

MDA E-News June 29, 2010**2010 Mississippi Market a Great Success; 134 Mississippi Businesses Attend Event, Benefit from Record Sales**

The Mississippi Market, a premier order-only wholesale show that features Mississippi companies designing, producing and selling merchandise, was held June 3 - 4 at the Mississippi Trade Mart building in Jackson, Miss. The event, in its 13th year, was a great success for the 134 Mississippi businesses exhibiting their products.

Exhibitors saw total sales of approximately \$686,000, an increase of more than \$95,000 from last year's event. These Mississippi businesses received a total of 1,731 orders for their products, with 1,182 of these orders coming from new customers.

Approximately 752 credentialed buyers, representing 390 retail stores, attended the event; 143 of the retail stores represented attended the Mississippi Market for the first time. When surveyed, 99 percent of the buyers in attendance noted they planned to attend next year's event.

The Mississippi Market is hosted by the Mississippi Development Authority each year and connects Mississippi manufacturers, artisans and wholesalers with credentialed retail buyers from throughout the Southeast United States in a professional, business-to-business event. It is the only state-sponsored event of its kind designed to specifically promote businesses and products from its home state.

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