



## Set-Up Guide

Each Cardinal Lane cart, rack, tub, and special display is well labeled to indicate its appropriate category of books or activities. These labels, along with others you may want to create for items delivered in tubs and displayed on tables, will help students, teachers, parents, and volunteers locate the titles most appropriate for a child's interest and reading level. Depending upon your school's request, these categories may include:

- **Featured titles** highlighted on our book fair flyer
- Fiction and non-fiction **early readers** for students beginning to read with help and on their own
- **Beginning chapter books** for children in the early grades
- **Popular series** for mid and upper level elementary grades
- **Non-fiction selections** for those interested in science, history, biography, and general reference
- **Awesome novels** by well-known and new authors, including many **Newbery Medal** and **Newbery Honor** winners
- Quality **advanced reader** selections for upper elementary students reading at a middle-school level
- **Holiday titles** for all reading levels
- **Paper** and **hardback picture books** for classroom and family read-alouds
- **Educational activities** that stimulate learning in children of all ages
- **Special displays** which focus on a theme or topic appropriate for your school
- **Bargain-priced books** for those who love a great deal
- Many others, such as **classics, sports, board books, and classroom resource titles**

It generally works best to **place your carts, racks, and tables in a “younger to older” order** at the fair. Early reader and early chapter book racks, for example, would be placed next to each other since they appeal to the K-3 student. The picture book displays might well be located in this area as well. Series, awesome novels, and advanced reader/contemporary fiction would be grouped together since the mid and upper grades would be drawn to these. Holiday titles and special displays and **the feature cart, in particular, should be positioned for maximum exposure and visibility**. It also works well to place the Activities display close to the checkout and to have the **pencils, pens, grippers, erasers, and bookmarks on the checkout table** itself. Other merchandise can be placed according to the school's space availability and particular interest. Your bookplates will be in one of the tubs labeled “Activities”. You will find the **charge card machine, instructions, and supplies in a black and gray toolbox labeled “Charge Card Machine”**.

Regardless of where the carts, racks, and tables are located, **every book fair is more successful when the items are visible, neatly arranged, and restocked as needed**.

Encouraging volunteers to become well acquainted with the merchandise and to help keep it organized and accessible will increase your sales and your profit.