



BookPeople Book Fairs · Austin, TX

812 Airport Blvd, Ste C 78702 · bookpeople.com



Follow us @bookpeople

BookPeople is the largest independent bookstore in Texas and has been open since 1970. With 34 book fairs across 3 school districts in school year 2018-2019, our outreach continues to grow.

Book Fairs at Schools

We've been growing our book fair program over the last few years to make sure we are providing everything your students need for a successful school book fair. We are happy to talk you through all the options to find the package that works best for your school.

Contact Book Fair Program Manager:

Ellen Greene, schools@bookpeople.com

Available to all fairs:

A School fundraiser focused on literacy! Celebrate literacy at your school by making reading fun while earning 20% of sales for your school.

BookPeople's renowned selection: BookPeople is one of the country's leading independent bookstores because of our high quality, thoughtful, and diverse book selection. We bring that same standard of curation into our book fair offerings, and it is the number one thing our customers appreciate at our fairs—including our large selection of Spanish titles.

Virtual Resources: Our trademark customized booktalks will now be available virtually so you can play them at your leisure to build enthusiasm for titles we'll be featuring at the fair.

Virtual Training: We're putting our register training instructions online for the first time so that parent volunteers can access them both before and during the fair for any troubleshooting needs.

A Wide Range of Prices and Products: Now offering a selection of sale priced books at every fair to make reading accessible to all students. We also offer a range of fun non-book and novelty items that you can take advantage of (or opt-out of if desired).

Author Events: Adding an author event to your fair can really amplify your literacy celebration. We are happy to talk about pulling one of our many visiting authors into your event.

Access to annual warehouse sales: Our customers are invited to special warehouse sales twice a year to shop our quality selection of books at a 35% discount.

Book Fair packages for every size:

\$2,000-\$5,000 sales:

- Complimentary delivery and pick-up to your school within 5 miles of our warehouse.
- Delivery and pick-up outside 5 miles for a \$50 fee or you can pick-up at the warehouse. (Fee waived for first-time schools.)
- In-person register training during bookfair delivery (or warehouse pick-up).
- 1 restock order made available for pick-up at our warehouse.
- The opportunity to pick up any extra books ordered by students at our warehouse post-fair.

\$5,000-\$12,500 sales: All of the above plus:

- Complimentary delivery zone expanded to 10 miles of our warehouse.
- Delivery and pick-up outside 10 miles for a \$50 fee or you can pick-up at the warehouse. (Fee waived for first-time schools.)
- Customized book list up to 10 titles.
- 1 restock delivery to the school during your fair.

Over \$12,500 sales: All of the above plus:

- In-person booktalks pre-fair if requested.
- Complimentary delivery and pick-up to your school.
- Online sales portal for key titles.
- Customized book list up to 20 titles.
- 1-2 re-stock deliveries during your fair as needed.
- In person register training at your convenience.
- Post-fair delivery of any extra books ordered by students.