

thanks letter for visiting exhibition stall Textbook

thanks letter for visiting exhibition stall is a courteous way to express appreciation to attendees who took the time to visit your booth at an event. In today's competitive business environment, cultivating good relationships with potential clients, partners, and industry peers is essential. Sending a well-crafted thank you letter not only demonstrates professionalism but also reinforces your brand image and leaves a positive impression that can lead to future collaborations. Whether you are participating in trade shows, exhibitions, or expos, having a thoughtful follow-up strategy is crucial to maximize the benefits of your presence. This article will guide you through creating effective thanks letters for visitors, including templates, best practices, and tips to personalize your message.

Why Sending a Thanks Letter for Visiting Your Exhibition Stall Matters

Builds Stronger Relationships

A thank-you letter shows genuine appreciation for the visitor's time and interest. It helps establish a personal connection, making it more likely that they will remember your brand positively and consider your offerings in the future.

Enhances Brand Recognition

A well-written thank you note reinforces your company's image and professionalism. It keeps your brand in the mind of the visitor, increasing the chances of follow-up engagement.

Opens Doors for Future Communication

Expressing gratitude can serve as a catalyst for ongoing dialogue. It provides an opportunity to invite visitors to connect further, such as through newsletters, social media, or scheduled meetings.

Provides an Opportunity to Highlight Key Offerings

Your thank you letter can subtly remind visitors of your products or services, including any special offers or upcoming events relevant to their interests.

Key Elements of an Effective Thanks Letter for Exhibition Visitors

Crafting a memorable and impactful thanks letter involves including specific elements that resonate with your audience. Here are the essential components:

Personalization

Address the visitor by name and reference specific conversations or interests they expressed. Personalization demonstrates attentiveness and sincerity.

Express Gratitude

Clearly state your appreciation for their visit and time spent at your stall.

Recap of Your Offerings

Briefly highlight what your company offers, especially the aspects relevant to the visitor's interests.

Call to Action (CTA)

Encourage further engagement, such as scheduling a follow-up meeting, visiting your website, or subscribing to your newsletter.

Contact Information

Provide your contact details for easy follow-up.

Professional and Friendly Tone

Maintain a tone that reflects your brand personality?professional yet approachable.

Sample Thanks Letter Templates for Exhibition Visitors

Below are some templates you can customize based on your needs:

Template 1: Formal and Professional

Dear [Visitor's Name],

Thank you for taking the time to visit our exhibition stall at [Event Name]. We truly appreciate your interest in [Your Company Name] and enjoyed discussing how our solutions can meet your needs.

We are committed to providing top-quality [products/services], and we look forward to exploring

ways to collaborate further. Please feel free to reach out to us at [Your Contact Email/Phone], or visit our website at [Website URL] for more information.

Thank you once again for your visit. We hope to stay in touch and serve you in the near future.

Best regards,

[Your Name]

[Your Position]

[Your Company Name]

Template 2: Friendly and Personal

Hi [Visitor's Name],

Just a quick note to say thank you for stopping by our booth at [Event Name]. It was a pleasure meeting you and learning about your interests in [specific topic discussed].

We're excited about the potential to work together and believe our [products/services] can add value to your [business/life]. Don't hesitate to reach out if you have any questions or want to set up a follow-up chat. You can contact me directly at [Your Contact Details].

Looking forward to staying in touch!

Warm wishes,

[Your Name]

[Your Company Name]

Best Practices for Writing Thanks Letters to Exhibition Visitors

To ensure your thank you messages are effective, consider the following best practices:

Send the Letter Promptly

Aim to send your thanks within 24-48 hours after the event. Promptness shows enthusiasm and professionalism.

Personalize Each Message

Avoid generic templates whenever possible. Mention specific details from your interaction to make the recipient feel valued.

Keep it Concise and Relevant

Be respectful of their time?get straight to the point while covering essential points.

Include a Clear CTA

Guide the recipient on what to do next, whether it?s scheduling a meeting, visiting your website, or following your social media profiles.

Use Proper Formatting and Proofreading

Ensure your letter is free of grammatical errors and formatted professionally to reflect your brand?s credibility.

