

TIPS FOR MERCHANDISING YOUR FESTIVAL

Choose Your Space

Choose an area that is large enough to accommodate 8 to 12 tables. If space allows, set up 3-4 tables in perimeter of Festival space. Position remaining tables in the centre for module displays. Leave adequate space between centre tables for ease of shopping.

Set Up the Festival

Use signs, sign holders and cardboard book provided with your Festival easels to set up table displays. If needed, cover library shelves by taping table covers to them.

Locate boxes marked with grade level (e.g. Albums illustrés) and unpack on perimeter tables. Same grade product should be displayed together on table. Locate boxes with module product and put out on centre tables.

DON'T FORGET
Set up your Liste des souhaits de la classe display.

Tip! Coups de coeur module products should be displayed at front of the Festival so customers see it first.

Create Table Displays refer to your Festival Planner

Use supplied cardboard book easels to display books. Wrap empty boxes with table covers. Position in centre of table to create height. For module tables, stack books around boxes on all sides. Position table stands and signs on top of each box.

Tip! Keep empty boxes underneath tables for easy pack up.

Set Up Checkout Table refer to your Festival Planner

Place credit card signs provided at cash to let customers know credit cards are accepted.

Place school supply boxes at checkout table. This is a great way to generate add-on sales.

FOURNITURES POUR LA CAISSE
TIP! Look for the box with this label for easy CHECKOUT setup.

Tip! Place checkout table away from entrance to Festival. This will eliminate entrance being blocked by people waiting to pay.

Display Posters

Keep poster box behind checkout table to avoid poster damage. Hang one of each poster on a wall or on a clothes line near your checkout table. Number each poster with a sticky note so customers can purchase by number.

Tip! Please keep empty poster boxes in order to return posters at the end of the Festival.

Pack Up

When packing up product, consolidate into as few boxes as possible. (You do not need to pack the product back in the same box it arrived in.)

Tip! Keep book easels for use at next Festival. Return all signs and table sign holders.