



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 2010 annual meeting of
The Society for the Study of Social Problems, August 13-15 at the Sheraton Atlanta.**

Introduction

The Scholar's Choice is an academic book exhibit company which provides marketing 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, our company's marketing specialty. We display books appropriate to the subject matter of each meeting.

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 they have a personal interest in the subject matter of the conferences they work. 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 newer titles relevant to their fields of study.

Book Exhibit Information Given to Membership

A paragraph in the preliminary program and the newsletter provided information on how members could get their book included in The Scholar's Choice display. Anyone interested in having their book on display was 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 2009 C. Wright Mills Award finalists.

Those publishers are: University of California Press, University of Chicago Press, Cornell University Press, Oxford University Press, and Stanford University Press. The Scholar's Choice will donate one copy of the winning book to SSSP.

Publishers Who Will Be Included in the 2010 Display

Ashgate Publishing Co.
University of California Press
University of California Press--Journals
Cambridge University Press
University of Chicago Press
Cornell University Press
Emerald Group Publishing Ltd.
University of Illinois Press
International Specialized Book Services
Knopf Publishing Group
Lynne Rienner Publishers
McGraw-Hill Higher Education
University of Minnesota Press
MIT Press

University of Nevada Press
University Press of New England
New York University Press
Oxford University Press
Oxford University Press--Journals
Penn State University Press
University of Pennsylvania Press
University of Pennsylvania Press--Journals
Princeton University Press
Routledge Journals/T&F Group
Stanford University Press
Temple University Press
University of Texas Press
Vanderbilt 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 5 tables located in the Prefunction Area of Georgia Hall at the Sheraton Atlanta Hotel. The tables will be provided by SSSP & the hotel at no cost to The Scholar's Choice. Their staff person will be Nancy Howe. 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 12th from 11 a.m.-2 p.m. and the exhibit will officially open on Thursday at 2 p.m. Nancy will begin taking down the exhibit at 5 p.m. on Sunday, August 15th. All books on display will be available for purchase by attendees throughout the conference. Since publishers provide only a single display copy to The Scholar's Choice, the display copies may be purchased early on but must remain on the table until the last few hours of the meeting. The purchaser will return to claim their book(s) on the last day between the hours designated by Nancy. Books may also be ordered and will be shipped to the customer by the individual publishers. 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 once again for the opportunity to participate as a book exhibitor at this year's conference in Atlanta. We value the relationship we have established with SSSP and fully expect the 2010 meeting to be another successful partnership between our organizations.

Mary Lynn Howe
Exhibits Manager
The Scholar's Choice
mlh@scholarschoice.com
585-262-2048 x111