

We have a team excited to help answer any of your questions. Please feel free to reach out to us [here](#).

Getting Started

What is an eFair?

An eFair is an online book fair. Your students, parents and teachers will have access to hundreds of books to purchase for their home libraries. These are not eBooks. These are real books that your students will love to read. The books will be delivered to the school once the fair is over. Complete information regarding our school eFairs is available on our [website](#). We have a team excited to help answer any of your questions. Please feel free to reach out to us [here](#).

What books are available in an eFair?

We have a great selection of books for kids from prekindergarten through middle school. Follett distributes quality books from leading K-8 publishers. You will find the great books from our on-site Follett Book Fairs also available from our eFairs. The books are primarily paperback (80% paperback, 20% hardcover). We have books to fit every budget – with some books as low as \$2. Additional information on book selection is available [here](#).

Can I see what an eFair looks like?

Absolutely! Here are some sample eFairs for you to review the books available and parent shopping experience.

- [Sample Elementary School eFair](#)
- [Sample Middle School eFair](#)

Who can run an eFair?

Our eFairs are open to K-8 public and private schools in the United States. We hope to expand to other locations in the US and international schools in the future. eFairs are typically run by a school librarian or PTO/PTA volunteer.

I already have an on-site Book Fair scheduled. Do I also need an eFair?

Follett Book Fairs automatically include an online companion fair for any school conducting an on-site fair (there's no need to schedule a school eFair during that time). However, you can conduct an eFair at other times throughout your school year. eFairs don't need space or volunteers. Consider an eFair during other times when you don't have an on-site book fair; some examples are: during testing, during inventory, around holidays, or right before spring or summer break. These are great times to have an eFair. Pick any date and timeframe that works for you.

What's in it for me?

You'll receive up to 40% back on all sales to be used at our [Rewards Store](#)! Your reward dollars never expire. Coming in September 2020, we plan on extending our rewards options to include 25% back towards Titlewave®!

How do I get started?

Click [here](#) to register and create your school eFair. It only takes a few minutes to register and get started!

What do I have to do to run an eFair?

There are just a few things you will need to do. You will set up the eFair online (this takes only a few minutes!). You will make sure you advertise the eFair on social media, email and any other ways that you communicate with teachers and families. You will share an eFair code and highlight flyers with your families to allow them to shop your eFair. And you will sort and distribute the books when they arrive at the school. That's it!

What kind of promotional materials do I get?

You will get the title highlight flyers to send home and posters to put around your school for free. You will receive your promotional materials approximately two weeks prior to the start of your eFair. If your eFair starts in less than two weeks, we will send them out immediately after you create your eFair. The eFairs website also contains many great digital resources for you to promote and support your eFair. You can view our current highlight flyers [here](#).

Can students and staff create wish lists to share with family members and family friends?

Students can create wish lists of books they want, and share those wish lists via a printed copy, an email or a text message. Family members and friends can then access that student's wish list and make a purchase for them. It's a great way to get students and families engaged! Your librarian and teachers can also create wish lists to let parents know what items they need for their school and classroom libraries! Parents can easily purchase those items as donations!

How long should I run my eFair?

You can run it as long or as short as you want. We suggest approximately two weeks. If your start date is two weeks or less from today, we will send your promotional materials right away. You should receive them in about five business days. If your start date is more than a couple of weeks away, we will send those materials within two weeks of your start date. Please keep in mind that your orders will not ship until the eFair ends.

Can I run it whenever I want? Are there blackout dates?

You can run your eFair for whatever dates you would like. You could even start tomorrow if you really wanted to. There are no blackout dates.

How can I customize my eFair?

You select the appropriate grade range for your school (K-3, K-6, K-8, 4-6 or Middle School). You can also select books to recommend and remove specific books from appearing, if desired. You can choose to

highlight certain types of reading levels (i.e., Fountas and Pinnell, Lexile, Accelerated Reader) if you'd like to help parents identify appropriate books for their student(s).

Is there a minimum level of sales we need to generate?

There is no minimum that you must earn on eFairs at this time.

How does this benefit my school and parents?

This eFair is convenient and gives your students and parents easy access to titles that they know and love. Plus, the more they spend, the more books you can add to your school library and classrooms.

Orders and Returns

How do families and staff purchase from the eFair?

You will provide an eFair code to families and staff to access your eFair. They will need to be able to access the eFairs website at efairs.follettbookfairs.com to purchase. The site can be accessed from computers or smartphones. Follett recommends using the latest version of Chrome, Firefox, Safari or Edge browsers. Purchases can be made with major credit cards (Visa, Mastercard, American Express or Discover). Families can browse and search for books. Filters can be used to limit books by price and grade level.

How much do you charge for shipping?

There is no shipping charge! The books will be shipped directly to the school when the eFair ends. We only ship to the school, not to the students' homes.

Are parents charged sales tax?

Sales tax is calculated based on tax rates for your location. Since parents are purchasing from Follett (and not from the school), the purchases are subject to sales tax. We cannot do any tax-free purchases from the eFair. This includes purchases made by teachers or the school.

Can families use a Follett Gift Card from a Book Fair to purchase in an eFair?

Coming September 2020, we will support Follett Book Fair gift cards which can be used at the eFair. Gift cards can be purchased [here](#).

Can teachers and other school staff purchase from the eFair?

Anyone can purchase from the eFair!

How long does it take for me to get the books?

After your eFair reaches your scheduled end date, Follett will compile the books within 5 business days and ship them to your school. Shipping times will vary based on location. We will send your UPS tracking number once your order has shipped.

What should I expect to receive in the shipment?

Your shipment will contain all the books that were ordered during your eFair. You will receive a packing list that identifies which books need to go to each student and their teacher.

When do I get my rewards?

Your rewards are posted to your eFairs account within one business day after your books ship from Follett.

Can I use my rewards for Titlewave® purchases?

Coming in September 2020, we plan on extending our rewards options to include 25% back towards Titlewave®!

What if there are issues with any of the orders?

We make every attempt to send you great books with every order. In the unlikely event you experience an issue (damaged books, missing books, etc.), please feel free to contact us at efairsupport@follett.com. Our goal is your satisfaction!

We have a team excited to help answer any of your questions. Please feel free to reach out to us [here](#).