



Library of Social Science

Tel: (718) 393-1075 Fax: (413) 832-8145 E-mail: LSSBookExhibits@earthlink.net

73rd Annual Meeting of the Southern Sociological Society: “Worlds at Risk at the Turn of the Millennium” April 21-25, 2010 ♦ Atlanta, GA

The **SOUTHERN SOCIOLOGICAL SOCIETY**, founded in 1935, promotes the development of sociology as a profession and scientific discipline by encouraging effective teaching and research, and applying findings to societal problems. Their annual meeting attracts over 600 attendees and features a rich program covering virtually every area of sociology. This year's conference will examine the idea of risk and its sociological implications through topics such as environmental studies, race/class/gender dynamics, health and mortality, public policy and cross-national differences of values and social structures. **This is one of the best opportunities of the year for publishers to promote titles to a responsive, enthusiastic audience of researchers and educators in the field of sociology.**

2010 PLENARY SPEAKERS: Evelyn Nakano Glenn (University of California at Berkeley) and **George Ritzer** (University of Maryland).

TYPICAL PRESENTATIONS INCLUDE: *Self-Defined Religiosity & Support for Capital Punishment* ❖ *Institutional Diversity & Collective Memory: African Americans on a Predominantly White Campus* ❖ *Political Imaginaries of Church & State after Hurricane Katrina* ❖ *Riding the Tide of Fear: Prejudice & Moral Panic over Muslims in the U.S. & France* ❖ *Violent Southern Women* ❖ *Race, Gender & Juvenile Detention Decision Making* ❖ *Schools as Institutions of Social Control* ❖ *Evangelical Christian Activism & the Environment* ❖ *The Cultural Base of Racism & its Persistence* ❖ *Social Inequality & Stratification Through the Lens of the Life Course* ❖ *You Will Miss Me When I Burn: A Typology of Death Songs* ❖ *Genealogy, Race & Ethnicity: Coming to Terms with Unequal Pasts* ❖ *Theorizing Globalization* ❖ *Genocide & Partisanship: An Explanation & Typology* ❖ *What's So Funny? A Look at Contemporary Racial Humor* ❖ *From the Critic to the Fool: The Religious Commentary of Comedians* ❖ *Patterns of Economic Restructuring* ❖ *Racial Self-Labeling: What does it mean?* ❖ *Teaching & Learning about Racism & Social Change* ❖ *Whose South Is It Anyway: Latino Immigration & Conflicts over Place* ❖ *Bad Samaritans: Religion & Anti-Immigrant Sentiment* ❖ *Whites' Recollections of the Civil Rights Movement* ❖ *Gender Relations & Globalization: Problems & Prospects* ❖ *Collective Memory of Trauma & its Impact on Culture & Identity* ❖ *Latino/a culture in the U.S. Market* ❖ *Professional Networking: A Path to Understanding Gender Inequality* ❖ *Music & Collective Identity* ❖ *The Ethnicity of Anything: Moving Beyond People in the Sociology of Ethnic Identity*

The **Library of Social Science book exhibit** once again will be a featured component of the conference—located at the center of the meeting space with registration and coffee breaks. We have **sixteen tables for the book exhibit, an abundance of space for your books—all of which will be displayed face-out.** The exhibit will offer attendees an opportunity to buy books from a comprehensive collection of titles from the major publishers in sociology. Scholars will review the current literature in a setting conducive to thoughtful evaluation for research and course use.

Our professional exhibit managers actively promote titles by distributing flyers and catalogs, discussing books with conferees, selling books on-site using publisher-supplied order forms, and urging faculty to consider titles for course adoption and library acquisition. **Attendees at this conference look for teaching and research materials in all areas of sociology.**

Please fill in and fax your reservation now to hold a place for your press.

Exhibit Reservation Form

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THE FOLLOWING PUBLISHERS EXHIBITED AT LAST YEAR'S SSS BOOK EXHIBIT ORGANIZED BY LIBRARY OF SOCIAL SCIENCE: U. of Alaska Press, Brill, U. of California Press, U. of California Press Journals, Cambridge Scholars Publishing, Canadian Scholars Press, Columbia U. Press, Cornell U. Press, Duke U. Press, Edwin Mellen Press, Emerald Group Publishing, Equinox Publishing, Fernwood Books, U. of Georgia Press, Greenleaf Publishing, Guilford Press, Harvard U. Press, Lynne Rienner Publishers, McGraw-Hill, New Society Publishers, U. of Notre Dame Press, Oxford U. Press, Paradigm Publishers, Polity Press/Wiley, Princeton U. Press, Routledge UK Journals, Rowman & Littlefield, Rutgers U. Press, Salem Press, Springer Verlag, Stanford U. Press, Temple U. Press, Texas Tech U. Press, U. of Toronto Press, Wayne State U. Press, Worth Publishers.

TWO WAYS TO PARTICIPATE:

1) **SEND YOUR OWN REPRESENTATIVE(S):** We welcome editors, marketing personnel and sales representatives to participate in the conference and book exhibit. You may set up your own table and "do your own thing" throughout the meeting.

SINGLE TABLE: \$460 ___ TWO TABLES: \$880 ___ THREE TABLES: \$1300 ___ FOUR TABLES: \$1690 ___

2) **LIBRARY OF SOCIAL SCIENCE'S PROFESSIONAL EXHIBIT MANAGERS WILL HANDLE YOUR DISPLAY AND PROMOTE YOUR BOOKS.** Our staff will be present throughout the conference to discuss your books with attendees and take orders. We will urge faculty members to adopt your books for courses, and ask them to recommend your titles to their acquisitions librarians.

RATES:

___ 5 titles plus literature \$195	___ 10 titles plus literature \$315
___ 15 titles plus literature \$405	___ 20 titles plus literature \$495
___ 30 title "full table display" \$615	___ 40 titles plus literature \$715
___ 50 titles plus literature \$795	___ 60 titles plus literature \$895

SELECT YOUR BILLING METHOD:

Bill us. ___ Payment is on the way. ___

(Send payment to: Library of Social Science, 92-30 56th Avenue, 3E, Elmhurst, NY 11373)

Space is limited. To secure your reservation, **FAX THIS FORM TO (413) 832-8145 AS SOON AS POSSIBLE.** Please also fax an order form or book list—showing list and discounted prices for each title on display.

Name: _____ Publisher: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Please ship display copies of books, order forms, catalogs and other promotional materials to arrive no earlier than April 12 and no later than April 19 to:

Hyatt Regency Atlanta
265 Peachtree Street, NE
Hold for Richard Klein, Southern Sociological Book Exhibit, April 21
Atlanta, GA 30303