



The  
Scholar's  
Choice

The Scholar's Choice  
100 College Avenue; Suite #130  
Rochester, New York 14607

**Report on The Scholar's Choice book exhibit for the 2014 annual meeting of  
The Society for the Study of Social Problems, August 15-17 at the San Francisco Marriott Marquis.**

**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 130 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 four 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 on the website provided information on how members could possibly have their publishers send their book for The Scholar's Choice exhibit. Anyone interested in having their book on display was instructed to contact their publisher directly. The publisher, if interested, was then to contact The Scholar's Choice to arrange for the display of the book(s). The Scholar's Choice has been accepting reservations from any publisher who has contacted them.

**C. Wright Mills Award Finalists**

The Scholar's Choice sent award nominee notifications to publishers whose books are 2013 C. Wright Mills Award finalists. Those publishers are: University of California Press, Duke University Press, New York University Press, Oxford University Press, & Russell Sage Foundation. Assuming the publisher agrees to send the winning nominee's book for the exhibit, The Scholar's Choice will gladly donate one copy to SSSP.

## **Publishers Who Will Be Included in the 2014 Display**

Ashgate Publishing Co	SAGE Publications
Cornell University Press	Stanford University Press
Duke University Press	Syracuse University Press
Indiana University Press	Temple University Press
International Specialized Book Services	Univ. of California Press
Knopf Doubleday Publishing Group	Univ. of Chicago Press
Lynne Rienner Publishers	Univ. of Illinois Press
McFarland & Co., Inc.	Univ. of Pennsylvania Press
MIT Press	Univ. of Toronto Press
New York University Press	Univ. Press of Kansas
Oxford University Press	Univ. Press of New England
Polity Press	White Tiger Press
Princeton University Press	Wisconsin Historical Society Press
Rodopi B.V.	

The Scholar's Choice provided contact information for most of 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 2<sup>nd</sup> floor atrium of the Marriott Marquis 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 staff the exhibit for the duration of the meeting. Set up will take place on Thursday, August 14<sup>th</sup> from 11 a.m.-2 p.m. and the exhibit will officially open on Thursday at 2 p.m. Nancy will take down the exhibit around 4 p.m. on Sunday, August 17<sup>th</sup>.

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 Sunday 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 from whom they've ordered.

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 2014 meeting to be another successful partnership between our organizations!

Sincerely,  
Mary Lynn Howe  
Exhibits Manager  
The Scholar's Choice  
[mlh@scholarschoice.com](mailto:mlh@scholarschoice.com)  
585-262-2048 x.111