

# mXpo.net Hosts Mortgage Lending 2009 Virtual Trade Show

*Time and cost-saving conference alternative features Internet exhibit hall and educational content.*

AVENTURA, Fla., Aug. 12 (SEND2PRESS NEWSWIRE) – mXpo.net, the mortgage industry-sponsored virtual trade show, conference, job fair and educational content platform, will host its flagship industry-wide summit and expo for mortgage professionals on October 7 – 8. mXpo invites [mortgage professionals](#) from wholesale and retail originators and loan officers, loan processors and back office personnel, executives and owners, to mortgage technology and services vendors.



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mXpo.net offers attendees, exhibitors and sponsors a Web-based interactive tradeshow alternative that will complement traditional tradeshow strategies, offer business development innovations and create professional networking advantages.

“mXpo.net believes that trade shows and professional conferences can be invaluable business building venues for the mortgage industry, and that its Web-based virtual trade show platform offers a time-saving and cost effective alternative,” said mXpo.net event manager Camilla Dominguez. “We’ve scheduled our flagship 2009 event during the busiest trade show season with an eye

toward cost conscious mortgage professionals making decisions about the best use of travel and education budgets.”

Piano notes that attending mortgage industry tradeshow can cost mortgage lenders literally a thousand or more dollars per attendee in travel, lodging and “entertainment” and that the tradeshow/conference environment is often more conducive to “extracurricular” events which may not deliver the intended educational impact.

“‘Brand presence’ is a major factor when [businesses that serve the mortgage industry](#) invest in trade shows, whether they are Top 50 mortgage technology vendors and service providers, or up and comers,” said Dominguez. “mXpo.net 2009 not only provides a cost effective range of visibility options including virtual booths and signage, but it also streamlines and diversifies interaction with prospects – and creating a more productive demo environment.”

### About MXpo

mXpo.net is an industry-sponsored virtual trade show, conference and educational content platform for mortgage professionals including wholesale and retail originators and loan officers, loan processors and back office personnel, executives and owners, and mortgage technology and services vendors.

For information about attending, sponsoring, or exhibiting at [mXpo.net](#) (redirects to [mortgagetradeshows.org](#)) 2009 Virtual Trade Show, contact us at (877) 257.2301.

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