



# The Scholar's Choice

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**Report on The Scholar's Choice book exhibit for the 2018 annual meeting of  
The Society for the Study of Social Problems, August 10-12 at the Sheraton Philadelphia Hotel.**

## 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 ~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 2018 Display (as of 7/30/2018)

Basic Books	Stanford University Press
Bloomsbury Publishing	Syracuse University Press
Cambridge University Press	Univ. of California Press
Cornell University Press	Univ. of Chicago Press
Harvard University Press	Univ. of Chicago Press-Journals Division
ISD Book Company	Univ. of Michigan Press
Knopf Doubleday Academic Services	Univ. of Minnesota Press
MIT Press	Univ. of North Carolina Press
Penguin Group, USA	Univ. of Pennsylvania Press - Journals
Peter Lang AG	Univ. of Toronto Press
Princeton University Press	Univ. Press of Mississippi
Random House, Inc.	

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 2017 C. Wright Mills Award finalists. Those publishers are: **Basic Books, University of California Press, University of Chicago Press, and University of Minnesota Press.** All of these publishers have agreed to send the nominee's book for the exhibit and The Scholar's Choice will 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 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 9th from 1 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 12th.

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 Sunday 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.

Thank you for welcoming us at your conference again and we hope everyone will enjoy this year's book exhibit!

Sincerely,  
Mary Lynn Howe

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