



The Scholar's Choice
25 Franklin Street, Suite 1260
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Report on The Scholar's Choice book exhibit for the 2007 Annual Meeting of the Society for the Study of Social Problems, August 10-12, the Roosevelt Hotel, New York City

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 on how to get their book included in The Scholar's Choice display. This same information was also included in the Winter and Summer 2007 issues of the *Social Problems Forum: The SSSP Newsletter* sent to all program participants. Any member 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 Award Finalists

The Scholar's Choice contacted the publishers whose books are the 2006 C. Wright Mills Award finalists. Those publishers are: the University of Chicago Press, Harvard University Press, Oxford University Press, the Russell Sage Foundation and Yale University Press. Additionally, we asked these publishers to donate a copy of the book for the annual AIDS fundraiser. The Scholar's Choice also donated four appropriate books from its inventory.

Publishers Who Will Be Included in the 2007 Display

Ashgate Publishing Company
University of California Press
Cambridge University Press
University of Chicago Press
University of Chicago Press – Journals
Columbia University Press
Cornell University Press
Duke University Press
William B. Eerdmans Publishing Company
Harvard University Press
Indiana University Press
Johns Hopkins University Press
International Specialized Book Services
Lynne Rienner Publishers
MIT Press
University of North Carolina Press
University Press of New England

Ohio State University Press
Oxford University Press – Journals
Penn State University Press
University of Pennsylvania Press
Prentice Hall
Rowman & Littlefield Publishers
Russell Sage Foundation
Rutgers University Press
University of South Carolina Press
Stanford University Press
Temple University Press
University of Texas Press
University of Toronto Press
Wayne State University Press
University of Wisconsin Press
Yale University Press

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 up to 10 tables located in the Palm Room on the Lobby Level at the Roosevelt Hotel. The tables will be provided by SSSP and the hotel at no cost to The Scholar's Choice. The Scholar's Choice staff person will be Nancy Howe who also staffed the display at SSSP 2006 in Montreal. She 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 Thursday, August 9 at noon and will be open by 2pm. Nancy will begin taking down the exhibit at 2pm on Sunday, August 12. All the books on display will be available for purchase by attendees. They may also order the books and they will 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 at the end of the meeting to pick up the book. Payment methods accepted are cash, personal check and VISA and MasterCard.

In conclusion The Scholar's Choice would like to thank SSSP for the opportunity to participate as book exhibitor again at the annual meeting in New York City. We fully expect the 2007 meeting to be as successful as the 2006 Montreal meeting. We value the relationship we have established with SSSP and hope to continue to provide a quality book exhibit at future SSSP meetings.

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