

Planning Your Bookfair

ANDERSON'S BOOKFAIR COMPANY

A DIVISION OF ANDERSON'S BOOKS INC.



520 NORTH EXCHANGE COURT

AURORA, IL 60504

PHONE (630) 820-0044

FAX (630) 820-0057

www.abcfairs.com

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Suggested Time Line and Check List

Schedule Dates & Location

- Peak months (October, November and March) fill up quickly. As soon as you know the dates you would like for your fair, call/email and schedule your delivery and pick up.
- Confirm the dates on your master school calendar.
- Choose your location. Suggested locations are the school library, gym, multi purpose room, or cafeteria. You will want plenty of room for carts, tables (and customers) in a secure location. We recommend you hold your fair on the ground floor of your school.

Sign and Return Contract

Recruit Volunteers

- You will need 5-10 volunteers for set up and take down.
- During the fair, we recommend at least 4-6 volunteers to assist with the following tasks: cashier, order taker, bagger, customer assistance, and straightening books.

Plan

- Meet with your committee and/or school staff to plan the details of your fair.
- Choose a theme for publicity and decorations.
- Develop plans for a teacher/library wish list.
- Design a press release, posters, banners, and decorations.
- Reserve tables as necessary.

Publicize

- This is one of the most important steps in having a successful fair.
- Announce your fair in your school newsletter, via email, and/or on your school marquee.
- Display banners and posters in classrooms, the cafeteria, the library, and other high-visibility areas in your school.
- Send publicity flyer (provided by ABC) home with students.
- See Bookfair Promotion Ideas in this packet.

□ *Requests*

- Fill out your Category Preferences Sheet, indicating categories you would like more or less of based on last year's fair. Compile your Staff Requests and return them along with your Category Preferences Sheet and Bookfair Information Sheet no later than 2-3 weeks before your fair. (We sometimes pack fairs 2 weeks ahead.) Make sure all correspondence is marked with your school name.
- We make every effort to fill requests. However, we cannot guarantee specific quantities or titles.
- Let us know as soon as possible of any author/illustrator appearance/signing during your fair, so we have time to order books for your event.

□ *Gather Supplies*

- Adding machine/calculator
- Cash box (remember to deduct the starting bank from the total on the financial forms)
- Duplicate Receipt Book (available at any office supply store)
- Pens, pencils, scratch paper
- Name tags

□ *Preparation and Delivery*

- Set up tables, clean and cover them if necessary.
- Decorate your location.
- *We cannot guarantee an exact delivery time.*
- It is best to have your volunteers arrive after the fair has been delivered. For an a.m. delivery, have volunteers arrive in the p.m. and for a p.m. delivery, have them arrive the next morning.

□ *Set Up*

- Find the tote labeled "Invoice Enclosed". Everything you need to get started is in this tote.
- Set the signs on the tables before you unpack your fair.
- Every tote will be labeled with your school name and the category of books inside the tote. If you receive totes without labels or labels for another school, please call us immediately.
- Sort the totes by category and place near the appropriate tables.
- Arrange carts near appropriate categories.
- As you unpack the books, place a "Last Copy" post-it (from "Invoice Enclosed" tote) on one copy of each title. *Please do not put any other stickers, tape, or marks on the books. This results in damage and your school may be charged.*
- Display small items (bookmarks, etc.) near the checkouts.
- When everything is unpacked, finish by making it look nice. Use bookstands to stand some books up so they can be seen, and make sure all covers are facing out. Be creative!

□ Volunteer Training

- Take time to familiarize your volunteers with the Bookfair Sales Procedures (included in this packet).
- They should know:
 - how to give correct change
 - how to look an item up on the invoice
 - how to take an order
 - how to use the calculators/adding machines you're using
 - how to use the cash register
 - how to use the credit card machine (we don't accept American Express)
 - how to find the price and ISBN on books
 - how to use the teacher wish lists
 - where to locate requested books
 - whether or not your school is giving discounts or participating in another promotion (if yes, make sure they are aware of the procedure)
- Invite your volunteers to take some time AFTER set up to look around, do any personal shopping they wish, and to familiarize themselves with the books at your fair.

□ Preview Days

- You may wish to have teachers preview the fair in order to make wish lists of their own.
- Some schools allow students to walk through the fair (before it opens) to write down the titles and prices of books they would like, so their parents can come later and purchase those titles, or send the appropriate amount of money with the student to shop. **When students are making their lists, please do not allow them to set their paper on a book and write. This leaves imprints on the covers and damages the books.**
- You may want to have extra volunteers to help write titles when younger students are previewing.
- During preview days, you may want to have teachers and/or students fill out "Recommendations" slips (included in this packet) for books they have previously read and enjoyed and then post them by the selected titles.

□ During Your Bookfair

- Straighten the tables periodically, especially after large groups come through.
- Follow Bookfair Sales Procedures (included in this packet).
- Follow your school's accounting procedures when taking in and depositing money. A Daily Cash Report is included in this packet.