Additional Tips for Maximizing Your Exhibition Follow-Up

Beyond the thank you letter, here are strategies to maximize your follow-up efforts:

- **Segment Your Contacts:** Categorize visitors based on their interest level, industry, or potential to tailor your follow-up messages.
- **Leverage Social Media:** Connect with visitors on LinkedIn or other platforms to maintain ongoing engagement.
- **Offer Exclusive Deals or Invitations:** Encourage future interaction by providing special offers or invites to upcoming events.
- **Maintain Consistent Communication:** Regularly update your contacts with newsletters, success stories, or product launches.
- **Track and Analyze Responses:** Use CRM tools to monitor engagement and refine your follow-up strategies accordingly.

Conclusion

A thoughtful thanks letter for visiting your exhibition stall is a simple yet powerful tool to strengthen your professional relationships and promote your brand. By personalizing your message, highlighting your offerings, and encouraging further interaction, you can turn casual visitors into long-term clients or partners. Remember, the key to successful follow-up is promptness, relevance,

and genuine appreciation. Incorporate these best practices into your post-exhibition strategy to maximize the return on your investment and build lasting connections that benefit your business in the long run.

Thanks letter for visiting exhibition stall is a vital component of post-event communication that helps exhibitors build stronger relationships, reinforce their brand presence, and lay the groundwork for future collaborations. In the bustling world of exhibitions and trade shows, where numerous stalls vie for visitors' attention, a well-crafted thanks letter not only demonstrates appreciation but also leaves a lasting impression. This detailed article explores the importance of thank you letters, their structure, key elements, and best practices to maximize their impact.

Understanding the Significance of a Thanks Letter for Visiting an Exhibition Stall

A thank you letter following an exhibition visit serves multiple purposes. It is more than mere politeness; it is a strategic communication tool that fosters engagement and cultivates trust.

Why Send a Thank You Letter?

- Expresses Appreciation: Recognizes visitors' time and interest.
- Builds Relationships: Creates a foundation for ongoing communication.
- Reinforces Brand Identity: Reminds visitors of the company's professionalism and attentiveness.
- Encourages Future Interactions: Opens pathways for collaboration, inquiries, or sales.
- Provides Additional Information: Offers links, brochures, or next steps.

Pros of Sending a Thanks Letter:

- Enhances brand image and credibility.
- Differentiates your stall from competitors.
- Increases chances of converting leads into customers.
- Demonstrates genuine customer care.

Cons or Challenges:

- Requires time and effort to craft personalized messages.
- Risk of sounding generic if not tailored properly.
- Potential for overlooked or delayed responses if not managed efficiently.

Key Components of an Effective Thanks Letter

A successful thank you letter should be thoughtfully structured to convey sincerity and professionalism. Below are essential elements to include.

1. Personalized Greeting

Begin with addressing the visitor by name to establish a personal connection. Use their full name or preferred title.

Example:

"Dear Mr. John Doe," or "Hello Ms. Jane Smith,"

2. Express Gratitude

Clearly state your appreciation for their visit and interest in your exhibition stall.

Example:

"Thank you for taking the time to visit our booth at the XYZ Trade Show."

3. Mention Specific Interactions

Reference particular conversations, questions, or demonstrations to personalize the message and show attentiveness.

Example:

"It was a pleasure discussing our latest product innovations with you."

4. Reinforce Key Messages

Briefly reiterate your company's value proposition or key offerings discussed during the visit.

Example:

"We believe our new eco-friendly packaging solutions align with your company's sustainability goals."

5. Call to Action (CTA)

Encourage further engagement through next steps, such as scheduling a demo, providing additional information, or setting up a follow-up meeting.

Example:

"Please feel free to reach out if you'd like to schedule a detailed demonstration."

6. Closing and Signature

End with a polite closing remark and include your contact details.

Example:

"Looking forward to staying in touch. Best regards, [Your Name], [Your Position], [Company Name], [Contact Info]."

Best Practices for Crafting a Thanks Letter for Exhibition Visitors

To maximize the effectiveness of your thank you message, consider the following best practices.

Personalization Is Key

- Use the visitor's name and reference specific interactions.
- Tailor content based on their interests or inquiries.

Timeliness

- Send the thank you letter within 24-48 hours of the event to maintain relevance and freshness.

Maintain a Professional Tone

- Be courteous, enthusiastic, and sincere.
- Avoid overly casual language unless aligned with your brand voice.

Keep It Concise but Informative

- Respect the recipient's time.

