



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), as well as 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 such as 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

PBC strives to provide something for everyone, and we encourage everyone to explore the Fair with an open mind!

- ◆ **At this time, PBC does not offer "Special Orders" for specific titles at your Fair.**

We understand that your population may request specific titles that are not available on your Fair. At this time, we **DO NOT** offer "Special Orders" for these types of requests. You are always welcome to include the title in a restock request; if the item is available at the warehouse, we will be happy to include it with a restock!

PBC strives to provide something for everyone, and we encourage everyone to explore the Fair with an open mind! Among the titles PBC provides, there will often be read-a-likes available for many of the more "well known" titles. Students may need a nudge to find a book that interests them or sometimes a reminder to read the description on the back of the book and to be open minded to other possibilities than just the "well known" titles that everyone is familiar with.

CHECK OUT OUR ONLINE RESOURCE CENTER:
phoenixbookcompany.com/bookfairs
Click on Current Fair Coordinators
Password: We<3Books



PLANNING THE DETAILS Available Add-Ons (By-Request)

Teacher Wish List Starter Pack



Teacher Wish List Starter Pack

If you would like, we can include our helpful Teacher Wish List Starter Pack to assist with boosting Book Fair sales while adding books to classrooms and libraries.

How It Works

- ◆ We provide you with instructions, blank forms for you to copy for each teacher, and book plate stickers that can be affixed inside the book with a message (optional).
- ◆ Invite the teachers to tour the Book Fair, and fill out a Wish List Form with details about the items they are interested in.
- ◆ Promote the Wish Lists during the Fair, by ask shoppers if they'd like to purchase a book for a teacher or the library.
- ◆ When an item is purchased from a Wish 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 message! (optional)
- ◆ At the end of the Fair, distribute all donated items to their new homes!
- ◆ For more information, please contact us!

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

PBC Book Bucks



The PBC Book Bucks Gift Certificate Program

A great alternative to the individual Teacher Wish Lists system as well as a fantastic "No Cash In-Hand Alternative!"

How It Works

- ◆ We provide you with \$5 Book Buck Certificates and a PBC Authorization Stamp.
- ◆ Students/Parents buy the Book Bucks at checkout.
- ◆ Cashiers validate the Book Bucks, remove the receipt stub, and give the student the \$5 certificate.
- ◆ Students/Parents fill in the To/From fields then Book Bucks can be given to teachers or friends as a gift; or to a students as a "No Cash In-Hand" option.
- ◆ Recipients come and shop at the Fair, using the Book Bucks like cash at purchase.
- ◆ For more information, please contact us!

