

Do's & Don'ts Checklist For Venue Placements

This one-page checklist is designed to help ChargeGoGo distribution partners maximize transactions at every venue. Before leaving, partners should use it as a quick final check to ensure the station is highly visible, easily accessible, fully stocked, and ready for customers. Following these simple best practices helps create a better customer experience and drives more charger rentals.

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Do's



Station is Highly Visible

Station is placed in a high-traffic, easy-to-see location.



Station is Accessible

Customers can easily walk up to and use the station without obstacles.



Chargers Are Fully Stocked

Station has an adequate supply of chargers ready for customers.



Signage Is Visible

ChargeGoGo branding/signage is visible and clearly communicates that chargers are available.



Staff Is Aware

Front-line staff knows where the station is and can direct customers to it.



Station Is Clean & Ready

Station is neat, powered/operational, and ready for the next customer.

Don'ts



Hide the Station

Avoid placing it behind counters, in corners, or anywhere customers won't notice it.



Block Access

Don't place anything in front of or around the station that makes it difficult to reach.



Put It In A Dark Area

Keep the ChargeGoGo station in a well-lit area where customers can easily see it.



Remove the Signage

Keep ChargeGoGo branding and promotional materials visible and in place.



Put It in a Low-Traffic Area

Avoid back rooms, isolated hallways, or locations customers rarely visit.



Let It Run Empty

Never leave the station with little or no charger inventory available.