



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

**Report on The Scholar's Choice book exhibit for the 2012 annual meeting of
The Society for the Study of Social Problems, August 16-18 at the Grand Hyatt Denver.**

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 in their field of study.

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 50 publishers display with us on a regular basis. This allows us to provide conference attendees with an extensive list of 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, if interested, was then to contact Debby Pitts, who processes publisher reservations at The Scholar's Choice. The Scholar's Choice has been accepting reservations from any publisher who has contacted them.

C. Wright Mills Award Finalists

The Scholar's Choice contacted the publishers whose books are 2011 C. Wright Mills Award finalists. Those publishers are: University of California Press, University of Chicago Press, New York University Press, Oxford University Press, and Princeton University Press. The Scholar's Choice will donate one copy of the winning book to SSSP.

Publishers Who Will Be Included in the 2012 Display

Ashgate Publishing Co	Rutgers University Press
Cambridge University Press	Stanford University Press
Chelsea Green Publishing	Temple University Press
Harvard University Press	University of Texas Press
Indiana University Press	Univ. of California Press
International Specialized Book Services, Inc.	Univ. of Chicago Press
Lynne Rienner Publishers	Univ. of Illinois Press
MIT Press	Univ. of Pennsylvania Press
New York University Press	Univ. of Pennsylvania Press - Journals
Oxford U Press-Journals	Univ. of Tennessee Press
Palgrave/Macmillan	Univ. of Wisconsin Press
Penn State University Press	Wolters Kluwer Law & Business
Princeton University Press	
Rodopi B.V.	

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 8 tables located in the Imperial Foyer on the 2nd floor of the Grand Hyatt. 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 staff the exhibit for the duration of the meeting. Set up will take place on Wednesday, August 15th from 11 a.m.-2 p.m. and the exhibit will officially open on Wednesday at 2 p.m. Nancy will take down the exhibit no later than 4 p.m. on Saturday, August 18th.

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 Saturday afternoon for display purposes. The purchaser will return to claim their book(s) on the last day between the hours designated on their receipt by Nancy. Books may also be ordered and will be shipped to the customer by the individual publishers.

In conclusion, The Scholar's Choice would like to express its appreciation to SSSP for the opportunity to participate again at the annual conference. We value our relationship and fully expect the 2012 meeting to be another successful partnership between our organizations.

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