



**PBC
BOOK FAIRS**

PLANNING THE DETAILS

The Day-to-Day

Daily Details

**Get Teachers
& Classes
Involved!**

◆ **Book Fair Hours**

We suggest that you keep the fair open all day during school hours (for classroom visits) including an hour before and after school. Breaks and Lunch are also prime shopping hours, so make sure your fair is open at those times.

◆ **Morning and Evening Programs**

Plan to have the fair open for at least one morning and evening. If possible, plan during another event like parent-teacher conferences, orientations, carnivals, student events, or add your own event like an ice cream social or pizza dinner. Morning events with coffee and donuts are always a big hit too!

◆ **Class Previews**

Coordinate with teachers to have class previews or walk-throughs to boost sales during the day.

Special Requests

*All special requests and orders
must be approved by PBC.
ASK US EARLY!*

◆ **Special Requests**

Special requests for books that require us to purchase beyond our inventory must be guaranteed purchases—you must pre-sell the books or purchase them with your book credit at the end of the fair. Please allow us **6 weeks** prior to your fair for ordering special requests.

◆ **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**.

CHECK OUT OUR ONLINE RESOURCE CENTER:

phoenixbookcompany.com/bookfairs

Click on Current Fair Coordinators

Password: We<3Books



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Available Add-Ons (By-Request)

Teacher Wish List Display



These Add-Ons are available by request on a first-come, first-served basis.

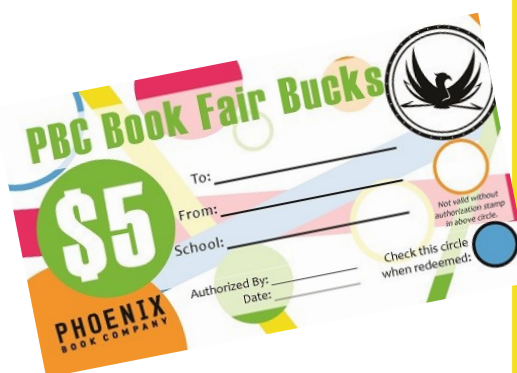
Pre-Made Teacher Wish List Display

If you would like, we can include our easy to use Wish List Display to boost book fair sales while adding books to classrooms and libraries

How It Works

- ◆ We provide you with a wish list display, book plates, and a blank form for you to copy for each teacher.
- ◆ Invite the teachers to tour/preview the fair. Each teacher will fill out one form with details about the books they are interested in.
- ◆ Once the teachers have filled out their forms, they simply file them in the Wish List Display. Forms are filed by teacher last name.
- ◆ Promote the Wish Lists during the fair. As people shop, ask them if they'd like to purchase a book for a teacher or the library. They can choose any book from any teacher's wish list.
- ◆ After a book is purchased from a list, check it off on the form and give the student/parents a chance to fill out the provided custom book plate sticker with a personal To/From message.

PBC Book Bucks



The PBC Book Bucks Gift Certificate Program

An alternative to individual teacher wish lists.

How It Works

- ◆ We provide you with \$5 Book Buck Certificates and a PBC Authorization Stamp.
- ◆ Students buy the bucks at checkout.
- ◆ Cashiers validate the Bucks, remove the receipt stub, and give the student the \$5 certificate.
- ◆ Students fill in the To:/From: fields and give their teachers or friends the Book Fair Bucks as a gift.
- ◆ Recipients come and shop at the fair, using the Bucks like cash at purchase.
- ◆ For more information, please contact us!