop shop" where you can prepare for the show and access all of your necessary show information including:

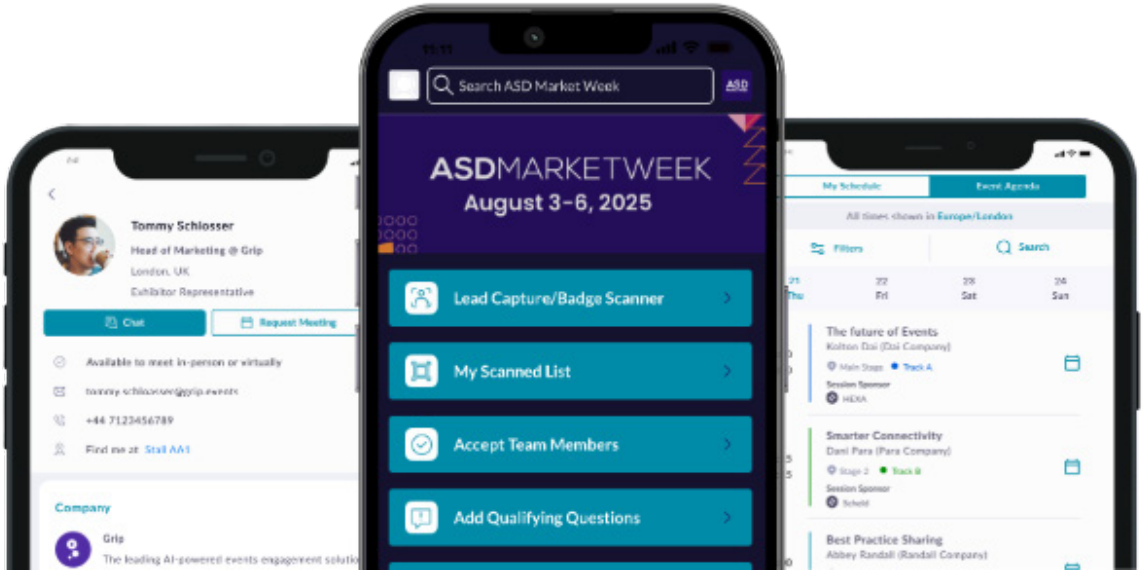
- Updating your Company Profile
- Explore Sponsorship Opportunities
- Upload product listings, press releases, and videos
- Access Invoices
- Upload insurance Documents

Information and listings added to your Company Profile will be used for the Printed and Digital Vendor Directories, and is used by buyers to find exhibitors to do business with.

Visit **asdonline.com/exhibitor-dashboard** for user guide & access

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The ASD Mobile App



We're thrilled to announce the ASD Mobile App - where you can connect, explore, and network all at your fingertips. The ASD Mobile App includes:

- **AI powered matchmaking** to connect you with more relevant buyers
- **Connection tools** to send messages and schedule meetings with attendees
- **Navigation** to make your way around the show floor with ease
- **Built-in Lead Capture** to grow your leads and boost your ROI. Available to every staff member.

The ASD Mobile App requires at least iOS 17 or Android 10 or later to operate on mobile devices.

Visit **asdonline.com/mobileapp** for user guides and to download

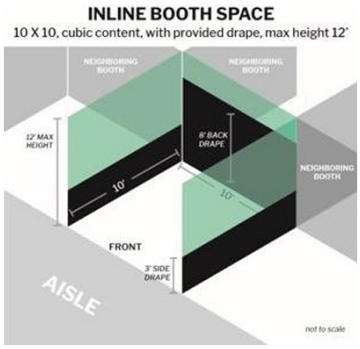
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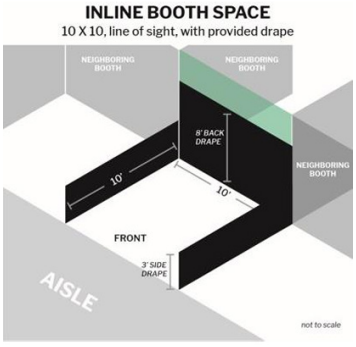
Booth Set-up

There are several standard types of booths at ASD Market Week, below are multiple examples. For directions related to your specific booth, please contact your Customer Success Manager.

