



The Scholar's Choice

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**Report on The Scholar's Choice book exhibit for the 2017 annual meeting of
The Society for the Study of Social Problems, August 11-13 at the Hotel Bonaventure in Montreal, Quebec.**

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 over 100 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. Many 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 2017 Display (as of 7/27/2017)

Indiana University Press
International Specialized Book Services, Inc.
Kendall Hunt Publishing
Knopf Doubleday Academic Services
Lynne Rienner Publishers
MIT Press
Oxford University Press
Polity Press
Princeton University Press
Stanford University Press

Univ. of California Press
Univ. of Chicago Press
Univ. of Illinois Press
Univ. of Michigan Press
Univ. of North Carolina Press
Univ. of Pennsylvania Press
Univ. of Toronto Press
Univ. of Wisconsin Press
Wilfrid Laurier University 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 2016 C. Wright Mills Award finalists. Those publishers are: **University of California Press, Crown Publishing (Random House), Indiana University Press, Oxford University Press, and Stanford University Press.** All of these publishers have agreed to send the nominee's book for the exhibit and 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 Fontaine B room 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 10th 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 21st.

All books on display will be available for purchase by attendees throughout the conference. The sample 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 such an enjoyable & fruitful partnership. Thank you for welcoming us at your conference again and we hope everyone will enjoy this year's exhibit.

Sincerely,
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