

Book Fair Set Up Check List

Use this quick reference list to guide you during your Scholastic Book Fair set up.

Set up Basics

- Create a floor plan of your space to determine the layout of your bookcases.
- Position the cases in a semi-circle, angled toward the Book Fair entrance.
- Designate one or more tables for the cashier area and place them prominently to the side of the Book Fair entrance.

Create Your Case Top Displays

- Pull out some of the popular titles, award winners or series and feature them on bookstands on top of the cases.
- Choose some harder to see titles from lower shelves; it gives them a second chance to be noticed.
- Great place to promote your “Book Talk Notes” and “Best Seller” titles.

Create Your Poster Display

- Hang one of each poster found in the poster display box on the walls – they will be visible to shoppers and help decorate the Book Fair too.
- Number each of the posters so that shoppers can request them by number.
- Place your poster boxes near the cashier table for easy access.

Set Up Your Cashier Table

- Make sure that you position the cashier table so that it does not block the entrance to the Book Fair.
- Place impulse items like the stationery box in highly visible spots on your cashier table.
- Make sure you place the ‘Please Pay Here’ sign on the table, which informs shoppers on methods of payment.