

BEFORE THE FAIR CHECKLIST

Prepare for the Fair

- Confirm Fair dates and complete your Book Fair Acknowledgement in the Host Hub at schol.ca/x/au.
- Schedule your planning call with your consultant.
- Attend a webinar!** Register for a webinar specially designed for Book Fair Hosts and volunteers.
- Customize your Fair homepage.** Your school's Fair homepage comes with the basics about your Fair. Add key details like location, open hours, family events, and a volunteer sign-up link to make it easy for families to get involved.
- Set your sales goal.** Browse the Book Fair Host Shop and check your school's past sales to set an inspiring target—then share it on your Fair homepage.
- Unlock the power of the Learning Lab**—your go-to planning spot packed with everything you need to prep, plan, and promote your Fair. Plus, explore video guides to help you host an unforgettable Fair at schol.ca/x/cA.
- Recruit your volunteer team.** Use our tips to gather and organize your crew of helpers.

Promote the Fair

- Spread the excitement!** Tell everyone the Fair is coming! Use our **Fair Files** on the Learning Lab to get the word out with posters, flyers, and more! Check them out here: schol.ca/x/f6.
- Showcase the books.** Share booklists and trailers to spark curiosity among students and families.

Plan events, previews, and activities

- Plan a Teacher Preview.** Invite teachers to create Classroom Wish Lists. This is the perfect time to print the teacher coupon* ahead of your event. Learn more at schol.ca/x/f5.
- Schedule student previews.** Organize times for kids to explore the Fair early and create their own wish lists.
- Ignite the fun!** Launch activities like door-decorating contests, principal challenges, and other ways to bring the whole school into the Fair spirit.