- Provide enough detail to remind them of your interaction without overwhelming.

Include Visuals and Branding

- Use your company logo, colors, or images consistent with your branding.
- Enhances recognition and professionalism.

Follow Up Strategically

- Use the thank you letter as an opportunity to introduce further engagement avenues.
- Consider attaching brochures, links to videos, or case studies.

Sample Thanks Letter for Visiting Exhibition Stall

Below is a sample template that incorporates all the best practices discussed:

Subject: Thank You for Visiting Our Stall at XYZ Trade Show

Dear Ms. Jane Smith,

I wanted to personally thank you for taking the time to visit our booth at the XYZ Trade Show last week. It was a pleasure discussing your company's sustainability initiatives and exploring how our eco-friendly packaging solutions can support your goals.

Your interest in our innovative products was truly appreciated, and I am excited about the possibility of collaborating further. As mentioned, I have attached our latest brochure for your review, and I would be happy to arrange a demonstration at your convenience.

Please don't hesitate to reach out if you have any questions or would like to schedule a follow-up meeting. We look forward to the opportunity to work together.

Thank you once again for your visit. Wishing you a successful year ahead!

Warm regards,

[Your Name]

[Your Position]

[Company Name]

[Phone Number]

[Email Address]

[Website URL]

Enhancing Your Thanks Letter Strategy

Beyond individual letters, there are ways to optimize your post-exhibition communication strategy:

- Automate Where Possible: Use CRM tools to send personalized emails efficiently.
- Segment Your Audience: Tailor messages based on visitor profiles or interests.
- Track Engagement: Monitor responses to refine your future outreach.
- Integrate with Overall Marketing: Use your thanks letters as part of a broader nurturing campaign.

Conclusion

A thanks letter for visiting exhibition stall is a simple yet powerful tool that can significantly influence your post-event success. It demonstrates appreciation, reinforces your brand image, and opens doors to future opportunities. By personalizing your messages, maintaining professionalism, and following best practices, you can turn casual visitors into long-term partners or customers. Investing time to craft thoughtful and engaging thank you notes ensures your exhibition efforts leave a lasting impression and contribute meaningfully to your overall marketing and sales strategies. Remember, every interaction counts, and a well-executed thank you letter can be the bridge to fruitful collaborations ahead.

Question What is the best way to start a thanks letter after visiting an exhibition stall? Begin with a polite greeting and express sincere appreciation for their time and interest in your stall, such as 'Dear [Name], thank you for visiting our exhibition stall.' **Answer** How can I personalize a thank you letter for an exhibition visitor? Include specific details about your conversation or their interests expressed during the visit to make the message more personal and memorable. Should I include any promotional offers in my thanks letter after an exhibition? Yes, you can mention exclusive discounts or offers as a token of appreciation, encouraging further engagement with your brand. What tone is appropriate for a thank you letter after an exhibition? Maintain a professional yet warm and friendly tone to convey genuine appreciation and foster positive relationships. How soon should I send a thank you letter after visiting an exhibition stall? Ideally, send the thank you message within 1-2 days to ensure your interaction remains fresh in the visitor's mind. Can a thank you letter include

a call-to-action after an exhibition? Yes, inviting the recipient to visit your website, follow your social media, or schedule a meeting can help convert interest into engagement. What are some common mistakes to avoid when writing a thanks letter for an exhibition visit? Avoid generic messages, delayed responses, and overly promotional language. Ensure the letter is personalized, timely, and sincere. Should I attach any additional materials to my thank you email after an exhibition? Including brochures, product catalogs, or links to relevant content can be helpful, but keep the email concise and focused on appreciation. How can I measure the effectiveness of my thanks letter after an exhibition? Track responses, follow-up engagement, or inquiries received after sending the letter to assess its impact and improve future outreach.

Related keywords: thank you letter, exhibition visit, visitor appreciation, stall visit acknowledgment, event feedback, visitor gratitude, exhibition feedback, thank you note, visitor engagement, event follow-up

Sample Format Traveling Exhibition Proposal

Sample format traveling exhibition proposal is an essential document for artists, curators, institutions, or organizations planning to showcase their work across multiple locations. A well-structured proposal not only outlines the concept and logistics of the exhibition but also persuades venue owners or sponsors to support and host the event. In this article, we will explore a comprehensive and SEO-friendly guide to creating an effective sample format traveling exhibition proposal, covering key components, tips, and best practices to ensure your proposal stands out.

