

Intro

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Intro

In this video, I'm going to show you how to set up an unforgettable Scholastic Book Fair like this. Feel free to jump ahead a chapter if you hear information you already know.

Chapter 1: Set up your cases

Start recruiting a team of volunteers well before your Fair begins. Brainstorm the best Fair location. Someplace with a lot of space, like the library or gym. Once your Fair truck arrives, it's go time. You'll find cases filled with incredible books that kids will love. Your mission is to arrange it all in a way that's easy to navigate and fun to shop.

Before moving the cases, remove the boxes of books stacked on top and set them to the side for use later. You'll find grade recommendations and book categories on the side of each case. When you're ready to roll, arrange your cases by grade level in a U-shape, starting from youngest to oldest. If space is tight, consider grouping the cases in small clusters.

This helps the shopping experience run smoothly. Once you've placed the cases, lift up the cardboard headers for extra flair and set up the category signs for shopper guidance. You'll find the category signs packed inside the cases. Simply place them on the outer edges of the cases with the category name facing out.

Chapter 2: Set up your tables

Thoughtful table setup increases traffic flow and visibility. Leave enough space between tables for kids to walk through and around. It also helps to place tables near cases with similar book types for the same age groups. Use what you have, books and empty boxes, to create tiers. That way, books are visible to kids at all eye levels.

Don't forget to include the table signs found in your Set-up Kit as part of each display.

Chapter 3: Add finishing touches

Give shoppers plenty to look at as they line up for checkout, starting with a last-chance display of fun and engaging extras like colorful pens. You can also use this high-profile spot to showcase each individual poster so shoppers can readily see what's available. To keep traffic moving, be sure to place your payment system on a table close to the exit.

And don't be afraid to make the Fair your own. Take advantage of the resources located in the Fair Files section of the Host Hub to find customizable letters, flyers, social posts, and more. Then join our Scholastic Book Fair Organizers Facebook group to swap ideas and share tips with your fellow hosts.