Linear/Inline Booths

Are generally arranged in a straight line and have neighboring exhibitors to their immediate right and left, leaving only one side exposed to the aisle.



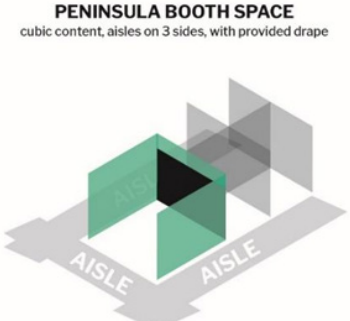


Island/Split Island/Peninsula Booths

- **Island Booths** are any size booth exposed to aisles on all four sides. Note: Pipe and drape, and ID signs, are not included with Island booths.
- **Split Island Booths** are booths exposed to an aisle on three sides, and typically back up to another island split island booth behind.
- **Peninsula Booths** are booths exposed to an aisle on three sides, and typically back up to linear booths behind







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Booth Set-up

Each booth at ASD Includes the following per 10x10/100 square feet

- Pipe & Drape (Island booths do not come with pipe and drape)
- Booth carpet
- One (1) 4', 6' or 8' wood table with plastic top (no skirting). Must be ordered from Freeman in advance.
- Two (2) plastic chairs (delivered the night before show opening). Must be ordered from Freeman in advance.
- Standard booth ID sign (11" x 17") Including: company name and booth number (island booths do not come with ID sign)
- 300 lbs. drayage/material handling per 100 nsf (late arrival surcharges are not included in freight allowance)
- One (1) Wastebasket
- Footwear booths have additional inclusions.

SourceDirect @ ASD booths include the following per 10x10/100 square feet

- 300 lbs. drayage/material handling per 100 nsf (late arrival surcharges are not included in freight allowance)

Review booth space contract for additional details.

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New Exhibitor Checklist

Follow this list as you prepare and participate at ASD Market Week to stay on track. While this list covers many of the key items at the show, it is best to reference the Exhibitor Services Manual for key deadlines. Contact your Customer Success Manager should you have any questions.

Pre-Show

- ◯ Complete company profile on the Exhibitor Dashboard, view instructions here
- ◯ Review Exhibitor Services Manual, accessible via the Exhibitor Dashboard and the Exhibitor Resource Center.
- ◯ Order on-site show services, such as electrical, labor, decor, etc. Not applicable to all exhibitors.*
- ◯ Book hotel for on-site staff
- ◯ Register exhibitor booth staff. Required to access show floor and ASD Mobile App.*
- ◯ Ship materials to advance warehouse (suggested) or directly to show site.
- ◯ Create goals for on-site team members
- ◯ Download the ASD Mobile App
- ◯ Purchase insurance, if needed

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New Exhibitor Checklist

At the Show

- [ ] Pick up exhibitor staff badges during set-up period when the registration lines are less busy
- [ ] Check on materials arriving to your booth, if applicable
- [ ] Network with booth neighbors
- [ ] Check in with your team, re-confirming team goals and reviewing performance
- [ ] Renew booth space

Post Show

- [ ] Breakdown booth and pack products for outbound shipping
- [ ] Submit outbound materials handling forms to Freeman, if applicable.
- [ ] Export leads and connections from the ASD Mobile App
- [ ] Continue the conversation with attendees

Visit the Exhibitor Services Manual for key deadlines

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Meet Your Buyer Relations Team

ASD's Dedicated Buyer Relations Team works throughout the year to secure VIP buyers to attend the show.

As part of the VIP Hosted Buyer program, you too can invite your VIP buyers to shop at ASD Market Week, and if they qualify we'll pay for their hotel stay during the show and give YOU the credit.



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Your Dedicated Support Team

Welcome to the ASD Market Week community - where our dedicated customer success team is ready to help answer any of your questions and guide you through the exhibiting journey.



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Exhibitors in the following sections:

- Alternative Lifestyle
- Business Solutions
- C-Store
- General Merchandise
- Luggage
- Military
- Tools



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Exhibitors in the following sections:

- Apparel
- Beauty & Fragrance
- Cash & Carry
- Souvenir & Novelty
- Gift + Home Accents
- Gourmet
- Jewelry
- Licensed Goods
- Toy
- *All international exhibitors*