

FREE! Book Fair Workshops

Attend in Person

The Ultimate Workshop experience!

Come to a Book Fair Workshop and discover **G.R.E.A.T.** ideas to make your Fair a success!

- Gather ideas for contests, activities & decorating.
- Learn merchandising tips to make your Fair more shopper-friendly.
- Meet other Chairpeople and share tips.
- Get an exclusive, sneak peek at our newest books.
- Enjoy refreshments & prizes and get a FREE gift.
- Bring your volunteers or invite them to attend in your place.



Space is limited.
Go online to register TODAY!

NEW! Online Webinar Workshops



The next best thing to being there!

New Online Workshops!

Attend a **FREE** interactive workshop
Check dates and times to sign-up and participate

GO!

Can't make it to a Workshop? Then participate in our NEW online, interactive Webinar Workshop! This live, web-based presentation features Book Fair tips and information, all from the comfort of your own computer.

For dates and times of Workshops, visit www.scholastic.ca/bookfairs and click on the Book Fair Workshops link.

Thank you for hosting a Scholastic Book Fair!

Bring your entire school community together to celebrate books and reading.

Studies reveal **family involvement**, **access** and **choice** are key to helping kids build stronger reading skills. A Book Fair can open up an amazing world that's full of possibility! Your students become better readers, explore new concepts and lead overall more successful lives.

A Scholastic Book Fair exposes students to a spectacular **selection of new books** and allows them to **choose books** they want to read. Plus, it gives **families** and **teachers** a chance to celebrate books together and show kids the value of reading.



Glen Allan School, AB



St. John Bosco School, ON



Morton Way School, ON



Book Fair Goals

To ensure your students get the most out of this literary event and to maximize your Book Fair commission, you need to establish some goals.

Determine Goals

First, determine what your school wants to accomplish by hosting a Book Fair. Some goals schools have shared are:

- Promote literacy by making books and reading more fun.
- Increase Book Fair commission to add more books and educational resources to the library and classrooms.
- Put a book in the hand of every student.
- Promote literacy through family participation & involvement in the Book Fair.

Set Goals

There are many different kinds of goals that add up to kids reading more books:

- A specific number of books sold.
- Every student purchasing a book.
- Adding a set number of books to library or classrooms.
- Donating books to sister school or shelter.

Share Goals

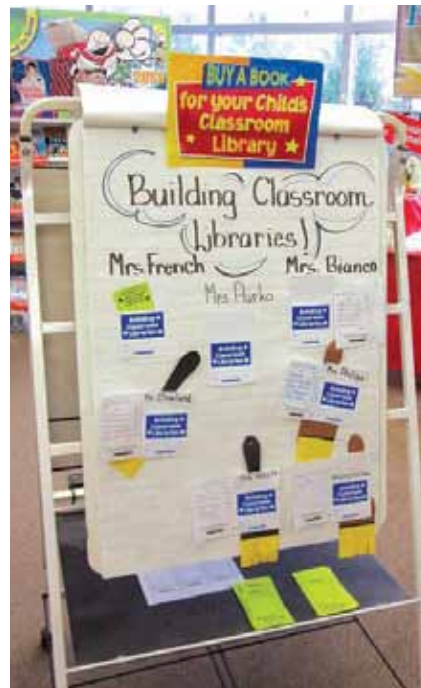
Your chances of successfully achieving your goals increase dramatically when you share them with students, teachers, families, volunteers and your Principal.

Here's how!

- Post Goal Chart provided in Planning Kit at main entrance.
- Send letter home to parents outlining your Book Fair goals. Include goals in school newsletter.
- Ask teachers to support class contests.
- Announce your goal and progress daily during morning announcements.

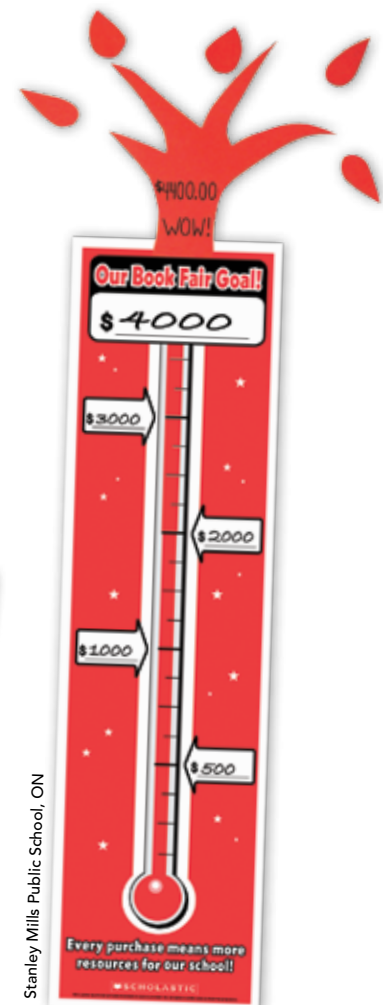
TIP!

