

ASD Las Vegas Reports Significant Increase in Attendance

Los Angeles, CA (March 12, 2010) – FOR IMMEDIATE RELEASE - Over 2,400 exhibitors displayed hundreds of thousands of products across 100 categories including Gift, Jewelry, Style & Beauty and Value & Variety at the Sands Expo Center and Las Vegas Convention Center February 28 – March 3rd. Covering just over 610,000 net square feet of exhibit space the nation's longest running merchandise trade show continued its "evolution of ASD" with specialized sections attracting every type of buyer including independent retailers, department stores, national chains and internet retailers amongst the over 45,000 attendees. The total number of buyers in attendance increased 15 percent over the previous year.

Representing over 85 countries across 6 continents, buyers came prepared to write orders in nearly every type of product category including fashion accessories, home décor, gift and many others. Buyers from Latin American countries including Mexico, Argentina, and Costa Rica, amongst others, increased by over 33%.

Exhibitors, Buyers, and Speakers gave accounts of a lively atmosphere and plenty of order writing. "ASD Las Vegas has so much to offer, I can't wait to share it with my retail clients" said Cathy Donovan Wagner, first-time speaker, retail expert and founder of Retail Mavens. For many it was a sign of positive growth within the retail industry "This was probably our best show ever" said Judy Gillman, President of Stockwell Greetings, a greeting cards wholesaler that primarily sells to the value channel.

Seminars are an important component of the trade show experience for attendees and speakers alike according to Cathy Aggelopoulos, Past President of the Internet Merchants Association "ASD Las Vegas, around which the IMA centers its own conference, is a highlight for us. Our members come away newly energized by the wealth of resources and connections they are exposed to through the show. And for us, being able to present the educational seminars is a unique opportunity to share IMA's educational know-how with a large, extremely focused audience of retailers and e-tailers. We can't wait for the next one."

The foundation of ASD remains providing the opportunity to create new business relationships and bringing buyers and sellers together "I wrote so many orders I lost my voice" reported James Coon of Creative Group Eyewear, a fashion eyewear exhibitor in the Style & Beauty show which featured approximately 200,000 square feet of fashion accessories and health & beauty products, and showed an increase of 3% over last year. In the lower level of the Sands Expo Center, the West's largest Gift Show saw aisles packed with buyers. Rick Conway, owner of Squire Boone Village, a longtime ASD exhibitor and 25 year old gift and souvenir company expressed "we had a great show...I expect sales to be up double over last March".

ASD Las Vegas will be next held August 8 – 11, 2010 at the Las Vegas Convention Center. For more information visit www.asdonline.com

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