Understanding the Purpose of a Traveling Exhibition Proposal

A traveling exhibition proposal serves as a detailed plan that communicates the vision, scope, and logistics of a touring exhibition. Its primary purpose is to secure venue partnerships, funding, sponsorships, and logistical support. A compelling proposal clearly demonstrates the value of the exhibition, audience engagement potential, and operational feasibility.

Key Components of a Sample Format Traveling Exhibition Proposal

Creating an effective proposal involves including specific sections that collectively present a comprehensive overview of your exhibition plan. Below are the essential components:

1. Cover Letter

- Brief introduction of the organization or artist
- Summary of the exhibition concept
- Purpose of the proposal
- Contact information

2. Exhibition Title and Theme

- Clear, engaging title
- Concise description of the exhibition's theme or concept
- Explanation of how the theme resonates with current cultural or artistic trends

3. Objectives and Goals

- Artistic or educational aims
- Audience engagement targets
- Community impact goals

4. Exhibition Description

- Overview of the artworks or artifacts included
- Artistic style, medium, and significance
- Narrative or story conveyed by the exhibition

5. Target Audience and Audience Development Plan

- Demographic details
- Strategies for attracting diverse audiences
- Outreach and marketing plans

6. Venue and Location Details

- Preferred venues or partner institutions
- Space requirements and specifications
- Accessibility considerations

7. Exhibition Design and Layout

- Layout plans or sketches
- Display methods and installation requirements
- Interactive elements, if any

8. Logistics and Implementation Plan

- Timeline from setup to dismantling
- Shipping and transportation arrangements
- Installation and deinstallation procedures
- Staffing and security needs

9. Budget and Funding

- Itemized budget breakdown (shipping, insurance, marketing, installation)
- Funding sources and sponsorships
- In-kind support and collaborations

10. Marketing and Promotion Strategy

- Promotional channels (social media, press releases, community outreach)
- Partnerships with media outlets
- Educational programs and workshops

11. Evaluation and Documentation

- Methods for measuring success
- Visitor feedback collection
- Post-exhibition reporting

12. Appendices

- High-resolution images of artworks
- CVs or bios of participating artists or curators
- Letters of support or endorsements
- Any additional supporting documents

Tips for Writing an Effective Traveling Exhibition Proposal

To maximize the impact of your proposal, consider these best practices:

- **Be Clear and Concise:** Use straightforward language and avoid jargon. Make your objectives and plans easy to understand.
- **Highlight Unique Value:** Emphasize what makes your exhibition special and why it will attract audiences.
- **Show Feasibility:** Demonstrate detailed planning and logistical readiness to reassure stakeholders.
- **Include Visuals:** Incorporate images, sketches, or diagrams to illustrate your exhibition design and layout.
- **Align with Venue Goals:** Tailor your proposal to match the mission and audience of the hosting venue.
- **Provide a Realistic Budget:** Offer a well-thought-out financial plan, including contingency funds.
- **Follow Submission Guidelines:** Check the venue's or sponsor's requirements for format, length, and submission process.

Sample Outline for a Traveling Exhibition Proposal

Below is a simplified outline illustrating how your proposal can be organized:

- **Cover Letter**
- **Exhibition Title and Theme**
- **Objectives and Goals**
- **Exhibition Description**
- **Target Audience and Outreach**
- **Venue Details and Requirements**
- **Design and Layout**
- **Logistics and Timeline**
- **Budget and Funding**
- **Marketing and Promotion**
- **Evaluation and Documentation**
- **Supporting Materials (Appendices)**

Additional Considerations for Your Proposal

When preparing your sample format traveling exhibition proposal, keep these additional factors in

mind:

Legal and Insurance Aspects

- Clarify insurance coverage for artworks and equipment
- Address liability and security arrangements

Accessibility and Inclusivity

- Ensure the exhibition is accessible to all visitors, including those with disabilities
- Include multilingual signage or materials, if applicable

Environmental Sustainability

- Use eco-friendly materials and practices
- Minimize waste during installation and dismantling

Post-Exhibition Follow-up

- Share visitor statistics and feedback
- Maintain relationships with venues for future collaborations

Conclusion

A well-crafted sample format traveling exhibition proposal is a vital tool for turning your artistic vision into a successful touring event. By thoroughly addressing each component, demonstrating logistical preparedness, and highlighting the exhibition's value, you increase your chances of securing venue partnerships and funding. Remember to tailor your proposal to the specific audience and venue, use compelling visuals, and follow submission guidelines carefully. With a strong proposal in hand, you are well on your way to creating an engaging, impactful traveling exhibition that reaches diverse audiences and leaves a lasting impression.

