



The Scholar's Choice

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**Report on The Scholar's Choice book exhibit for the 2015 annual meeting of
The Society for the Study of Social Problems, August 21-23 at the Radisson Blu Aqua Hotel in Chicago.**

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 2014 C. Wright Mills Award finalists. Those publishers are: **University of California Press, University of Chicago Press, New York University Press, Russell Sage Foundation, and Stanford University Press.** Assuming the publisher agrees to send the nominee's book for the exhibit, The Scholar's Choice will gladly donate a copy of the winner's book to SSSP.

Publishers Who Will Be Included in the 2015 Display (as of 7/2/2015)

Ashgate Publishing Co.
Cornell University Press
Harvard University Press
Indiana University Press
International Specialized Book Services
Knopf Doubleday Academic Services
MIT Press
New York University Press
Oxford University Press
Princeton University Press

Stanford University Press
Syracuse University Press
Temple University Press
Univ. of California Press
Univ. of Chicago Press
Univ. of Illinois Press
Univ. of Minnesota Press
Univ. of North Carolina Press
Univ. of Pennsylvania Press
Univ. Press of Kansas

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 7 tables located in the 1st floor Ballroom Foyer of the Radisson 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 20th 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 2 p.m. on Sunday, August 23rd.

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 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 reiterate our appreciation for the relationship that has been built with SSSP and its members. I would also like to personally thank Michele and her staff for all their hard work over the years to make this a successful partnership between our organizations!

Sincerely,
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