



Expand your buyer reach at ASDMARKETWEEK

2025 EXHIBITOR PROSPECTUS

MARCH 9 – 12, 2025 | AUGUST 3–6, 2025
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**

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

“

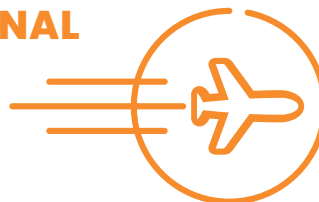
We are looking for global customers, and ASD is a good way to meet them. Here are a lot of buyers from Mexico, Ecuador, Guatemala, and Canada, plus many U.S. regions and many different states.”

- 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.



*Still have 800+ stores.

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





ASDMARKETWEEK

BOOK NOW

TO FIRE UP NEW SALES OPPORTUNITIES IN 2025

MARCH 9 – 12, 2025 & AUGUST 3-6, 2025

LAS VEGAS CONVENTION CENTER

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