

What is Pop Up Library?

Pop Up Library is a small network device that creates instant access to your library's Axis 360 collection wherever you want.

It's simple. Collaborate with community partners, businesses, government offices or any other location that you can think of to create a Pop Up Library branch and get your community reading.



No app to install

No credentials to enter

No data plan needed

No barriers to reading

Pop Up Library:

- Extends the presence and brand of your library throughout the community
- Boosts awareness and usage of your digital collection
- Removes barriers to digital borrowing
- Creates new library patrons

How does it work?

- Pop Up Libraries generate their own library-branded Wi-Fi network at the sites you choose.
- Posters and how-to instructions provided by Baker & Taylor guide users to log on and browse eBooks available to borrow and read immediately.
- Books open instantly in the device browser, without needing an app or a library card, and can be saved to read offline for the duration of the loan.
- While reading, users are prompted to provide contact information to take advantage of everything your library provides.
- Your Axis 360 dashboard gives you a real-time view of activity at your devices and a wealth of statistics.

Contact your Baker & Taylor sales representative to learn more.

Pop Up Library Program Proposal



Libraries may deploy any number of Pop Up Library devices within their service area.

Pop Up Library hardware, services, and support are provided for an annual program fee per device. Program fees cover device management, reporting, marketing materials, technical support and unlimited data service.

Three content curation plans are available.

- 1. Library Self-Curation Plan:**
\$4,000 minimum annual purchases (\$2,000 ODC + monthly ongoing orders)
- 2. Digital Parade Plan:**
Genre/Subject curated collections (includes the Opening Day Collection and monthly profiled new titles, chosen by B&T's collection development team)
- 3. eBook ESP-Managed Content Plan:**
Custom collections profiled using cHQ's ESP tools (includes Opening Day Collection and monthly new titles curated per your library's specifications)

Baker & Taylor will charge the annual program fees upon activation of the services. Renewals are invoiced yearly and due on the library's anniversary of service.



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