

SCHOLASTIC BOOK FAIR

TIPS FOR MERCHANDISING YOUR FAIR!

Choose your Space!

As soon as you decide to host a Book Fair, search your school for the perfect site where there's room for all the products delivered to your school. Make sure to have the space for students to walk around your tables and see all that the Book Fair has to offer!

Set Up Your Fair: Cases First!

How you arrange the cases means everything to your shoppers.

- After setting aside the boxes atop the cases, check the side of each case for labels with grade recommendations and book categories.
- Arrange your cases in a semicircle formation ordered by grade level from youngest to oldest to guide kids to age-appropriate books. (See pages 2-5 for Fair layout ideas.)
- Once your cases are in place, pull up the cardboard headers, an eye-catching way to guide shoppers to the right books.
- Use shelf-talkers to call attention to key titles.

TIP! Prepare for Student Reorders! Place an "Order Me" sticker on the final copy of items to let student's know they can place a prepaid order for delivery after the Fair!

Create Tabletop Displays

Home of some Book Fair bestsellers, your tables should be front and centre.

- Place your tables so there's enough space for shoppers to walk around and between them.
- Use signs, sign holders, and cardboard book easels provided with your Fair to set up table displays.
- Arrange books from the boxes. Put large books in the center of the table and smaller ones closer to the outside. Use stacks and book easels to show books at different eye levels.

TIP! Keep empty boxes underneath tables for easy pack up.

Set Up the Cashier Table

The final stop for shoppers should be easy to find and showcase popular last-minute purchases like school supplies!

- Locate your cashier's table near the Fair exit to create a good flow.
- Posters are a popular last-minute purchase. Hang a sample of each poster on a wall behind the cashier's table (only hang one of each poster—leave the rest in the box.) If no wall space is available, hang posters from a clothesline or coat rack. Number each poster so shoppers can request the poster by number. You can download printable poster numbers in your Toolkit!

TIP! Make sure you have enough in your cash float to create change. This should be around \$120.

Schedule The Fair Visits

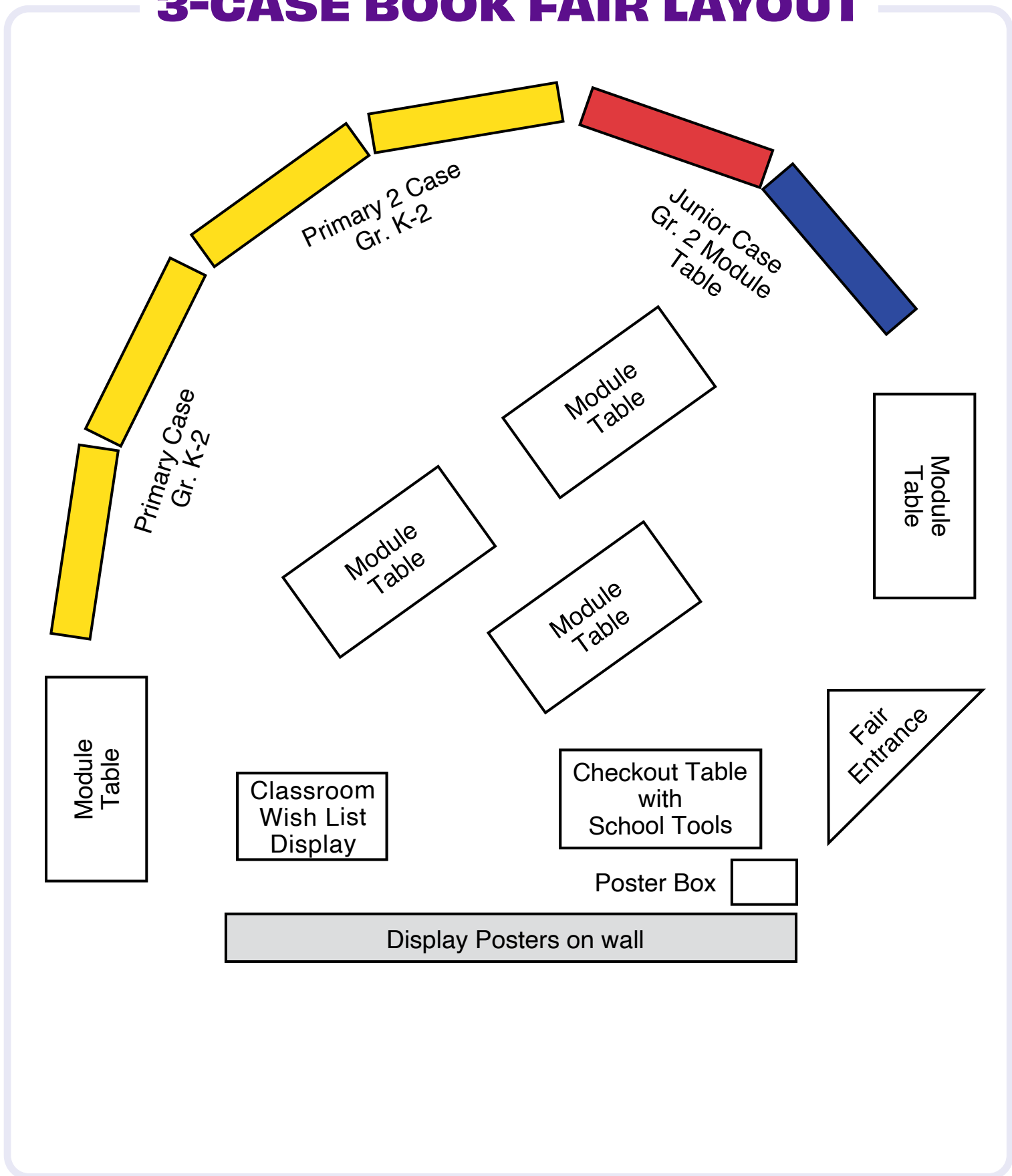
It's almost time to open the Fair for the students!

