

How To Use Your Book Fair Promotional Kit

This kit includes:

Book Fair Highlights: This list shows a sample of exciting titles from a variety of genres and reading levels that will be included in your fair. Feel free to make copies for teachers or students, as this will also give them a good idea of the price range and quality of books that they can expect at the fair.

An Example Take-Home Flyer: Use this as a guide to create your own flyer with your fair's specific information (dates, times, any special events, etc.) to send home with students one to two weeks before the book fair begins. Feel free to get creative!

A Laminated Welcome Poster: With a wet erase marker, write in the name of your fair, days and times the fair will be open, and any other details you'd like to include. We reuse these posters, so please use only wet erase markers and not permanent marker, thanks!

Shelf Talkers and Kid's Bucks: Shelf Talkers are brief book recommendations that we put on the shelves in Copperfield's stores. This is an interactive way to promote your fair, and to get students thinking about their favorite books. Hand these out, and any student who returns a completed Shelf Talker will receive a Kid's Buck, which they can use as a \$1 coupon at the Book Fair. Please limit to one per student. You can return the filled out Shelf Talkers with your other Book Fair materials after the fair, and we will choose some of our favorites to display in Copperfield's stores. Or you can use them in your school's library!

Teacher Tags: Teacher Tags are our take on teacher wish lists. Instead of making a list or setting books aside, teachers can write in their name on the tag and place it in the book(s) of their choice like a bookmark. This lets parents know that a particular teacher would like to have that book for their classroom. Books with Teacher Tags look great propped up on bookstands, which will be delivered with your other Book Fair materials.

Promotional materials that will arrive later with your Book Fair delivery:

Book Fair reminder slips

Complementary bookmarks

Outdoor signs for the Fair