□ *Placing Orders*

- Following these guidelines carefully will eliminate duplicate orders and reduce confusion.
- Before you pack up your fair, use “Last Copy” books to fill orders if possible.
- We have many similar titles in our warehouse. When using the spreadsheet provided to place your order, please make sure you have ordered the right book by double checking the ISBN.
- Email your orders by 1 p.m. the day before your fair is picked up. (Email Procedures are in this packet.)
- Please limit your backorder email to once at the end of your fair to ensure accuracy.

□ *Packing Up Your Fair*

- Inform teachers of wish list items not purchased. Ask them if they would like to purchase any of the titles before packing up the fair.
- Remove “Last Copy” post-its from all items.
- Pack all books (in totes) flat. Do not pack any books vertically-it damages the spine. If you do not repack your fair properly, it is much more likely books will be damaged. Your school is responsible for any books that are returned in unsaleable condition.
- Pack light or crushable items on the top so they will not be damaged.
- Make sure all your books are packed up at this time. If you are holding your bookfair in the library, make sure you do not pack up any books that belong to the school, and check the library shelves for any books that belong to the bookfair.
- It is not necessary to pack books up in the same boxes they were delivered in.
- Please stack empty totes open inside of each other.
- Please remember to include the cash register, imprinter, signs, stands, etc.
- Place all credit card slips, checks, and any cash (if not able to convert to check or money order) in the tamper evident bag and leave in the office. Please avoid sending change.
- Please take time to fill out your Post-Fair Questionnaire and a Reserve Your Dates Now form. Please mail or fax these back to us at your earliest convenience.

□ *Pick Up*

- *We cannot guarantee an exact pick up time.*
- Your backorders will be delivered when your fair is picked up (provided you have emailed them by the necessary deadline).

□ *Distribute Orders*

- Some items may be temporarily out of stock and will be on backorder from the publisher. We will fill these backorders as soon as the items are available.

□ Billing

- At the conclusion of your fair, we will pick up all credit card slips and credit card machine, checks (made payable to Anderson's Bookfair Company), and a money order or cashier's check to cover your cash (less your starting bank). If a visiting school has redeemed a gift certificate at your fair, please include that. Your account will be credited.
- Approximately 30 days after your fair, you will receive a check for your profit if you elected to take it in cash, or a statement reflecting your book credit if you elected to take your profit in books.



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Bookfair Promotion Ideas

Wish Lists or Tables

Have teachers browse the bookfair once it is set up. Ask them to make a wish list. Display these books on a "wish table" or on lists in a prominent location. Students or parents can purchase books as gifts for their teachers or for the library.

Bookfair Preview Days

Have students preview the fair and write down titles they would like to purchase. Parents can purchase the books at the bookfair, or they can send money with the students to shop.

Recommendations Slips

Teachers, volunteers, or students who preview the bookfair and see books they have previously enjoyed can fill out a "Recommendations" slip and post it by that particular title.

Parents' Night at the Bookfair

Hold a parents' night at the bookfair to let parents browse for gifts or shop for themselves.

Teacher/Parent Tea

Provide tea and cookies and invite teachers and parents to title gaze and cookie munch as they browse the bookfair before the students.

Anderson's Bookshops In Store Coupon

Photocopy these coupons (available on the website) and place a stack by each checkout at your fair. For two weeks after your fair, when these coupons are used at either of our bookshops (Naperville or Downers Grove), 20% of each sale will go back to your school.

Display Box

We will be happy to provide you with a selection of single copies (display box) you can use to promote the bookfair at your school. Display boxes are available at the seminar, or we can UPS one to your school at your expense.

Contests

Sponsor a contest to create interest in the fair! Reading or poster contests are a great way to create interest in the book fair. Enter everyone who fills out a "Recommendations" slip in a drawing.

Place flyers in local businesses.

Place posters and banners in school halls and classrooms.

Send a press release and a photo of last year's fair to your local newspaper.



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Category Abbreviations

ACF - Art, Crafts & Fun

ADU - Great Reads for Adults

AUTO - Autographed

BAR - Bargain

BATT - Battle of the Books

CAL - Calendars

CAUD - Rebecca Caudill Award

EAR - Early Readers

FAN - "Fan"tastic Sports

FOR - Foreign Language

GNF - Great New Fiction

HIS - History & Biography

H____ - HAL - Halloween

THA - Thanksgiving

HAN - Hanukah

VAL - Valentine's Day

EAS - Easter

JUD - Judaica

LAM - Laughs-a-Million

MDR - Middle Readers

MOCK - Mock Newberry (for those
participating in the program)

