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Chapter 1: Prepare for the Fair

This short tutorial will give you all the information you need to prepare for an amazing Scholastic Book Fair. Three weeks before is the perfect time to start promoting the Fair. Start on your Fair details and settings page in the Host Hub. Use the new homepage editor to quickly and easily customize your homepage to include helpful information such as the location of your Fair, shopping dates, details about a family event, or a link to your volunteer signup sheet.

When you're done, copy your homepage link or QR code and share it with families and teachers. You'll find promotional letters, flyers and graphics in the Fair File section of the Host Hub to help you spread the word. And be sure to join our Scholastic Book Fair organizers group on Facebook to swap ideas and get tips from your fellow Hosts.

Scan the QR code to get started. Two weeks before the Fair, you'll receive your kickoff kit, which contains book flyers to send home, posters to hang around school and so much more. Be sure to review the kickoff kit guide, which sums up everything you need to know and includes a helpful timeline setting you up for success.

Now is also the time to start recruiting a team of volunteers and find an ideal location for the Fair. Someplace with a lot of space, like the library or the gym. Lastly, be sure to keep promoting your Fair to your school community and get ready for the Fair to arrive. It's delivery day. Along with your Fair, you'll receive your setup kit with materials to enhance your Fair, including table covers, table signs, stands, and book easels, large and small standees, and an outdoor banner.

You're now prepped for success. It's time to roll out the cases.

Chapter 2: Arrange your cases

Once your Fair truck arrives, it's go time. Your mission is to arrange it all in a way that's easy to navigate and fun to shop. Before moving the cases, remove the boxes of books stacked on top and set them to the side for use. Later you'll find grade recommendations and book categories on the side of each case.

When you're ready to roll, arrange your cases by grade level in a U shape, starting from youngest. To oldest, if space is tight, consider grouping the cases in small clusters. This helps the shopping experience run smoothly. Once you've placed the cases, lift up the cardboard headers for extra flare.

Chapter 3: Table set-up tips

Thoughtful table setup increases traffic flow and visibility. Leave enough space between tables for kids to walk through and around. It also helps to place tables near cases with similar book types for the same age groups. Use what you have, books and empty boxes, to create tiers. That way books are visible to kids at all eye levels. Don't forget to include the table signs found in your setup kit as part of each display.

Chapter 4: Add finishing touches

Give shoppers plenty to look at as they line up for checkout. Starting with a last chance display of fun and engaging extras like colorful pens. You can also use this high profile spot to showcase each individual poster so shoppers can readily see what's available. To keep traffic moving, be sure to place your payment system on a table close to the exit. And that's how you prepare for the best Fair ever.