Have students place a sticker on Goal Chart for every book sold.



Jack Miner Public School, ON

Help "build" classroom libraries — buy a book!



Stanley Mills Public School, ON

Book Fair Commission Options

Get the most for your school and keep kids connected to more books and educational products all year long! Ask your Book Fair Consultant for details on Book Fair Commission Options and Bonuses.

Product Commission

Select great new books right from your Fair or order from the Book Fair Product Commission Order List. This option **DOUBLES** the value of your commission over cash commission.

Catalogue Commission*

Choose from library resources, classroom materials, magazines, educational and curriculum-based products in our multiple Scholastic catalogues. Once again, this option **DOUBLES** the value of your commission over cash commission.

Cash Commission

Receive cash rewards based on a percentage of your net sales.

Book Fair Bonuses

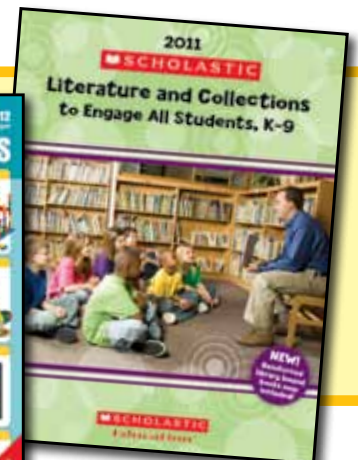
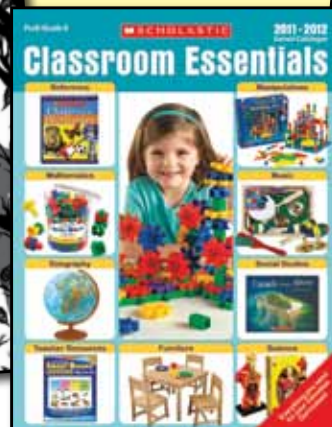
It's easy to add more books to your library and classrooms!

- Receive **10%** in product bonus (taken from current Fair) when you book during our Special Months.
- Schedule a **2nd Book Fair** in same school year and earn an **additional 10%** in product bonus (taken from 2nd Fair).

TIP!

Display some of the great books you've earned by hosting your Fair.

*To view our full complement of Scholastic catalogues available for Book Fair commission redemption, visit www.scholastic.ca/bookfairs and click on Commission Options.



What's in Your Book Fair?

We provide everything you need to make your Book Fair a successful literary event!

Your Book Fair Includes:

- **Book Selection** – Wide assortment of titles, organized by reading levels, in either cases or boxes.
- **School Tools & Boutique Boxes** – Variety of school supplies for students.
- **Hands-On Learning** – Activity kits & books to foster creativity.
- **Posters** – Assortment of sizes, prices & images.
- **Seasonal Books** – Titles vary throughout year.
- **Hot Picks** – Books advertised in Highlights flyer & on DVD (Author Video).

Teen Reads (upon request only)

- **Teen** – Books covering a variety of topics for grades 7 & up. Some titles may contain limited content.
- **Teen Mature Read** – Novels suitable for emotionally mature students in grades 8-10. Subjects cover a range of advanced social situations and contain content.



Modules

You may choose additional table displays or "Modules" designed to meet the unique needs of your school. Speak with your Book Fair Consultant 4-5 weeks before your Fair to select your Modules.

- **Great Gifts** – Items perfect for gift-giving including hardcovers & deluxe book collections (available in Fall only).
- **Discover Our World** – Selection encourages students in grades 1 to 8 to learn more about the world around them (available in Spring only).
- **Preschool** – Product for families with young children including picture & board books.
- **Adult Bestsellers** – Assortment of adult novels, cookbooks, parenting & DIY books.
- **Teaching Resources** – Curriculum-based books & educational materials for teachers.

