

 SCHOLASTIC

BOOK FAIR UNIVERSE ORGANISER GUIDE

**FREE
BOOKS**
for your school
for every
book sold!



Your
Scholastic Book Fair
will be here soon!

Look inside to find out
how to create a reading event
that's out of this world!

Register online to get **FREE** resources



bookfairs.scholastic.co.uk

9789999388030

Scholastic Book Fairs – Getting children reading. Giving books to schools.



Rocket into reading with your Scholastic Book Fair!

Bringing your school a glittering galaxy of books, plus the chance to create an out-of-this-world event, a Scholastic Book Fair gets children excited about books and helps them to discover a lifelong love of reading.

All about the books

A Scholastic Book Fair puts the very best books directly into your pupils' hands. That means **over 200 top children's books** from **over fifty publishers**, carefully chosen to reflect all tastes and abilities. With books from **only £2.99** plus **exclusive titles** which can't be bought anywhere else, there's sure to be a book for everyone!

FREE BOOKS

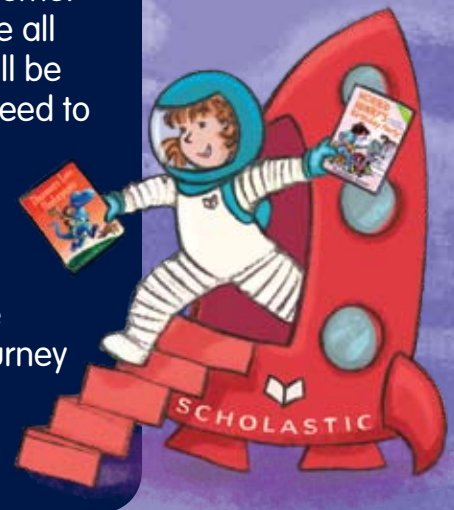
Don't forget that every book sold at your Fair can help to get free books for your school.

Book Fair Universe

Celebrating the excitement and sense of discovery that reading can bring, we have a brand new Book Fair theme: space! Posters, invitations, activity ideas and more are all available online at bookfairs.scholastic.co.uk and will be coming soon in your Big Red Box – everything you'll need to make your Book Fair Universe go with a Big Bang!

Plan your best Book Fair ever

Visit bookfairs.scholastic.co.uk for your online guide and check list, or just follow the simple steps in this guide to begin your journey into the Book Fair Universe...



Here's how to contact us...

Thank you for booking your Scholastic Book Fair! We hope you enjoy every moment!

Freephone:
0800 21 22 81

Email:
bookfairs@scholastic.co.uk

Web:
bookfairs.scholastic.co.uk

1. Tell everyone!



The key to a successful Book Fair is making sure children, parents and grandparents come. Get your little astronauts exploring the cases and your Fair will soon be blasting off!

- **Send out the invitations.** You'll find ready-made invitations in your **Big Red Box**. Send them home with a letter to give parents and children a taster of what's to come.
- **Put up the posters.** Make sure everyone knows where and when the Book Fair will be held. Use the posters in the Big Red Box – or get children to design some more!
- **Recruit volunteers.** Many hands make light work. Ask pupils, parents and teachers to lend a hand and help you run your Fair!
- **Register online.** Visit bookfairs.scholastic.co.uk for more tips, ideas and free downloads to help make your Fair an unmissable, attention-grabbing event.



Tip! Your Big Red Box will arrive about 3 weeks before your Fair. It contains posters to advertise your Fair, invitations and a photocopyable letter to send home.

You tell us

‘We made sure that parents knew what an exciting time the children were going to have by sending home an advance letter outlining all the events and competitions. Children were also involved in publicity by designing and making posters.’

Jean McKinnon,
Bridge of Allan School

‘We put a notice in our school newsletter asking for help from parents and grandparents and got a great response.’

Mrs Jones,
Middle Park Primary School

Find it online...

Find a downloadable letter you can personalise and send with your invitations.

bookfairs.scholastic.co.uk



FREE BOOKS for your school for every book sold!

2. Make it a special event!



Attract pupils and parents with an eye-catching Book Fair! From decorations to displays, there are lots of fun ways to get everyone involved – and make your Fair a space age spectacle!

- **Put up the banner and arrows.** The reusable banner will arrive in your Read Alone case. Now everyone knows that the Book Fair is on – and how to find it!
- **Put up the header boards.** They're on the back of the book cases – just pull them up for an instant display. Why not showcase some favourite books on top of each case too?
- **Decorate the Book Fair.** Balloons, ribbons, book displays, drawings and artwork... Get colourful and creative! You can even put up and keep one copy of each poster from your poster box for FREE!
- **Hold a fancy dress day.** Send your little explorers over the moon by encouraging them to dress as a favourite book character, or as an astronaut or alien. Why not make it a competition with books or book vouchers as prizes?



A colourful book display is a great way to get everyone browsing.

Pull up the header boards behind the bookcases for instant colour.



It's even more fun when everybody dresses up!



You tell us

‘We had a dressing up day, which was great fun. It encouraged everyone to read more books about all the characters they saw.’

**Michelle Knight,
Somers Park**

‘A week before the Book Fair arrives we create a central display to start raising anticipation. We’ve learned over the years that a themed touchy-feely 3-D display works best.’

**Deanne Whitfield,
Tarvin County**



Find it online...

Find **FREE** downloadables full of inspiring tips for fancy dress days!
bookfairs.scholastic.co.uk



Tip! The Book Fair Universe gives you an instant ready-made theme. Use the themed materials in the Big Red Box, and go online for more inspiration and themed materials!



