



BOOK FAIR BASICS

General Information

What's Included with a Phoenix Book Company Book Fair?

- ◆ **Full Set-Up & Take Down Service**
Including category signage, linens, displays, and table talkers.
- ◆ **A Great Selection of Books & More**
Most books are **20-40%** off to students. Plus the selection includes age appropriate merchandise, trending themes, new books, fun add-on sections, sidelines & more!
- ◆ **An Easy to Run & Manage Experience**
All books & merchandise are clearly priced in even (round) dollar amounts that include tax.
- ◆ **No-Strings-Attached 20% Back For Your School**
You earn 20% of your net sales, no minimums. Plus our Book Fair Warehouse is open year-round so you can come spend your credit. We have thousands of books for half-off the retail price in stock.
- ◆ **Marketing Materials**
Fill-In Distributable Flyers, posters for your halls, commercials for school announcements, book trailer playlists to generate interest and add excitement, and more!



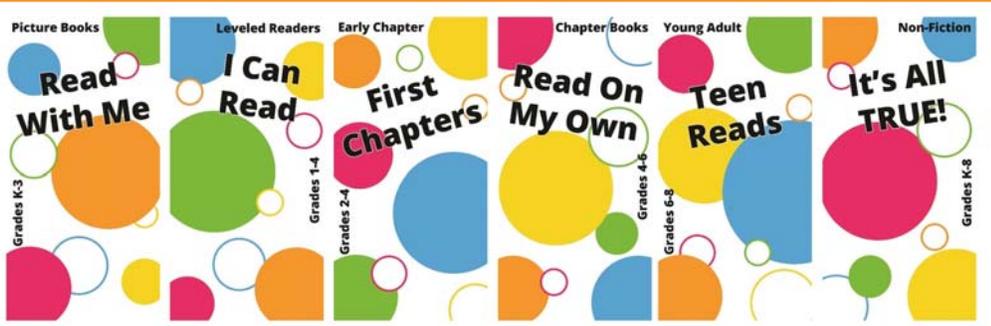
All PBC Fairs are backed by our Customer Service Promise

We want you to have the best possible fair & we work hard to provide you with all the tools and materials you need. We are always here to answer your questions and we are excited to provide high quality books at great prices for your students. We know that you'll be pleased with the price, service, selection, and ease of operations that a PBC Book Fair provides.

The Selection

Most books are 20-40% off the retail price.

The categories at your book fair will vary based on grade level.



Elementary & K-8 fairs are divided based on reading level and type of book.

Middle & High School fairs are categorized into five genres.



Sections Available By Request:

- Activity
- Cookbooks
- Grade Level Assortments
- Value Selections
- Spanish Language



BOOK FAIR BASICS

Set Up and Security

How to Set Up Your Space

- ◆ **You will need a large, lockable room.**
Usually the library, but classrooms, multi-purpose rooms, cafeterias, and theaters can all work too. If after school functions are normally held in the same room as the book fair, the books must be secured.
- ◆ **Have a minimum of 7 tables ready.**
Have an idea for the flow of your fair, and consider having a defined “entrance” and “exit.” Hands-on merchandise like bookmarks need to be closely supervised and near the check-out area. All tables will be needed for the duration of your fair.
- ◆ **We will customize the fair to your space.**
If you only have a small space available, don’t worry! We will work with you to make your fair fit your space and needs.
- ◆ **Good security is very important.**
Please take every precaution to ensure good security. Theft is a potential issue with every fair.
- ◆ **Keep the book fair room locked when the fair is closed.** Discuss this with your custodians and principal.

Not sure if you will have enough tables to fill your space?

PBC has a limited number of tables available to loan to your school. If you think you might need some extra tables, let us know so we can reserve them for you.

Security Tips

- ◆ **Schedule enough volunteers.**
Extra eyes to supervise books and students are always helpful.
- ◆ **Volunteers working checkout are too busy to also keep an eye on the fair.** Schedule some “on the floor” volunteers who can help students with their book selections, keep books neat, and watch for potential security issues.
- ◆ **Discuss the importance of helping students handle merchandise with respect and care.**
Also stress the importance of being visible and watchful—it is easier to prevent a problem than deal with one after the fact.
- ◆ **Control access to the book fair area.**

You are responsible for any defaced, damaged, lost, or stolen goods.



BOOK FAIR BASICS

About the Selection

About Our Books

- ◆ **Our selection spans all the major publishers.**
PBC Book fairs come stocked with all sorts of awesome books. We bet everyone can find something exciting and new!
- ◆ **Most of the books are 20-40% off retail.**
We strongly believe everybody should be able to go home with a book. That's why you'll find books as low as \$2 on our fairs. We pass the savings directly to students, and you still get 20% back, no strings attached.
- ◆ **What about Special Orders?**
If your heart is set on a specific title that you do not see on the fair, you can ask us if the book is available to special order. If it's available, it will be full price, plus tax, rounded to the nearest full dollar amount. All special orders must be prepaid. The books will be mailed to your school via USPS Media Mail after the fair and *may take 2-4 weeks to arrive*.
- ◆ **We do not guarantee title-specific restocks.**
When an item sells out at the fair, there is no guarantee of restock at the same price. We will always bring more books if you need them, but they might be new and different titles.

Restock Policy

From time to time during your fair, certain titles may sell out. We try to leave understock at most fairs so you can fill in any gaps on your table. We do not guarantee restocks of specific titles, but we can always bring more books to a fair if necessary.

If you think your fair needs a warehouse restock, please contact us.

About Our Merchandise

Sidelines and Hands-On merchandise need to be closely supervised.

We recommend placing them next to your checkout area.

- ◆ **We offer a selection of fun, non-book items to supplement your sales.**
We believe books should be the focus of book fairs, so we offer a pared-down sidelines experience. The majority of our sidelines are stationery related, like fun erasers, pencils, pens, bookmarks, and other stationery items. Our posters are licensed and on-trend. We also offer a limited number of "toys" like buttons, magnets, balls, slime, lip gloss, or PEZ. If you want to limit the type of items at your fair, just ask us! We are happy to accommodate special restrictions.
- ◆ **We provide a "no-touch" board with example items and behind-the-counter vending trays.**
This helps limit theft and control the "craziness" of the checkout process. You control the vending experience.