

EXHIB-IT! Tradeshow Marketing Experts "Pay it Forward" Community Service Attitude Benefits Clients

With many national exhibit houses with websites that sell nationally and internationally, it is easy for a buyer to become overwhelmed when looking for their next trade show displays. EXHIB-IT!, the Albuquerque based national trade show display and marketing company believes that having a "Pay It Forward" Community Service attitude will create more value for their customers and thus will set them apart from their competitors.

EXHIB-IT! Tradeshow Marketing Experts opened in February 2000 and survived the dot.com crash, the 911 tragedy, and the economic downturn and still stayed strong by never taking shortcuts in the business world. They built their business on the "know, like and trust" basis with their customers.

EXHIB-IT! does not just sell great exhibits and graphics, they are an educational tradeshow business that builds relationships with companies to help them make the right choice when making a purchase decision, whether over the phone, in person or on the internet. EXHIB-IT! has seen many companies purchase online cheap displays that do not last leaving the buyer burdened with having to repurchase something a second time built on durability and value. This is why EXHIB-IT! only offers the highest quality displays to their clients, making their investment beneficial long term.

"With the global Internet, even a small business can compete based on service and quality products and have lower overhead so their prices are competitive." says DJ Heckes, owner and CEO of EXHIB-IT!. Also an established author, DJ Heckes believes in making it easy for their customers to make the right choice. Having published Full BRAIN Marketing in 2009 and a revised edition in 2011, her next book is titled The NOISE of Business (How to Put Tradeshow to Work) co-authored by DJ Heckes and Chris Kappes, with contributions by industry thought leaders. This new trade show book will be published by Red7Media late Spring 2013 and will provide a useful guide for companies interested in trade show marketing.

Serving their local community, EXHIB-IT! hosts an [annual B2B Event](#) with the next one being June 6, 2013 where the event attracts over 500 business owners that all come together for a "Pay it Forward" event with a nonprofit selected each year to be the recipient of the Silent Auction proceeds. Community leaders throughout New Mexico come forward and donate wonderful Silent Auction items which are displayed for bid at the event. This year's nonprofit is the Aspen Project whose Mission is "bringing kids home" first refers to the basic care of the orphans and fatherless children in the local community and around the globe, making where they are a home. Second, is to find Christian couples who desire to become a forever family. For more Information, visit www.aspenproject.org.

As another part of the EXHIB-IT! Pays it Forward program, EXHIB-IT! donates a \$1200 tabletop display to a selected nonprofit through an application process online and the applications are Judged by the American Marketing Association, New Mexico Chapter to select the winner of the display.

DJ Heckes, Founder/CEO of EXHIB-IT!, learned long ago that part of growing your business is giving back to the community. Ms. Heckes and EXHIB-IT! hope that their efforts touch lives, educate attendees about some amazing non-profits and, overall, the attendees have fun and make some collaborative business networking partners!

If you want to be part of this "Pay it Forward" event, be sure to [donate a silent auction item](#), reserve your [exhibitor table](#) or just [RSVP](#) to attend.

About EXHIB-IT!

EXHIB-IT! is a design and display company that specializes in high quality trade show displays and trade show management services. More information can be found at their official website at <http://www.exhib-it.com>.