Ask your Book Fair Consultant about Optional Modules specific to your region.

Promotional Allowances

We give you FREE product from your current Fair to help create Book Fair excitement.

\$60 Promotional Allowance*

Use these complimentary books for:

- Prizes – school decorating, reading challenges, classroom & student contests.
- Reading incentives.
- Raffles during Fair or at Family Event.

\$50 Family Event Door Prize*

Families attending your Family Event deposit ballot (located on Highlights flyer) in ballot box. One winning family chooses \$25 in books from Fair and child's teacher also chooses \$25 in books from Fair for their classroom.

Note: Books MUST be chosen from Fair before pick-up.

*Not applicable to Discount Fairs



St. Faustina School, ON

TIP!

Position Hot Picks table at Fair entrance to make it easy for students to access advertised books.



Coledale Public School, ON

**Over \$110 in
FREE Product!**



Roland Michener Public School, ON

Book Fair Countdown

Photocopy and post for quick reference

5 Weeks

- Review contents of Planning Kit
- Recruit volunteers and/or Student Crew
- Download themed Promotion Guide*

- Attend Book Fair Workshop (ask Book Fair Consultant for dates & locations or register online)
- Request Booktalk! [In-a-Box] from Book Fair Consultant
- Create Book Fair folder to store information & future Fair notes

4 Weeks

- Review Module selection with Book Fair Consultant
- Reserve largest space available for Fair
- Confirm dates & times of Family Event
- Set specific Fair goals

- Set aside catalogues in Planning Kit to use for product commission redemption after Fair (**keep all Scholastic catalogues until school year end**)
- Discuss duties & schedules with volunteers
- Approach local businesses for donations/prizes

3 Weeks

- Plan Family Event activities
- Plan themed decorations* & collect materials
- Schedule student & teacher previews (pg. 16)
- Promote Fair in school newsletter & on website
- Review Booktalk! [In-a-Box]
- Recruit volunteers to give book talks

- Plan student contests & activities
- Contact local newspaper & radio station to promote Fair
- View book reviews & author spotlights online in Featured Books section
- Watch Highlights DVD (Author Video) located in Planning Kit

2 Weeks

- Finalize volunteer schedule (pg. 10)
- Create themed bulletin board
- Hang posters from Planning Kit & created by students
- Create ballot box for Family Event Door Prize ballots
- Invite local daycares to Fair
- Make themed decorations* with students & volunteers
- Show Highlights DVD (Author Video) to volunteers
- Collect prizes/donations from local businesses

- Plan locations for Fair cases & table displays
- Advertise Fair dates on school marquee & website
- Promote Fair to local community
- Copy activities from Promotion Guide* & give to teachers
- Schedule book talk times
- Complete Fair Goal Chart (in Planning Kit) & post at main entrance
- Have students record Fair & Family Event dates in their agendas

1 Week

- Send Highlights flyer and letter* (pg. 20) home to parents announcing Fair dates & times
- Create volunteer name tags*
- Make Classroom Wish List display (in Planning Kit)
- Present book talks to students
- Copy Classroom Wish List Teacher Sneak Peek invitation & give to teachers
- Hang Teacher Sneak Peek poster in staff room

- Show Highlights DVD (Author Video) to students
- Train volunteers on how to set up, merchandise & operate Fair
- Promote Fair daily using announcements from Promotion Guide*
- Place ad in local newspaper
- Request \$125 float (include change) & cash box
- Copy Classroom Wish List Book Donation Cards
- Call Book Fair Consultant for Online Commission Worksheet password

Setup Day & During Fair

- Set up cases & tables with volunteers
- Locate Hot Picks table at Fair front entrance
- Set up Cashier Table
- Display sample of each poster to be sold & number each with sticky note; hang Poster Price sign
- Decorate Fair
- Display Directional Arrows (in Planning Kit)
- Place NEW Classroom Wish List "Thank You" sign at Cashier Table
- Add Booktalk! [In-a-Box] books to Fair to sell
- Put \$125 in cash box

- Review cashier & reorder procedures
- Invite teachers to preview Fair & complete Classroom Wish List Book Donation Cards
- Position Volunteer Tip Sheet on Cashier Table
- Play looping portion of Highlights DVD (Author Video) during Fair
- Conduct student previews
- Update Goal Chart daily
- Take prepaid reorders on products that are down to "Display Copy"
- Thank volunteers daily