

THE SOUTH CENTRAL MODERN LANGUAGE ASSOCIATION

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MEMORANDUM

TO: All SCMLA Members

FROM: Grady C. Wray
Executive Director

SUBJECT: Memphis 2007 Convention The Scholar's Choice Book Exhibit

Please note the following opportunity to arrange for exhibition of your book(s) at the Memphis Convention.

Directions for Using Publisher Contact Form

The Scholar's Choice, a combined book exhibit company that specializes in marketing academic and scholarly books, will be providing a book exhibit at our upcoming SCMLA meeting in Memphis, November 1-3, 2007. They have the ability to include your book(s) if sent to them by your publisher(s). However, you must make the request to your publisher. (While there is no cost to you, publishers do have to pay a fee for this service and meet certain requirements for order fulfillment.)

We have provided the form on the reverse to assist you in making the request(s) to your publisher(s). We ask that you use the following procedures:

1. Use a separate copy of this form (form on reverse; photocopy as needed) for each book you would like to have exhibited. Fill in all the appropriate information, including the name and address of each publisher. The Scholar's Choice has asked that members request only books that are appropriate, albeit in the broadest sense, to the topics of the conference. They have also asked us to be mindful of publication dates. Publishers may not be able to fill orders for older or out-of-stock books.
2. Send one copy of your request directly to your publisher. Send another to us at SCMLA, University of Oklahoma, 104 Fourth Street, Baker, B47, Norman, OK 73019-6410. It is suggested that you do this as early as possible, but no later than **September 14**. Late requests may not be honored either by the publisher or by The Scholar's Choice due to limited exhibit space.
3. Making a request to your publisher does not guarantee that your book will be exhibited. You should contact Debby Pitts at The Scholar's Choice (contact information on reverse) before September 14 to determine whether or not your publisher has reserved your book. If not, you will need to follow up with the publisher directly.
4. Although The Scholar's Choice works primarily with academic and scholarly presses, we have been assured of their willingness to exhibit textbooks, fiction, and/or poetry from any press that can meet their guidelines and fees.

· University of Oklahoma ·

· 104 Fourth Street, Baker, B47 · Norman, Oklahoma 73019-6410 · FAX: (405) 325-3720 ·

Date _____

To: _____

Dear Publisher,

The organizers of the South Central Modern Language Association, to be held in Memphis, TN, November 1-3, 2007 have notified us that The Scholar's Choice will be exhibiting at their meeting. The Scholar's Choice has the capacity to include works by SCMLA members and presenters if their publisher(s) are amenable.

I would ask that the following book of mine be included in this exhibit:

Author: _____

Title: _____

ISBN: _____

I understand that the Scholar's Choice does charge publishers a fee for exhibiting books and taking orders. However, I believe this exhibit will allow both local and out-of-town participants to buy the book. It is a perfect opportunity to market to those individuals most interested in its topic, and I think will offer a significant opportunity to increase sales.

May I ask you to contact the Scholar's Choice directly to complete arrangements? If you are unfamiliar with their process for reserving books, please visit their website at www.scholarschoice.com and/or contact Debby Pitts (585-262-2048 ext. 108) or email her at djpitts@scholarschoice.com. If you have questions that relate specifically to our conference or this request, please contact:

Judy Lohr
The Scholar's Choice
1260 Sibley Tower
Rochester, NY 14604
Phone: 585-252-2048 ext. 105
Fax: 585-262-2228
Email: judylohr@scholarschoice.com

(Please check all that apply)

- I am an SCMLA member
- I will be attending the conference
- I am presenting a paper
- I am chairing a session
- I am a conference organizer
- I am a plenary speaker

Thank you very much.

Sincerely,

Name: _____

Address: _____

Phone: _____ Email: _____