

FESTIVAL DU LIVRE

TIPS FOR MERCHANDISING YOUR FESTIVAL!

Choose your Space!

As soon as you decide to host a Festival du Livre, 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 Festival du Livre has to offer!

Set Up Your Festival: 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 2-3 for Festival 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 Festival!

Create Tabletop Displays

Home of some Festival du Livre 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 Festival 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 Festival 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.

TIP!

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

Schedule the Festival Visits

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

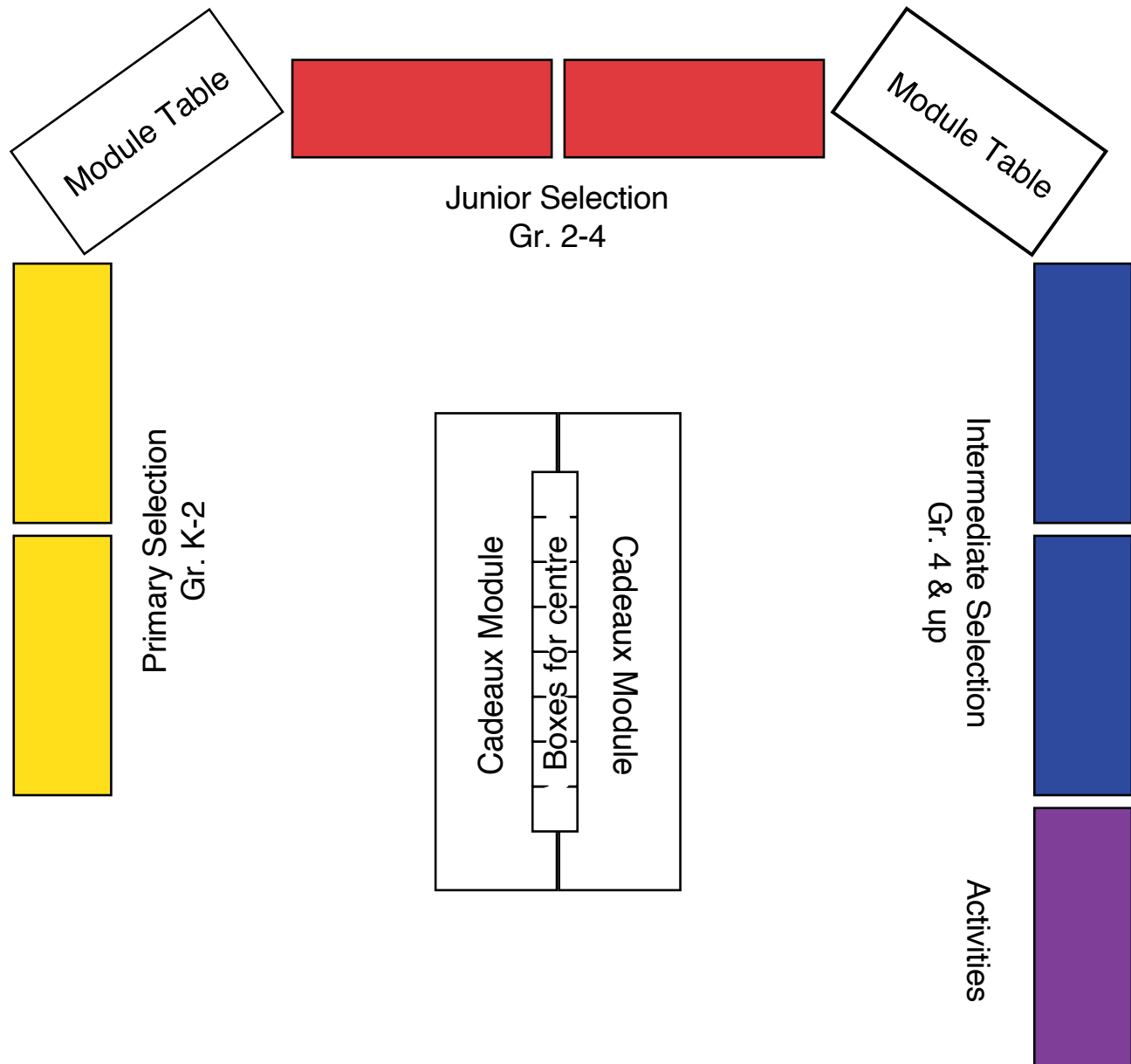
- Plan ahead! Do a walkthrough and choose the items you want to take from the Festival with your earned Scholastic Dollars.
- Schedule teacher and student previews ahead of shopping time so they can browse and find books they're interested in.
- Have teachers complete their Classroom Wish List ahead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

DON'T FORGET

Set up your Liste des souhaits de la classe display.

FESTIVAL DU LIVRE

TABLE TOP LAYOUT



Module
Table

Liste des souhaits
de la classe
display

Checkout Table
with School Tools

Poster box

Display posters on wall

Festival
entrance

FESTIVAL DU LIVRE

4-CASE BOOK FAIR LAYOUT

