



The Scholar's Choice
25 Franklin Street, Suite 1260
Rochester, New York 14604

Report on the 2006 Scholar's Choice book exhibit for the annual conference of the Society for the Study of Social Problems.

Introduction

The Scholar's Choice is an academic book exhibit company providing services for university and scholarly publishers. We offer combined book displays at academic conferences, where publishers have an opportunity to introduce professors, graduate students, and independent scholars to recently published titles.

Each year, we handle more than 150 book exhibits across the U.S., in Canada, and overseas. Most of these are meetings in the humanities, which is our company's marketing specialty. We display newly published books appropriate to the subject matter of each meeting and offer new titles by conference speakers.

The people who staff *The Scholar's Choice* exhibits are carefully selected for their ability to work within an academic environment and for their interest in books. Many of our exhibitors return year after year to staff conferences for the same academic associations and societies. Often, our staff have a personal interest in the subject matter of the conferences where they exhibit. Therefore we get to know the scholars and their research interests well.

Our ability to successfully display, market, and sell books has fueled our growth. Today we are a fully incorporated company located in Rochester, New York with a staff of five full-time professionals. In addition, a dozen part-time exhibitors, located throughout the country, staff meetings for us.

The Scholar's Choice displays books for more than 200 publishers each academic year. Over 80 publishers display with us on a regular basis. This allows us to provide conference attendees with an extensive list of new titles relevant to their fields of interest.

Book Exhibit Information Given to Membership

A paragraph, included in the Preliminary Program, provides information to members concerning how to get their book included in *The Scholar's Choice* display. This same information was also included in the winter and summer SSSP newsletter sent to all program participants. Any persons interested in having their book/s on display were instructed to contact their publisher directly. The publisher was then to contact Debby Pitts, who handles publisher reservations at *The Scholar's Choice*. It was asked that books be appropriate to the meeting and published recently. *The Scholar's Choice* has been accepting reservations from any publisher who has contacted us. We encourage early reservations but, on a space available basis, will accept books for the display up until the time of the meeting.

C. Wright Mills Finalist Book Raffle

The Scholar's Choice contacted the publishers whose books were C. Wright Mills finalists. Those publishers were: Duke University Press, Oxford University Press, Routledge and Vanderbilt University Press. Additionally, we asked these publishers to donate a copy of the book for the raffle. Vanderbilt and Routledge agreed to do so. The Scholar's Choice also donated four appropriate books from its inventory for the raffle.

Publishers Who Will Be Included in the Display

Broadview Press	Oxford University Press – Journals
University of California Press	Paradigm Publishers
Cambridge University Press	Pearson Custom Publishing
University of Chicago Press	Princeton University Press
Cornell University Press	Rodopi B.V.
Duke University Press	Routledge
Indiana University Press	Stanford University Press
International Specialized Book Services	Temple University Press
Lynne Rienner Publishers	University of Texas Press
McGill-Queens University Press	University of Wisconsin Press
University of Nevada Press	University of Toronto Press
Ohio University Press	Vanderbilt University Press
Open Court Publishing Co.	Wesleyan University Press
University of Chicago Press – Journals	University of Wisconsin Press
LLHP/Latina Lesbian History Project	

The Scholar's Choice provided contact information for these publishers to Michele Koontz so that SSSP could approach them individually about advertising in the convention program.

Exhibit Set-Up, Display Times and Sales of Books

The Scholar's Choice display will consist of six tables located in the Promenade Area of the Convention Level at the Hilton Montreal Bonaventure. The tables will be provided by SSSP and the hotel at no cost to The Scholar's Choice. The Scholar's Choice will provide a trained and experienced staff person who will be responsible for setting up the display and be present at the tables for the duration of the meeting. The exhibit will be set up on Wednesday, August 9 at noon and will be open by 2pm. Our staff person will begin taking down the exhibit at 6pm on Saturday, August 12. All the books on display will be available for purchase by attendees. They may also order the books and they would be shipped to them by the individual publishers. Since publishers provide only a single display copy to The Scholar's Choice we ask that the books remain on the table until the conclusion of the meeting. When a book is purchased by an attendee we take payment for the book at the time it is reserved and then the purchaser returns on the final afternoon of the meeting to pick up the book. Payment methods accepted are cash (both US and Canadian), personal check (drawn on a US bank) and VISA and MasterCard.

In conclusion The Scholar's Choice would like to thank SSSP for the opportunity to participate as book exhibitor at the annual meeting in Montreal this year. We hope that the exhibit is a success and look forward to providing our services at future SSSP meetings.

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