



The
Scholar's
Choice

The Scholar's Choice
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Report on The Scholar's Choice book exhibit for the 2009 Annual Meeting of the Society for the Study of Social Problems, August 7- August 9 at the Stanford Court Hotel.

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 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, provided 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 2009 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.

C. Wright Mills Award Finalists

The Scholar's Choice contacted the publishers whose books are 2008 C. Wright Mills Award finalists. Those publishers are: University of California Press, MIT Press, University of Minnesota Press, NYU Press, and Rowman & Littlefield Publishers. Additionally, we asked these presses to donate a copy of their book for the annual AIDS fundraiser. The Scholar's Choice has also donated books from its inventory.

Publishers Who Will Be Included in the 2009 Display

Ashgate Publishing Co.	University Press of New England
University of California Press	New York University Press
Cambridge University Press	Oxford University Press
Cornell University Press	Penn State University Press
Criminal Justice Press	University of Pennsylvania Press
Duke University Press	Rowman & Littlefield Publishers
Greenwood Publishing/ABC-CLIO	Stanford University Press
Indiana University Press	Syracuse University Press
International Specialized Book Services	Temple University Press
Johns Hopkins University Press	University of Texas Press
Knopf Publishing Group	University of Toronto Press
Lynne Rienner Publishers	Vanderbilt University Press
McGill-Queen's University Press	Wayne State University Press
University of Minnesota Press	University of Wisconsin Press
MIT 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 9 tables located in the foyer of the Stanford ballroom at the Stanford Court 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 Charlene Woodcock who is filling in for Nancy Howe this year. 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 Thursday, August 6th from 11 a.m.-2 p.m. and the exhibit will officially open on Thursday at 2 p.m. Charlene will begin taking down the exhibit at 5 p.m. on Sunday, August 9th. All the books on display will be available for purchase by attendees throughout the conference. Books may also be ordered and will be shipped by the individual publishers. Since publishers provide only a single display copy to The Scholar's Choice, the display copies remain on the table until the conclusion of the meeting. When a book is purchased by an attendee payment is taken at the time it is reserved and then the purchaser must return toward the end of the meeting to claim their book(s). Payment methods are cash, personal check (drawn on a U.S. Bank), and VISA/MasterCard.

In conclusion, The Scholar's Choice would like to thank SSSP for the opportunity to participate as a book exhibitor once again at this year's conference in San Francisco. We value the relationship we have established with SSSP and fully expect the 2009 meeting to be another successful partnership between our organizations.

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