- Plan ahead! Do a walkthrough and choose the items you want to take from the Fair with your earned Scholastic Dollars.
- Schedule teacher and student previews ahead of shopping time so they can browse and find books they're interested in.
- Have teachers complete their Classroom Wish List ahead of the Book Fair!
- Create a schedule for classrooms to come and visit the Book Fair—this will help keep the traffic under control. You can download a printable classroom schedule in your Toolkit!

DON'T FORGET
Set up your Classroom Wish List display.

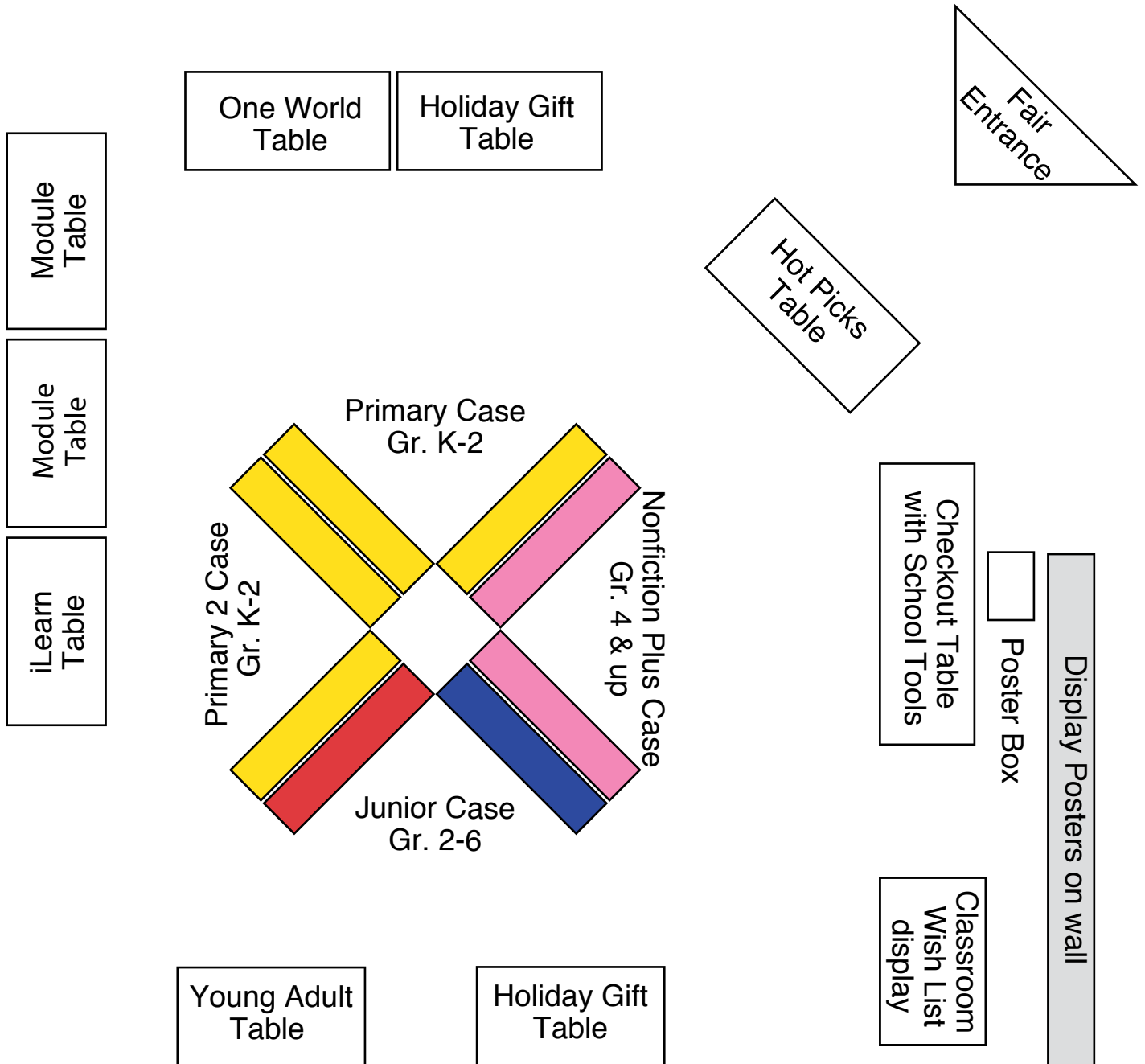
SCHOLASTIC
BOOK FAIR

3-CASE BOOK FAIR LAYOUT



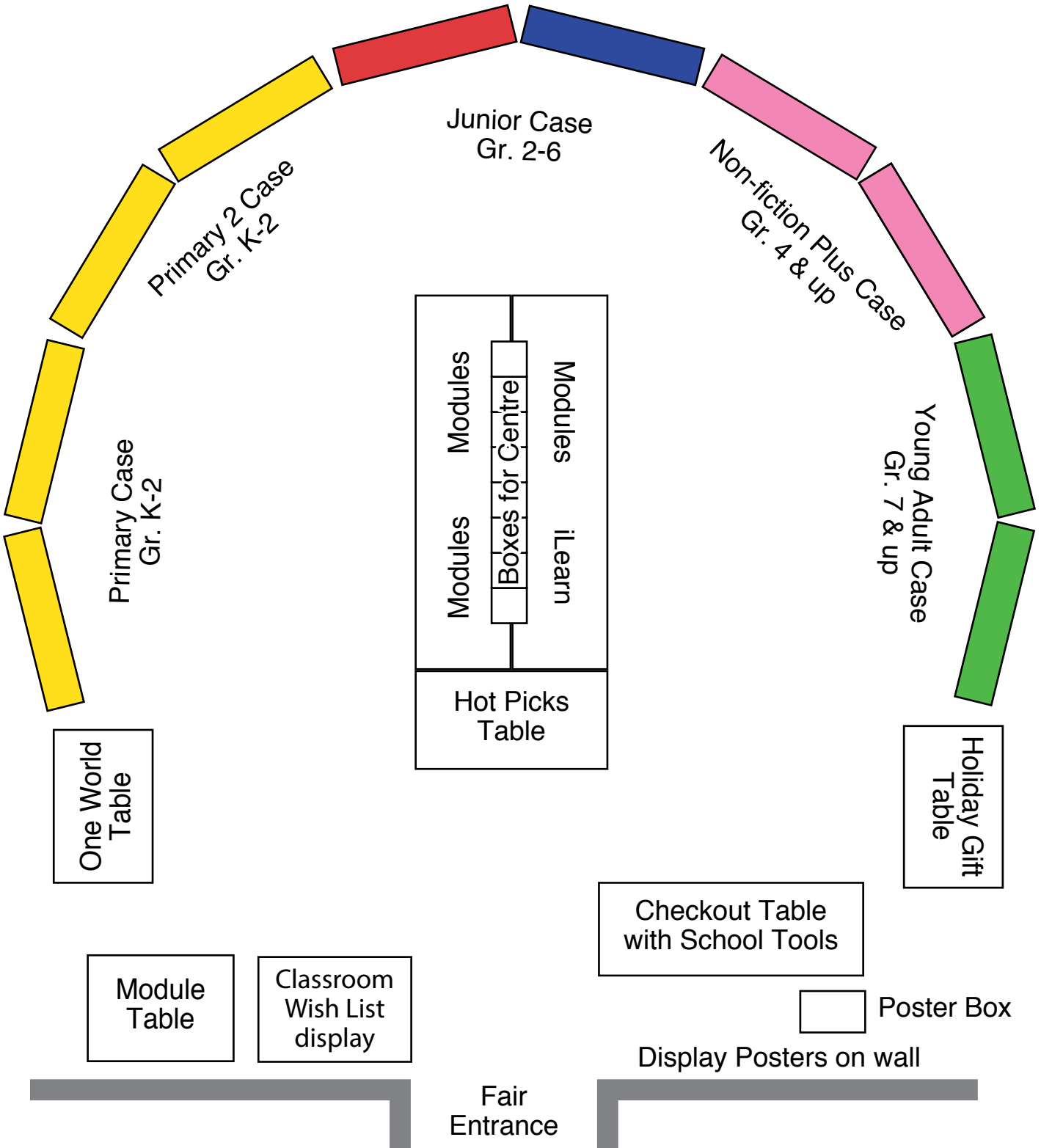
SCHOLASTIC
BOOK FAIR

4-CASE BOOK FAIR LAYOUT



SCHOLASTIC
BOOK FAIR

5-CASE BOOK FAIR LAYOUT



SCHOLASTIC
BOOK FAIR

TABLE TOP LAYOUT