Visit bookfairs.scholastic.co.uk to find out more

Get **£25 worth of book vouchers** for competition prizes when you register online before your Book Fair! bookfairs.scholastic.co.uk



3. Explore the books!

The more your pupils browse the books and explore the stories in them, the more likely they are to discover their perfect book. Get everyone rocketing into reading!

- **Arrange browsing times.** Let each class browse in lesson time to preview the Fair and search for books they love. You'll find stickers to reward little space explorers in your Big Red Box!
- **Hold special assemblies and reading events.** Talk about the books, read extracts, and get children thinking about their favourite stories.
- **Run a competition.** Whether it's designing a book cover, dressing up or writing a review, children *love* competitions. Register online for free book vouchers to use as prizes!
- **Use the book-themed activity sheets.** They're a great way to get children exploring the books. Free activity sheets will arrive in the cases; you can find more online!
- **Re-order your bestsellers.** Don't run out of that must-have book! Call us for free on 0800 21 22 81 by 4pm the day before your Fair is collected and our driver will personally deliver them.



Tip! Run your Book Fair to coincide with parents' evening so that parents can join in the fun!



Take me to your reader!



You tell us

‘Letting the children – and the teachers – have time to look at the books made a big difference. Children go home full of enthusiasm after browsing! Competitions go down really well with the children and help to make sure that all parents know that the Book Fair is on its way.’

**Mary Hall,
Coundon Primary School**

Find it online...

Find brilliant, **FREE** activity suggestions and ready-made worksheet resources!

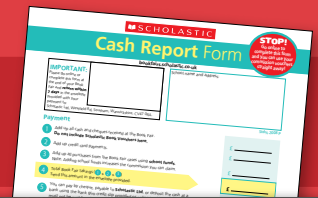
bookfairs.scholastic.co.uk



4. Pack up and pay

Once your Fair is over, there will be a bit of tidying up to do – and lots of free books for your school!

- **Take your FREE BOOKS.** As soon as you've made some sales and know that you'll have commission to spend, you can choose books from the cases as part of your commission.
- **Pack up your cases and reusable banner.** One of our friendly drivers will be along to collect the reusable banner, cases and any boxes, leaving you to get on with the business of claiming any outstanding commission.
- **Fill out your Cash Report Form.** Try doing it online – all the calculations are done for you! Just let us know the value of the books you've taken from the cases.
- **Plan your next Book Fair.** It's easy! Just register on bookfairs.scholastic.co.uk and you can choose the dates that best suit your school.



You tell us

'The online cash report form is very quick and simple to use – I will always use it from now on!'

Sian Davies,
St Peter's Primary School

Find it online...

You'll find the online Cash Report Form at bookfairs.scholastic.co.uk

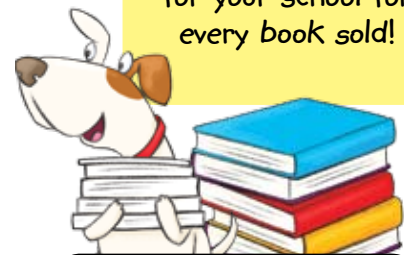


CHOOSE YOUR FREE BOOKS!

If you have any outstanding commission we'll send you vouchers. You can use them to choose from a wide range of books and resources in our Commission Catalogue. You'll also find our catalogue and an exclusive range in our online Commission Shop.

commissionshop.scholastic.co.uk

Remember you get **FREE BOOKS** for your school for every book sold!



Tip! Order your **FREE BOOKS** in our online Commission Shop and **get FREE P&P.**

LET'S THINK GREEN!

• **Cut down on plastic waste** with our new canvas book bags. We'll be sending them out with your Book Fair instead of plastic bags. If you need plastic bags, please request them before your Book Fair.

• **The new reusable banner** can be used again and again. Please return it with your cases after the Fair.

BRAND NEW BOOK BAG!

Children can pick up a canvas book bag at the Book Fair for just **£1**. It's the handy, eco-friendly way to carry books home, and it can be used again and again. It's a great way to earn extra commission!



FREE BOOKS for your school for every book sold!

Book Fair planning at a glance

Your **SCHOLASTIC BOOK FAIR** check list

Before your Fair

1. Tell everyone!

- Send out the invitations to parents
- Put up the posters around your school
- Recruit volunteers to help you

You'll find everything you need in your Big Red Box.



When your Fair arrives

2. Make it a special event!

- Put up the banner and arrows
- Put up the header boards
- Have fun decorating your Book Fair
- Hold a fancy dress day

Ask pupils to help you decorate and put up the banner!



At your Fair

3. Explore the books!

- Arrange class-by-class browsing
- Read books from the Fair in assembly
- Run a fun competition
- Use the book-themed activity sheets
- Re-order your bestsellers: we'll deliver them in a jiffy!

Get **£25 worth of vouchers**

for competition prizes when you register online before your Fair!



After your Fair

4. Pack up and pay

- Take **FREE BOOKS** from the shelves
- Pack up your cases and banner
- Fill out your Cash Report Form
(Go online – it's easy!)

Keep an eye out for books you'd like for your school. You can **take them off the shelves** as commission!



CHOOSE YOUR FREE BOOKS!

If you have any outstanding commission, we'll send you vouchers to use in our Commission Catalogue or in our Commission Shop.

Order your **FREE BOOKS** in the online Commission Shop and get **FREE P&P!**

