

## Online Fair Frequently Asked Questions

1. **As the Book Fair Chairperson, what am I responsible for if I elect to have an Online Fair?** After agreeing to the terms of the Online Fair, you are responsible for spreading the news and helping to promote the Online Fair by utilizing the reproducible marketing materials provided in the Chairperson's Toolkit under Fair Files' tab. You are also responsible for distributing the orders when they arrive at the school.
2. **Will I be able to change my Online Fair dates?** Yes, you will be able to modify your Online Fair dates at any time. Select the **Homepage-Online Fair tab** in the Chairperson's Toolkit and click the **Edit Online Shopping Dates** link. Please remember to communicate date changes to customers if you have already distributed marketing materials. Please note date changes are updated three times daily.
3. **If I change my Online Fair dates, will my Book Fair homepage and Online shopping site display dates be updated?** Yes, the dates displayed for the Online Fair on both the Book Fair homepage and shopping site will update automatically once you complete your date change in the Chairperson's Toolkit. These changes will not happen immediately, as changes get updated three times daily.
4. **Will I be able to cancel after I have set up my Online Fair?** Yes, you may cancel your Online Fair **if your start date has not been reached**. Cancellation changes are updated three times daily. If your Online Fair has started you are able to end your Online Fair earlier by adjusting your dates in the calendar feature in the Chairperson's Toolkit. Go to the Homepage-Online Fair tab and select the **Cancel** link in the Online Shopping section. If orders were received, those orders will process and ship to your school for distribution.
5. **How long can I run my Online Fair?** The Online Fair can run a maximum of 21 days which can be applied at your discretion before, during and after your in-school Book Fair dates. Remember, your Online Fair must be tied to at least 1 day of your in-school fair.
6. **How long will I have access to the Online Fair in the Chairperson's Toolkit?** After an Online Fair is set up, the Homepage-Online Fair tab is available all year long. If no Online Fair is set up, the Online Fair section is unavailable after the last day of your in-school Book Fair.
7. **When will parents be able to access the Online Fair shopping site?** The shopping site will be open for your school community on the first day of your Online Fair. If parents visit the shopping site prior to your start date, they will be shown the start and end dates on your school's Book Fair Homepage. These dates are displayed 21 days prior to your Online Fair and will remain 7 days after the Online Fair ends.
8. **What marketing materials are provided and when should I expect to receive them?** All Book Fairs (*excluding BOGO Fairs*) will receive:

- **Book Fair Planning Kit** arrives 5-6 weeks before your Book Fair and contains Book Lists that promote the Online Fair on the back cover. We do disclaim that the Online Fair is only available when your school has elected to offer the program.
  - **Set Up Kit** arrives with your Book Fair and will contain: a computer monitor sign and printed flyers.
  - **Printable Reproducibles** are available in the Chairperson's Toolkit under the Fair Files' tab and consist of: a letter home to parents (*Spanish version provided*); email script or letter home from Teacher; Teacher announcement; bookmarks (*Spanish version provided*); Student reminder wristbands; and flyers (*Spanish version provided*). A desktop background is also available for download – great addition to computers made available at the Fair.
9. **Will I have visibility to my Online Fair sales?** Yes, the **Homepage-Online Fair** tab provides a link to view your online sales in real-time. Click the **View Sales Results and Track Shipment** link for details of each order, including: recipient's name, teacher, grade and email, purchaser's name and email, items, date of order, and tracking information when items have shipped. All order details are printable.
10. **When and how will the Online Fair orders arrive at school?** All orders ship together to your school via UPS after the online fair ends. Shipment arrival times vary by state but generally shipments are received within 5-7 business days after the online fair end date.
11. **Will I be alerted when the orders ship to my school?** Yes, you will receive a ship confirmation email with UPS tracking numbers when the orders have shipped. Your tracking number information is also available when viewing your Online Fair orders (accessible on the Homepage-Online Fair tab).
12. **Who do I contact if I have a problem with the orders I receive from the Online Fair?** Customer service is available to answer any question you may have with your Online orders. Reach customer service by phone: 8am – 6pm EST at 877-627-2515 or email: [onlinefair@scholasticbookfairs.com](mailto:onlinefair@scholasticbookfairs.com)
13. **Do I or my customers have to pay shipping charges?** No, the Online Fair is designed to augment the school Book Fair so to encourage sales from extended family members; we are offering FREE shipping to school for online orders.
14. **Are sales taxes collected for the Online Fair?** Our policy requires us to collect sales tax for online fair orders and Scholastic Book Fairs assumes full responsibility for filing and remitting the sales tax collected online to the appropriate taxing jurisdictions. Additionally, Scholastic Book Fairs assumes responsibility for the accuracy of the sales tax rate applied to online orders. The Online Fair does not allow for tax exempt purchases.
15. **Do I earn profit for my Online Fair sales?** Profit earned on your Online Fair is provided in Scholastic Dollars which maximizes your purchasing power. You will be able to view your Online Fair profit total in the Fair History section of your Chairperson's Toolkit **when your Fair has been finalized**. Your e-statements

will also display the profit earned from your Online Fair. If you need assistance or have questions regarding your financial form, contact the Financial Form hotline at 1-888-412-9124.

16. **How are Scholastic Dollars calculated for the Online Fair?** Scholastic Dollars are calculated based on the combined sales of both the in-school and online Fair. Refer to the profit and rewards document found in your planning kit or in the Fair Files, Forms and Tools section of your Chairperson's Toolkit for more details
17. **Will my Online Fair sales be included in my Financial Form?** No, **please be sure not to add** the additional sales from your Online Fairs to your financial report. All online Fair sales will automatically be applied to your total Book Fair sales after you report and submit your in-school Book Fair financials. The additional profit for Online Fair sales will be generated automatically after you complete your financial form. If you need assistance or have questions regarding your financial form, contact the Financial Form hotline at 1-888-412-9124.
18. **What should I do if I or one of my customers has a question and I cannot reach my Book Fair consultant?** Customer service is available for you and your customers 8am – 6pm EST. Reach customer service by phone: 877-627-2515 or email: [onlinefair@scholasticbookfairs.com](mailto:onlinefair@scholasticbookfairs.com). This information is accessible from the Online Fair website for shoppers to access.
19. **Can teachers set up their Wish Lists before the Online Fair opens?** No, there is no access to the shopping site prior to the first day of the Online Fair. However, you can plan 1 or 2 days as a preview for teachers to become familiar with the shopping site and to create wish lists—just remember not to publicize these days to the school community.
20. **What is the best way to provide feedback about my Online Fair experience?** Besides providing direct feedback to your Book Fair Consultant, a survey will be sent in your Shipping Confirmation Email. A post Book Fair email will also provide an opportunity for feedback.