Presenting the...

Be Book Smart Fair

September 13th, 2018
When will the BeBookSmart Fair be?

- Mark your calendars!
  - September 13th, 2018
  - 10AM-2PM
  - SUB Atrium
What is the BeBookSmart Fair?

- Revitalization of Be Book Smart
- A one-day interactive manifestation of the annual BeBookSmart Campaign.
- Student facing educational campaign.
Who is the target audience?

- New students
- Students in faculties with higher textbook use
- Students who face financial barriers
- Students who were not aware of their alternative options
- Students who don’t know what an Open Educational Resource (OER) is
What value will the BeBookSmart Fair have for our campus?

- Interactive
- Educational
- Empowering
- Informational
- Face-to-Face Student Connection
Where will the BeBookSmart Fair be?

- SUB Atrium
  - Centralized location with natural traffic.

<table>
<thead>
<tr>
<th>STAIRS</th>
<th>8-10 Booths</th>
<th>PATIO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General Event Space</td>
<td>Potential to be partially outside</td>
</tr>
<tr>
<td></td>
<td>Coffee/Food Booth</td>
<td></td>
</tr>
</tbody>
</table>

Last Stair = Home Booth
Marketing Themes

Handbills/Bookmarks for WOW and Libraries.

Posters for Campus.

THE BE BOOK SMART!
BOOK FAIR

SEPTEMBER 13TH,
MAIN FLOOR SUB

CONSIDER YOUR TEXTBOOK OPTIONS!

Visit SUB Main Floor to check out our book fair and learn how to save money on textbooks!
Visit 6 or more booths and collect stamps, and you can be enter to win great prizes!
Want to get involved?

▪ I will be doing a call for volunteers to be present at the various booths!
  ▪ Great touchpoint for Councillors!

▪ Commitment?
  ▪ One hour training session prior to event (pizza included, flexible date)
  ▪ Shifts during the Fair (Sept 13th)
  ▪ Wrap-up appreciation event (Date is TBD)
Feedback/Questions?