

A Practical Guide to Holding a Successful Book Fair at Watermark Books

Thank you for choosing to partner with Watermark Books & Cafe on your in-store book fair! We appreciate you and want you to have a successful event.

What is an in-store book fair?

A book fair takes place at Watermark Books & Cafe. A percentage of in-stock book sales will go to your school or organization. Typically, book fairs are up to two days; Fridays and Saturdays are the best combination, but we can host them any day of the week. Watermark will donate a percentage of all retail purchases made by customers who present *an organization voucher or online code*.

Donation Scale:

Sales	Cash Back	Watermark Gift Card
Less than \$1000	10%	15%
\$1,000 to \$2,000	15%	20%
More than \$2,000	20%	25%

How do I set up a book fair?

Contact Melissa Fitzgerald, Children's Event Coordinator, either by phone at (316) 682-1181 or by email at melissa.fitzgerald@watermarkbooks.com.

How far out do I need to schedule a book fair?

We recommend scheduling at least two months in advance.

How do I make sure people come to our book fair?

1. Getting the word out through social media, school newsletters, posters and flyers works best. We recommended sending out announcements at least three separate times. (See the Book Fair Timeline)
2. Planned activities throughout the day are an excellent way to encourage people to attend. For instance, a recent book fair for DEAFKan had students helping out with story time, readings of stories by members, and the signing of the national anthem outside. Price-Harris Communications Magnet combined their in-store book fair with student music programs, having children perform every hour throughout the afternoon, as well as story times with their principal. Additionally, Watermark can provide space for information tables when given advance notice.
3. Watermark will donate two (2) \$15 gift cards for door prizes, if requested.

What if I have out-of-town relatives or families that are not able to attend the day of the book fair?

Watermark will provide an online coupon code that will be active the days of the book fair in order to accommodate people who are unable to attend the book fair in person. All online sales *made with the code* will count toward the final book fair total.

If I have planned programming, how do I make sure things are set up?

Let us know of any special set-up requirements -- audio equipment, display tables, how much space your group needs -- at least two weeks in advance.

Can I make sure we have specific books -- wish lists for teachers, books specific to our interests, etc. -- on hand for people to buy?

Absolutely! Provide us a list of books and quantities desired three weeks in advance.

How do we make sure purchases count toward the book fair?

Make copies of the PDF voucher and distribute ahead of the book fair. Vouchers *must* be presented at check out to be counted toward your total.

Can I ask other customers not associated with our group to participate in the book fair?

Solicitation of Watermark Books & Cafe customers is not permitted.

Are there any items that don't count towards our book fair?

Yes. Consignment books, magazines, newspapers, and gift cards are not counted toward the book fair total.

How will Watermark distribute credit / funds after the book fair?

Within three/four workdays of the book fair, we will tally up the pre-tax purchases and contact your organization about the total and your options for payment as noted on the chart above. Credit or payment will be posted within two weeks from the last day of the bookfair.

Can we do this every year?

Yes! If you would like your book fair at the same time every year, let us know. Check in with Melissa two months prior to the scheduled book fair to review plans and arrange for vouchers.

Can we have a book fair at our school / organization?

Yes. We can bring a limited selection of books to your school. The terms for the book fair will be the same as the in-store fair.

Book Fair Timeline:

Two months prior:

- Schedule a date with Watermark by emailing Melissa Fitzgerald at melissa.fitzgerald@watermarkbooks.com
- Receive voucher PDF
- Send out announcements in emails, on Facebook, flyers or newsletters

One month prior:

- Send out announcements in emails, on Facebook, flyers or newsletters
- Arrange for programming, if applicable
- Send Watermark a list of any special books that you'd like to have on-hand at the book fair

Two weeks prior:

- Send out announcements in emails, on Facebook, flyers or newsletters home; remind your constituents about the book fair and encourage them to spread the word
- Make sure Watermark knows of any special needs: tables, audio equipment, etc.
- Start recruiting volunteers.

Two days prior:

- Have extra copies of the voucher on hand to distribute prior to the event as a last-minute reminder
- Make sure that any programming is arranged, and that all participants will be there

On book fair day:

- Watermark will be responsible for any special arrangements you've requested
- Come, have fun, encourage your people to shop!
- Remind out of town or others unable to come about the online component by resending the coupon code via email or social media

Tips for promoting your book fair:

Wish List or Wish List Tables: Have teachers browse the bookfair once it is set up. Ask them to make a wish list. Display these books on a wish list 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.

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

Parents' Night at the Bookfair: Hold a parents' night at the bookfair and let parents browse for gifts for their children or themselves.

Contests: Sponsor a contest to create interest in the fair! Reading or poster contests are a great way to create interest in the bookfair.

Place Posters and Banners in School Halls and Classrooms

Share book fair information on the marquee or other outdoor sign