



# BOOK FAIR BASICS

## General Information

### What's Included with a Phoenix Book Company Book Fair?

◆ **Full Set-Up & Take Down Service**  
Including category signage, linens, displays, and table talkers.

◆ **A Great Selection of Books & More**  
Most books are 20-40% off to students. Plus the selection includes age appropriate merchandise, trending themes, new books, fun add-on sections, sidelines & more!

◆ **An Easy to Run & Manage Experience**  
All books & merchandise are clearly priced in even dollar amounts that include tax.

◆ **No-Strings-Attached 20% Back For Your School**  
Plus our Book Fair Warehouse is open year-round so you can come spend your credit. We have thousands of books for half-off the retail price in stock.

◆ **Marketing Materials**  
Fill-In Distributable Flyers, posters for your halls, commercials for school announcements, book trailer playlists to generate interest and add excitement, and more!



### All PBC Fairs are backed by our Customer Service Promise

We want you to have the best possible fair & we work hard to provide you with all the tools and materials you need. We are always here to answer your questions and we are excited to provide high quality books at great prices for your students. We know that you'll be pleased with the price, service, selection, and ease of operations that a PBC Book Fair provides.

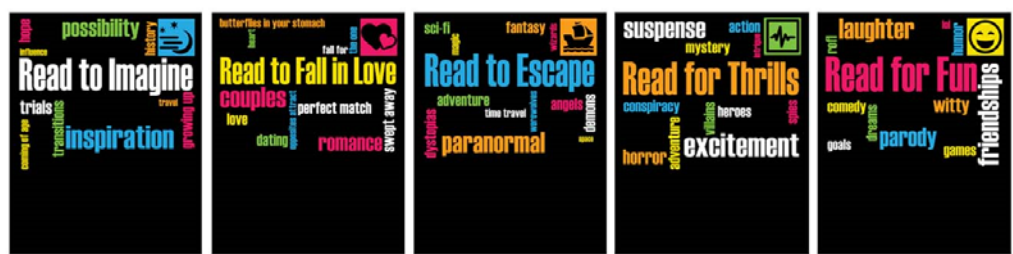
### The Selection

Most books are 20-40% off the retail price.



Elementary & K-8 fairs are divided based on reading level and type of book.

Middle & High School fairs are categorized into five genres.



### Sections Available By Request:

- Cookbooks
- Grade Level Assortments
- Value Selections
- Spanish Language