



DURING THE FAIR CHECKLIST

Unpack the Fair

- Set up the Fair.** Arrange your cases, create your tabletop displays, and prep the cashier's table. Watch the video tutorial and find best practices at s-bf.com/setup.
- Connect the payment system.** For step-by-step instructions, check out our video tutorial or review the Quick-Start Guide at s-bf.com/register.

Send reminders

- Remind families about the Fair.** Head to s-bf.com/fair-files to download flyers, social posts, and other resources to encourage families to participate.
- Host teacher previews and class visits.** Remind teachers to attend your preview event to receive their teacher coupon.* And encourage them to send their students to the Fair to create wish lists.
- Keep sharing book trailers.** Find them at s-bf.com/books to give kids a sneak peek of the books waiting for them at the Fair.

Keep in mind

- Check for unspent Book Fair eWallet balances.** Review your eWallet roster on your Fair Details and Settings page. If students have a balance, alert teachers so they can send those kids back to the Fair to finish shopping.
- Request a restock.** If you're running low on Fair favorites, head to the restock section on your Fair Details and Settings page.
- Ask for help.** Got questions? Find quick answers at s-bf.com/faq.

*If you host a Case Fair, you'll receive coupons to give to teachers for \$5 off a \$20 purchase. Coupons will be emailed to you one week before your Fair start date for distribution to teachers. If you don't receive this email, contact your Book Fair Consultant. Please note: teacher coupons are not available for Tabletop Fairs or BOGO Fairs.