



The  
Scholar's  
Choice

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

## **Report on The Scholar's Choice book exhibit for the 2008 Annual Meeting of the Society for the Study of Social Problems, July 31- August 2 at the Boston Park Plaza Hotel & Towers**

### **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 has 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 six 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 study.

### **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 2008 issues of the *Social Problems Forum: The SSSP Newsletter*, sent to all program participants. Any members interested in having their book 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 2007 C. Wright Mills Award finalists. Those publishers are: University of California Press, University of Chicago Press, Columbia University Press, Harvard University Press, Johns Hopkins University Press, MIT Press, University of Minnesota Press, and Oxford University Press. Additionally, we asked these publishers to donate a copy of their book for the annual AIDS fundraiser. The Scholar's Choice also donated books from its inventory.

### **Publishers Who Will Be Included in the 2008 Display**

University of California Press  
Cambridge University Press  
Cambridge Scholars Publishing  
University of Chicago Press  
University of Chicago Press – Journals  
Columbia University Press  
Cornell University Press  
Duke University Press  
Harvard University Press  
Johns Hopkins University Press  
International Specialized Book Services  
Knopf Publishing Group  
University of Massachusetts Press  
MIT Press  
University of North Carolina Press

University Press of New England  
New York University Press  
Oxford University Press  
Oxford University Press – Journals  
Paradigm Publishers  
Penn State University Press  
Rodopi B.V.  
Rowman & Littlefield Publishers  
University of South Carolina Press  
South End Press  
Stanford University Press  
University of Texas Press  
University of Toronto 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 Exeter Foyer on the Mezzanine Level of the Boston Park Plaza Hotel & Towers. 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 has staffed the display at SSSP for the last two years. She will be responsible for setting up the display and will be present at the tables for the duration of the meeting. Set up will take place on Wednesday July 30<sup>th</sup> at noon. The exhibit will officially open at 2:00pm and Nancy will begin taking down the exhibit at 5pm on Saturday, August 2<sup>nd</sup>. All the books on display will be available for purchase by attendees throughout the conference. They may also order the books and have them shipped by the individual publishers. Since publishers provide only a single display copy to The Scholar's Choice, 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 toward the end of the meeting to pick up their book(s). Payment methods accepted are cash, personal check, and VISA/MasterCard.

In conclusion, The Scholar's Choice would like to thank SSSP for the opportunity to participate as a book exhibitor again at this year's conference in Boston. We fully expect the 2008 meeting to be another successful partnership between our organizations. We value the relationship we have established with SSSP and hope to continue to provide a quality book exhibit at future meetings.

Mary Lynn Howe  
Exhibits Manager  
The Scholar's Choice  
[mlh@scholarschoice.com](mailto:mlh@scholarschoice.com)  
585-262-2048 x111