











**The**  
  
**Cow**



## **WHY HAVE A BOOK COW BOOK FAIR OR POP-UP IN 2026?**



 Earn \$ for books  
for your school 



 Introduce students  
to new books & ideas 

 Encourage reading  
in a fun way 

 Complement author  
school visits with a fair 

 Inclusive event for  
your school community 

 Celebrate key dates  
& school events 

 Support a locally owned  
independent bookshop 

# BOOK FAIR & POP-UP OPTIONS

## 1. Short Book Fair (2-4 days)

- Staffed by school staff

## 2. Long Book Fair (5-14+ days)

- Staffed by school staff

## 3. Thematic Pop-Up Bookshops

- 1-day events staffed by Book Cow OR school staff.
- 2-3 day events staffed by school staff



- Anzac Day
- Christmas
- Easter
- Father's Day
- Grandparent's Day
- Harmony Day
- Indigenous Literacy Day
- Mother's Day



- Trivia Nights etc., let your imagination run wild!

## 4. School Book Drives/Wish-list Pop-up Bookshops

- Visit our store, and pick out the books you would love for your school library. We will then bring the books to your school, set up a pop-up bookshop where students, families and staff can purchase a book to donate to the school library!
- Yes! You can add a wish-list table as part of your Book Fair and ask families to buy a book to donate back to the school.

## 5. Author Visits

- Online ordering options available & promotional flyer provided.
- We can help with finding authors to visit your school, just let us know!

## 6. Book Fair School Commissions

10% commission for thematic pop-up stall run by The Book Cow

15% commission on sales up to \$10k

20% commission on sales over \$10k

No commission on book drives/wish-lists and author visit sales.

Commission is paid via a Book Cow book credit note.

## **WHAT THE BOOK COW PROVIDES**

- Book Fair Core Range based on new releases and best sellers (stock allocated as per your tier)
- Expanded, curated ranges for Tier 1 book fairs and Thematic pop-ups
- Set up and pack down of book fair
- Marketing signage
- Online purchasing portal
- EFTPOS machines loaded with product information - simply scan the product with your EFTPOS machine to record sales (cash, card and voucher all through your EFTPOS machine!)
- Cash floats available on request
- Daily monitoring of your sales and prompt top-ups of stock as required
- Pre-paid special-order option for popular/sold out products
- Personalised support from our local Book Cow Education team
- Flexibility with your book fair timing - name your date and we will see what we can do!

## **THINGS TO CONSIDER BEFORE BOOKING A BOOK COW BOOK FAIR**

- Where will your book fair be located? School hall, library, classroom, hallway, etc. Is the stock safe overnight? Safe from weather?
- Is your location easily accessible for set up and pack down by our Book Cow teams? Easy trolley access and parking is a must.
- Is your sales target achievable based on the times your fair runs, the marketing you plan to do, the time of the year, your enrolment numbers, etc.?
- How many days will your fair run? What times? This is key info for your marketing material.
- Have you allocated times for parents to shop too, and is there enough parking available?
- Do you have access to power for your EFTPOS machine?
- How many tables you will have available?
- Can you involve students in the planning, marketing and merchandising?

# 2026 BOOK FAIR TIERS

2026 Book Cow Book Fairs will be graded into tiers by past Book Cow book fair results.

For schools joining us this year, we will work from your previous fairs sales results. Below is what each tier includes for your book fair stock range.

## Tier 1

\$8000 - \$15 000+

Full Fair Range, max qtys + Extra Products

## Tier 2

\$5000 - \$8000

Full Fair Range – Higher qtys

## Tier 3

\$3000 - \$5000

Full Fair Range – Base level qtys

## Tier 4

\$1000 - \$3000

Scaled-back Fair Range and qtys

## Tier 5

\$500 - \$1000

Tailored - Suited for ELCs, themed pop-ups etc.

Interstate Book Fairs are available - school required to pay all freight costs + self-set-up of fair is required.

All book fairs within a 2 hr radius of Canberra are treated as local fairs and the Book Cow team will do set-up.



# HOW TO BOOK A FAIR

1. Organise approval and your plan at your end
2. Email [schools@bookcow.com.au](mailto:schools@bookcow.com.au) to request a booking form for your fair and check the dates you'd like your fair are available
3. Complete your booking form and return to:

**[schools@bookcow.com.au](mailto:schools@bookcow.com.au)**

## HOW TO MARKET YOUR FAIR

- Set up early for a day or two of viewing where students can fill out wish-list slips to take home to their parents - encouraging thinking and discussion about what books are best to purchase.
- Utilise the posters, flyers and online web portal we provide your school, to promote your fair
- Ask your P & C to help with promotion
- Pop up posters in the library, school reception area, lunch spaces and classrooms
- If you want to invite your wider community to increase sales, don't forget to promote in local social media groups, posters at shopping centres etc.
- Get creative! You all have amazing ideas, and so do your students!



**EDUCATIONAL  
GAMES**



**COOL  
STATIONERY**



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