Sample Format Traveling Exhibition Proposal: A Comprehensive Guide

Creating a compelling sample format for a traveling exhibition proposal is an essential step for artists, curators, institutions, and organizations aiming to showcase their work or themes across multiple venues. A well-structured proposal not only communicates the core concept of the

exhibition but also demonstrates its feasibility, relevance, and potential impact. This article offers an in-depth exploration of the key components, best practices, and tips for crafting an effective traveling exhibition proposal, with a focus on sample formats that can serve as templates for your own projects.

Understanding the Purpose of a Traveling Exhibition Proposal

A traveling exhibition proposal is a detailed document that outlines the concept, scope, logistical arrangements, and significance of an exhibition intended to tour multiple venues. It functions as a marketing tool, a project plan, and a funding request, helping stakeholders understand the exhibition's value and operational requirements.

Key objectives include:

- Securing funding or sponsorship
- Gaining approval for venues and partners
- Providing a clear roadmap for production and logistics
- Demonstrating audience engagement potential

Core Components of a Sample Format Traveling Exhibition Proposal

A comprehensive proposal typically follows a logical structure, ensuring all critical aspects are covered clearly and persuasively. Below are the essential sections with detailed explanations and tips.

1. Cover Page

- Title of the exhibition
- Name of the proposing organization or artist
- Contact information
- Date of submission
- Logo or visual branding (if applicable)

Tip: Use an engaging image or graphic that encapsulates the theme to grab attention immediately.

2. Executive Summary

A concise overview summarizing the exhibition concept, its significance, target audience, and logistical needs.

Features:

- Clear statement of the exhibition's theme or focus
- Brief mention of the proposed venues and timeline
- Expected outcomes or impact

Pros: Helps busy stakeholders quickly grasp the project's essence.

3. Exhibition Concept and Theme

This section delves into the core idea, inspiration, or narrative behind the exhibition.

Features:

- Background or context
- Artistic or thematic statement
- Relevance to current cultural, social, or environmental issues

Tips: Use compelling language and visuals to convey the essence.

4. Objectives and Audience Engagement

Detail what the exhibition aims to achieve and how it will engage diverse audiences.

Features:

- Educational goals
- Community involvement plans
- Interactive or participatory elements

Pros: Demonstrates community value and educational impact.

5. Content and Artwork Details

Outline the works included, artists involved, and thematic sections.

Features:

- List of artworks or items with descriptions
- Artist bios and credentials
- Curatorial approach

Tips: Include images or mock-ups where possible.

6. Logistics and Operations

A critical section covering the practical aspects needed for successful touring.

Features:

- Proposed venues and their capacities
- Transportation and insurance plans
- Installation and de-installation procedures
- Schedule and timeline
- Staffing and security considerations

Pros: Shows preparedness and operational feasibility.

7. Budget and Funding

A transparent and detailed budget breakdown.

Features:

- Itemized costs (transport, insurance, marketing, installation)
- Potential revenue streams (ticket sales, merchandise)
- Funding sources (grants, sponsorships, partnerships)

Tips: Include contingency funds.

8. Marketing and Promotion

Strategies to attract visitors and generate buzz.

Features:

- Advertising channels (social media, print, media outreach)
- Partnerships with schools, community groups
- Special events or opening receptions

Pros: Enhances visibility and engagement.

9. Evaluation and Documentation

Plans for assessing the exhibition's success.

Features:

- Visitor feedback mechanisms
- Media coverage documentation
- Impact reports

Tips: Use surveys and digital analytics.

10. Appendices and Supporting Materials

Additional documents such as:

- Letters of support
- CVs of key personnel
- Technical specifications
- High-resolution images

Sample Format Layout: An Example Template

Below is a suggested layout for your traveling exhibition proposal, which can be customized according to your project specifics:

Cover Page

- [Exhibition Title]
- [Organization/Artist Name]
- [Contact Details]
- [Date]

- [Logo/Image]

Executive Summary

- Brief overview of the exhibition concept, objectives, and tour plan.

