

TIPS FOR MERCHANDISING YOUR FAIR

1. Choose Your Space

Choose an area that is large enough to accommodate 8 to 12 tables. If space allows, set up 3-4 tables in perimeter of fair space. Position remaining tables in the centre for module displays. Leave adequate space between centre tables for ease of shopping.

2. Set Up Fair

Use rectangular table covers, signs, sign holders and cardboard book provided with your Fair easels to set up table displays.

Cover tables with table covers. If needed, cover library shelves by taping table covers to them.

Locate boxes marked with grade level (e.g. K-2) and unpack on perimeter tables.

Same grade product should be displayed together on table. Locate boxes with module product and put out on centre tables.

TIP: Hot Picks module product should be displayed at front of fair so customers see it first.

DON'T FORGET

Set up your Classroom
Wish List display.

3. Create Table Displays **refer to page 12 of your Book Fair Planner**

Use supplied cardboard book easels to display books. Wrap empty boxes with table covers. Position in centre of table to create height. For module tables, stack books around boxes on all sides. Position table stands and signs on top of each box.

TIP: Keep empty boxes underneath tables for easy pack up.

4. Set Up Checkout Table **refer to page 13 of your Book Fair Planner**

Place credit card signs provided at cash to let customers know credit cards are accepted.

Place school supply boxes at checkout table. This is a great way to generate add-on sales.

TIP: Place checkout table away from entrance to fair. This will eliminate entrance being blocked by people waiting to pay.

NEW!

Look for the box with
this label for easy
CHECKOUT setup.

**CASHIER
SUPPLIES**

5. Display Posters

Keep poster box behind checkout table to avoid poster damage. Hang one of each poster on a wall or on a clothes line near your checkout table. Number each poster with a sticky note so customers can purchase by number.

TIP: Please keep empty poster boxes in order to return posters at the end of the fair.

6. Pack Up

When packing up product, consolidate into as few boxes as possible. (You do not need to pack the product back in the same box it arrived in.)

TIP: Keep table covers and book easels for use at next fair. Return all signs and table sign holders.