

For Immediate Release

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SOCIETY'S NATIONAL REAL ESTATE CYBER CONVENTION/EXPOSITION ATTRACTS OVER THIRTY EIGHT THOUSAND REAL ESTATE PROFESSIONALS

They didn't leave home but over thirty eight thousand real estate professionals immersed themselves in the latest ideas, training and products at the Seventh Annual National Real Estate Cyber Convention and Exposition held from February 11 to February 18th. Virtual attendees from 23 Countries enjoyed the festivities during the 7-day event. The completely on-line event is produced annually by the Real Estate Cyberspace Society, a professional real estate organization with over 10,000 members and 120 Chapters worldwide.

According to John M. Peckham III, the Society's Executive Director, attendees participated in 33 educational sessions plus convention Keynote talks by Dave Liniger, Stu Siegel and Showcase talks by leaders such as Stefan Swanepoel, Michael Russer and Microsoft's Bill Gates.. They made 112, 405 visits to the 190 booths at the Convention Expo and while at the booths talked directly to vendors, purchased products/services and made 23,694 requests for additional information.

The annual cyber convention with a full slate of speakers and events has adjourned until next year's annual event which will be held from February 22-28, 2009.

After the 7-day event adjourned, the Convention staff released statistics reflecting a significant degree of satisfaction on the part of attendees, sponsors and exhibitors.

Convention Director, Angela Portosa, reported that the overall satisfaction level for the Cyber Convention was high at a 98.1% approval rating with 76.3% of attendees blessing the event with a level of very or extremely satisfied. The attendees also indicated a high level of satisfaction with this year's speaker lineup. The speakers received a 98.3% approval rating with a strong majority rating the speakers excellent/outstanding. The Keynoters, Dave Liniger and Stu Siegel and the special Convention Showcase understandably scored even higher in the survey rankings.

Portosa said that exhibitors were equally enthusiastic with their participation giving the Cyber expo an 88.9% satisfaction rating with a strong majority of exhibitors either extremely or very satisfied with their results. Over 80% of Exhibitors indicated they would recommend the Cyber Expo to potential exhibitors (as long as they are not competitors!). The Expo booth support staff received a 100% satisfaction rating with over 90% of exhibitors rating support as either excellent or outstanding and citing the ease of participation.. Exhibitors rated the Cyber Expo more productive, less expensive or a "better return on investment" than a live "hard floor" show. Over 85% of the Exhibitors indicated that they intend to exhibit at the 2009 Cyber Convention.

According to Portosa the attendees found exhibitors' booths effective as 93.0% of attendees found products or services that interested them at the Convention expo. In addition 71.2% either purchased at the Convention or expect to make purchases from the exhibitors following the Convention. 100% of the exhibitors received mail, phone calls or web visits from the Convention.

Peckham observed, "We were extremely pleased with the Seventh Annual Cyber Convention turnout and overall satisfaction levels. Although Convention attendance was down somewhat due to general economic conditions, the overall attendance increased by 190% from the inaugural event in April 2002. The past 7 annual events have certainly shown that on-line events are here to stay and have become a significant player in the real estate education networking and marketing fields."

"Attendees, exhibitors and sponsors expressed a high degree of satisfaction. Responses from the exhibitors, sponsors, speakers and attendees lead us to believe that the Eighth Annual event announced for February 22-28, 2009 will attract an equally enthusiastic crowd of attendees."

"We are able to produce these blockbuster events and offer attendance to real estate professionals without any cost, thanks to the always stellar lineup of Sponsors. This years Major Sponsor list was no exception and included RISMEDIA and RISMEDIA's Real Estate Magazine, Matthew Ferrara & Company - Tech Hotline, Realty U and The Real Estate Training Center, the CCIM Institute, The Real Estate Apprentice, and Vendorpedia., plus hundreds of real estate associations and organizations."

"In this our seventh year we brought together the largest group of real estate professionals to annually assemble at one event. The Society is proud to continue its industry leadership into the new and exciting on-line networking world!" Peckham concluded.

The Society also announced that it is now licensing its patent pending Cyber Convention/Exposition process customized for real estate and other organizations wishing to extend the reach of their conventional conventions and events.

The 2008 Spring Session Convention registration for attendees and vendors is available at www.RECyber.com/preconvention/ Booth reservation information may be obtained by e-mail to Convention@RECyber.com Information regarding membership in the Real Estate CyberSpace Society is available from Society headquarters by calling 617-559-0000, at www.RECyber.com or by e-mail at admin@RECyber.com

The Real Estate CyberSpace Society, with membership in 28 countries, provides its 10,000 members in over 120 Chapters with tools and services for maximizing their real estate professionalism and effectiveness, plus a networking connection for professionals from all real estate specialties.

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