MON - Monarch Award

OBS - On the Big Screen & TV

PBH - Picturebook Hardcover

PBP - Picturebook Paperback

POE - Poetry

PRE - Preschool

REL - Religious

RIW - Reference, Information &
the World

SND - Science, Nature &
Discovery

TEEN - For Teens Only

XMA - Christmas

YAF - Young Adult Fiction (6th-12 grades)

YAFA - Young Adult Fiction/Adult
Appropriate

YAFH - Young Adult Fiction/High
School Appropriate



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Bookfair Sales Procedures

1. All checks should be made payable to Anderson's Bookfair Company.
2. We provide a cash register for your fair. Key 1 will be programmed for the tax in your area, and key 2 will be programmed for no tax. We do **not** need to retrieve your sales total or voids from the register. Also, be careful not to overfill your register drawer-it will get stuck.
3. Charge the US price, not the Canadian price for all books. The prices are usually located inside the front cover or on the back of a book. If you cannot find a price on the book, check your invoice. It will be listed there alphabetically.
4. If your school has chosen to give discounts or has staff no tax sales, please keep track of the dollar amount of all discounts given and no tax sales on the Discounts/No Tax Log.
5. Check all books for a "Last Copy" post-it. Do not sell a book with a "Last Copy" post-it. Instead, take a backorder by filling out a duplicate order form. Make sure you include the customer's name, classroom or teacher, title of the book, price, and 13 digit ISBN. Every book has an ISBN number, usually located near the barcode on the back of the book. Keep one copy of the order and give one copy to the customer. All orders should be paid in full at the time the customer places the order.
6. If someone is purchasing a book from a teacher wish list, be sure to cross the title off the list.
7. Use your own experience with books and authors to make suggestions or recommendations.
8. Feel free to call us with any questions! (630) 820-0044



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Backorder Policy

1. Before you pack up your fair, remember to fill any of your backorders with the "Last Copy" books. This ensures faster delivery to your customers.
2. Orders taken during the fair are delivered when your fair is picked up. In order for this to be accomplished, your orders must be emailed by 1 p.m. the day before your fair is picked up. If we do not receive your order in time to deliver it when we pick up your fair, we will UPS it to you at your expense.
3. Orders placed after your fair has ended must be placed within one week.
4. Every effort is made to fill your orders promptly. In the event that an item is out of stock, it will be backordered and we will UPS it to you, at our expense, as soon as it becomes available.
5. Any orders placed after your fair has ended will be combined with outstanding backorders.

Email Instructions

1. Following these guidelines will ensure that your orders are filled quickly and correctly.
2. Open the Excel file attachment sent via email.
3. Fill out the school information and contact name. Put the number of copies needed in the quantity column (column A). You may use any of the other fields for your own needs.
4. We recommend that you update the spreadsheet on a daily basis. This will expedite the ordering process at the end of your fair.
5. Save the file and email as an attachment to orders@abcfairs.com before 1 p.m. the day before your fair is to be picked up.
6. If you email more than one order please clear out the first order quantities. Otherwise, you will get duplicate orders (ouch!).
7. If you have any questions regarding e-mail orders please call (630) 820-0044.



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Birthday Book Club

Anderson's Bookfair Company Birthday Book Club is a great way to bring books and students together and create a commitment to reading at your school. The Birthday Book Club encourages reading among the students in your school, even reluctant readers, and is rapidly gaining popularity with a growing number of parent groups who recognize the value of literature in children's education.

As part of the Birthday Book Club Program, representatives of the parent organization at your school may visit our warehouse and select a variety of books, from early readers to young adult fiction. You may also ask us to select the books for you. We will ship them at your expense, or deliver them with your fair. The books are billed to the parent organization at a special Birthday Book Club discount of 30%, and stored at the school. The students are either invited to select a book on their birthday or encouraged to make a donation to your parents' organization and in turn a book is donated to the school library in their name. You can return to the warehouse as many times as you wish to restock or choose more titles, and remaining books can be exchanged or returned for credit.

The Birthday Book Club is a worthwhile way for you to give the gift of reading to students and help develop a lifetime love of reading. If you would like more information on this program or have any questions, please feel free to give us a call. We look forward to hearing from you.



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Anderson's Bookfair Company Facts

- Anderson's Bookfair Company takes into consideration requested subject matter, past sales, school demographics, and previously successful items and titles. We customize your fair to your school.
- We welcome teacher suggestions!
- Anderson's Bookfair Company provides the finest selection of any bookfair company.
- We accept VISA, MASTERCARD, and DISCOVER.
- If you choose to take your profit in books, you may select from any of over 6,000 titles in stock at our warehouse.
- Optional Bookfair Training Seminar & New Book Review are provided every fall and spring.
- Bookfair Chair and Co-Chair receive a \$10 Gift Certificate and 25% off at our warehouse during the entire school year!
- We offer a Birthday Book Club.
- We accept purchase orders.
- We provide free promotional material & Bookfair Information Packet.
- Assistance is available to help arrange author visits and signings.