Exhibition Concept and Theme

- In-depth description, inspiration, and significance.

Objectives and Audience Engagement

- Goals and outreach strategies.

Content and Artwork Details

- List and descriptions with visuals.

Logistics and Operations

- Tour schedule, venue info, transportation, and installation.

Budget and Funding

- Detailed financial plan.

Marketing and Promotion

- Outreach strategies and partnerships.

Evaluation and Documentation

- Success metrics and reporting methods.

Supporting Materials

- Appendices.

Features and Best Practices in Sample Format Creation

Clarity and Conciseness

- Use straightforward language.
- Keep sections focused and well-structured.
- Avoid jargon; explain technical terms.

Visual Appeal

- Incorporate images, mock-ups, and infographics.
- Use consistent formatting and branding.

Customization

- Tailor the proposal to each venue or audience.
- Highlight aspects most relevant to stakeholders.

Feasibility and Realism

- Provide achievable timelines and budgets.
- Address potential challenges proactively.

Professional Presentation

- Proofread thoroughly.
- Use high-quality printing or digital formatting.

Pros and Cons of Using a Sample Format

Pros:

- Provides a clear, professional structure to follow.
- Ensures all critical components are included.
- Saves time and reduces stress during proposal development.
- Facilitates comparisons and revisions.

Cons:

- May feel rigid if overused; needs customization.
- Risk of being too generic if not tailored.
- Can become outdated if not regularly updated with best practices.

Conclusion: The Power of a Well-Structured Proposal

A sample format traveling exhibition proposal acts as a blueprint that guides creators from conceptualization to realization. It not only streamlines the planning process but also significantly enhances the chances of securing support and successfully touring exhibitions. By paying close attention to each component—crafted with clarity, visual appeal, and professionalism—you lay a solid foundation for an engaging, impactful, and smoothly executed traveling exhibition.

Remember, your proposal is your voice. A compelling, well-organized document can open doors, foster partnerships, and bring your vision to audiences across multiple locations. Use the outlined structure as a starting point, adapt it to your unique project, and ensure every element reflects your passion and professionalism.

Question What is a sample format for a traveling exhibition proposal? A sample format typically includes sections such as the exhibition title, theme, objectives, target audience, venue details, proposed timeline, budget estimate, logistics plan, and marketing strategies. **Answer** Why is it important to include a detailed budget in a traveling exhibition proposal? Including a detailed budget helps secure funding, demonstrates project feasibility, and ensures proper allocation of resources for transportation, installation, promotion, and other expenses. How should the target audience be addressed in a traveling exhibition proposal? The proposal should specify the demographics, interests, and geographic locations of the intended audience, along with strategies to engage and attract them to the exhibition. What are key logistical considerations in a traveling exhibition proposal? Key considerations include transportation arrangements, packing and installation procedures, security measures, insurance, timing between venues, and compliance with venue requirements. How can a traveling exhibition proposal demonstrate its alignment with a venue's mission? It should include a section that explains how the exhibition complements the venue's goals, target audience, and thematic focus, supported by relevant objectives and benefits. What should be included in the marketing and promotion plan of a traveling exhibition proposal? This section should outline strategies such as social media campaigns, press releases, partnerships,

educational programs, and community outreach to maximize visibility and visitor engagement. How can visual elements enhance a traveling exhibition proposal? Including images, renderings, or mock-ups of the proposed exhibition design, layout, and promotional materials can help stakeholders visualize the project and assess its appeal. What role does a timeline play in a traveling exhibition proposal? A clear timeline outlines key milestones, including planning, production, transportation, installation, duration at each venue, and deinstallation, ensuring project organization and accountability. How can a sample traveling exhibition proposal be tailored for different venues or audiences? It should be adaptable by customizing sections such as the theme, content, marketing strategies, and logistical plans to align with each venue's specific context and audience needs.

Related keywords: travel exhibition proposal, exhibition plan template, traveling exhibit outline, art show proposal format, exhibition concept sample, touring exhibition application, exhibition proposal guidelines, mobile exhibition plan, art tour proposal template, traveling exhibit proposal sample

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