



# BookPeople Book Fairs · Austin, TX

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BookPeople is the largest independent bookstore in Texas and has been open since 1970. With 26 book fairs across 5 school districts in the abbreviated 2019-20 school year, our outreach continues to grow.

## Book Fairs Online!

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. For the upcoming 2020-21 school year, circumstance requires we do things a little differently. We are offering virtual bookfairs so students, staff, and families can safely shop online while supporting the school.

What will remain the same is BookPeople's renowned selection of high quality, thoughtful, and diverse book selection.

We are happy to talk you about what your school needs during this non-typical school year.

### Contact Book Fair Program Manager:

Ellen Greene, [schools@bookpeople.com](mailto:schools@bookpeople.com)

## Virtual bookfair features

- Customized URL for your school
- School branding (logo) & messaging
- Book lists that include popular, new, favorite backlist, and diverse selections
- Customization that may include adding on librarian/teacher recommends lists, Texas Bluebonnet Master List, holiday books, and gift items.
- Options for how to receive orders: curbside, delivery to school, or shipping
- Shop from the bookfair book lists and all of [bookpeople.com](http://bookpeople.com)

## For 2020-21

**Virtual bookfairs:** Online bookfair store for each school, featuring customized school messaging, branding, URL. Customization of books based on school needs.

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

**BookPeople's renowned selection:** We apply our high 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.

**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 virtual visiting authors into your event.

**Other bookfair options:** In-store and on-campus options might be possible as our public health guidelines develop and change during the school year.