



# The Scholar's Choice

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**Report on The Scholar's Choice book exhibit for the 2016 annual meeting of  
The Society for the Study of Social Problems, August 19-21 at the Westin Hotel in Seattle.**

## 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 125 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 Scholar's Choice works with hundreds of publishers each academic year. Over 50 of them 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.

## Publishers Who Will Be Included in the 2016 Display (as of 7/25/2016)

|                                         |
|-----------------------------------------|
| Duke University Press                   |
| International Specialized Book Services |
| Kendall Hunt Publishing                 |
| Knopf Doubleday Academic Services       |
| Lynne Rienner Publishers                |
| New Press (The)                         |
| New York University Press               |
| Oxford University Press                 |
| Polity Press                            |
| Princeton University Press              |
| Russell Sage Foundation                 |

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|-------------------------------|
| Stanford University Press     |
| SUNY Press                    |
| Temple University Press       |
| Univ. of Chicago Press        |
| Univ. of Iowa Press           |
| Univ. of Minnesota Press      |
| Univ. of North Carolina Press |
| Univ. of Pennsylvania Press   |
| Univ. of Toronto Press        |
| Univ. of Washington Press     |
| Univ. of Wisconsin Press      |

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.

### **C. Wright Mills Award Finalists**

The Scholar's Choice sent award nominee notifications to publishers whose books are 2015 C. Wright Mills Award finalists. Those publishers are: **University of Chicago Press, Duke University Press, New York University Press, Princeton University Press, and Russell Sage Foundation.** 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.

### **Exhibit Set-Up, Display Times, and Sales of Books**

The Scholar's Choice display will consist of 7 tables located in the Cascade Foyer on the Mezzanine level of the 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 18th 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 21<sup>st</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 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 can also be ordered and will be shipped to the customer by the individual publishers.

The Scholar's Choice would like to thank SSSP for welcoming us at your conference again. We look forward to this meeting every year and hope you'll enjoy this year's exhibit.

Sincerely,  
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