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Registration Opens for 2010 Mississippi Market Wholesale Show
Early Bird Registration Ends April 1

Jackson, Miss. (February 24, 2010) – Retailers from around Mississippi and several other states will convene in Jackson from June 3-4, 2010, for Mississippi Market, the state’s premier wholesale show. The two-day event, which attracts credentialed buyers from around the country, will be held at the Mississippi Trade Mart building in Jackson.

“Mississippi Market has proven itself to be a cost-efficient option for retailers seeking unique, quality Mississippi-made products – especially during a time when budgets may not provide for travel to larger shows,” said Elizabeth Taylor, a Mississippi Market coordinator for the Mississippi Development Authority’s (MDA’s) Existing Industry and Business Division. “The market allows them to get a taste of Mississippi’s wide range of products and services, all in one central and convenient location. The show is the perfect venue for Mississippi’s business owners and artists to find new customers and grow their businesses.”

This year marks the fifteenth Mississippi Market Wholesale Show, and since its inception, it has served as a medium for the state’s manufacturers, artisans and wholesalers to showcase their products in a business-to-business event. The typical mix of products displayed during the show includes gift items, jewelry, home accents, personal accessories, bath and beauty products, gourmet foods and more. All Mississippi-based companies with products for resale in stores are encouraged to exhibit at the event. Additionally, companies with products or services to be used by exhibitors or retailers are encouraged to participate.

“Last year, 113 exhibitors had booths at the show, and approximately 810 credentialed buyers representing over 400 stores attended,” said Taylor. “Those buyers placed \$590,700 in orders, which was a significant increase from 2008. We anticipate even more participants at the 2010 Mississippi Market.”

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The basic package for exhibitors includes one 10' x 10' booth, a listing in the Mississippi Market directory complete with contact information and product description, a Web link from the Mississippi Market Web page and access to the Exhibitor's Lounge, which will offer refreshments and lunch. Additional amenities provided for exhibitors include customized invitations, an aggressive national and regional ad campaign and direct mail marketing and registration pieces to more than 10,000 buyers. Booths cost \$295 before April 1. After April 1, booths are \$395.

Participants that take advantage of early bird registration will also be invited to attend a complimentary workshop to be held April 8 in Ridgeland. The session will provide tips on selling, exhibiting and working with retailers.

The event is only open to credentialed buyers. Buyers can pre-register for the 2010 Mississippi Market Wholesale Show through May 26. After May 26, buyers may register at the door.

For more information about the show, including registration information, please visit www.mississippimarket.org, or call 1.888.886.3323.

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About Mississippi Development Authority

Mississippi Development Authority is the State of Mississippi's lead economic and community development agency. Nearly 300 employees are engaged in providing services to businesses, communities and workers in the state. While the agency is best known for its efforts to recruit new businesses to Mississippi, the Authority provides services to promote tourism, help communities improve their quality of place, help existing employers identify and meet opportunities and challenges and help workers improve their skills – all with the goal of improving the quality of life and economic well-being of Mississippians. For more information, visit MDA's Web site at www.mississippi.org.