

# Corporate Fairs



*The Book People USA*

from

 SCHOLASTIC

## Who We Are

Welcome to The Book People USA Corporate Fairs, an exciting new program from The Book People USA that we'd like you to be part of!

The Book People USA is already a leading book display company in the U.S. Building on the incredible success of The Book People UK, and the enormous experience of Scholastic, The Book People USA will bring fantastic discounted books to corporations throughout America.

The Book People USA is part of Scholastic, a global media company and the world's leading publisher and distributor of children's books. Scholastic has partnered with the Book People UK, the leading direct seller of books in the United Kingdom, to bring this Corporate Fairs program to the U.S.

Since 1920, Scholastic has recognized the importance of working with public, private, and nonprofit organizations to improve the well-being of children, with a particular emphasis on reading and literacy. Since 1999, Scholastic has donated more than 10 million children's books to nonprofit organizations that serve children and families in need.

We offer wonderful titles for the whole family, books that encourage personal development and build self-confidence, and above all, instill the value of continuing education. Scholastic's books are fun, thought-provoking, and always entertaining.

Scholastic is deeply committed to building a literate society, and our Corporate Fairs Program allows employers to join us in promoting that goal. We believe that everyone should have the chance to read, because to learn to read is to love to read for a lifetime!

## Try Our Service

By hosting a Corporate Book Fair, you are giving your employees an in-house opportunity to purchase a wide selection of top-quality books at hugely discounted prices. Hosting a Corporate Book Fair is also a great fundraising opportunity for your company.





## All We Need From You

We ask that you help us promote the Fair to make sure your whole company knows about it well in advance. We'll send you posters, flyers, as well as copy that you can distribute by email or post on your intranet, or even publish in your company newsletter. Then we'll take care of everything else to guarantee a memorable Fair!

## Company Rebate

Not only will your employees benefit from The Book People USA Corporate Fair's discounts, but we'll also rebate your company a percentage of the sales, which will provide you with an easy and enjoyable fundraising opportunity.

These are funds you can then use for any number of worthwhile causes—be it establishing a scholarship, organizing an employee day out, or donating the proceeds to charity with the help of the Book Fair rebate. Many of our clients also choose to allow The Book People USA to donate books to a school or charity in their name.

Whatever option you choose, it can only boost your company's reputation in your community!

## An Event, Not Just A Book Sale!

The Fair is the kind of event employees look forward to, and it's just one way for you to reward them for their service. Your employees will be grateful for an amazingly convenient chance to buy top-quality books at fantastic discounts!

Like a lot of our clients, you may have a "no solicitation policy." This is something we support entirely, and we want to emphasize that The Book People USA Corporate Book Fair is in no way a solicitation. Rather, it's an opportunity for enrichment for your staff and their families, and also, a great fundraiser.

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