



The Scholar's Choice

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**Report on The Scholar's Choice book exhibit for the 2019 annual meeting of
The Society for the Study of Social Problems, August 9-11 at the Roosevelt Hotel in NYC.**

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 informed that they should 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 interested in joining the book exhibit.

Publishers Who Will Be Included in the 2019 Display (as of 7/8/2019)

Bloomsbury Publishing
Cynren Press
Experiment (The) Publishing
Harvard University Press
ISD Book Company
Knopf Doubleday Academic Serv.
Penguin Random House
Polity Press
Princeton University Press

Stanford University Press
Univ. of California Press
Univ. of Minnesota Press
Univ. of North Carolina Press
Univ. of Pennsylvania Press
Univ. of Pennsylvania Press – Jrnl.s.
Univ. of Virginia Press
Wesleyan University Press
Yale University Press

The Scholar's Choice provided contact information for 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 2018 C. Wright Mills Award finalists. Those publishers are: **University of California Press (3 nominees), New York University Press,** and **Princeton University 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 Thursday, August 9th in the a.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 & ordering 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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