

## SAMPLE E-MAIL INVITATION

From: Cox, Phyllis Ann [mailto:coxpa@muohio.edu]  
Sent: Tuesday, June 24, 2008 12:30 PM  
To: Liggon, Derek  
Subject: Association for Integrative Studies 30th Annual Conference

To Derek Liggon, Perseus Books (Westview Press)  
From: Phyllis Cox, Office Manager, Association for Integrative Studies

Dear Derek,

The Association for Integrative Studies (AIS) wants to invite Perseus Books and Westview Press to participate in its 30th annual conference October 23-26, 2008, in Springfield, Illinois. The conference will celebrate 30 years of work by the Association to promote interdisciplinarity and integrative teaching and scholarship. It will be hosted by the University of Illinois at Springfield with sessions scheduled at the President Abraham Lincoln Hotel in downtown Springfield, within walking distance of the Abraham Lincoln Presidential Library and Museum. The conference theme is "Interdisciplinarity and the Engaged Citizen: Integrating Higher Education, Public Policy, and Global Action." More information about the conference can be found on the homepage of the AIS website, [www.muohio.edu/ais](http://www.muohio.edu/ais).

Stuart Henry, one of Westview's authors, is a member of the AIS Board of Directors, and we would like to request that Westview send us copies of two of his titles to sell at the conference book display, as well as order form flyers. The titles are *Essential Criminology* and *The Essential Criminology Reader*, both by Stuart Henry and Mark Lanier (Eds). We also would welcome any other titles/flyers related to the conference theme and/or location (Land of Lincoln) that you would like to make available for the conference. Softcover editions sell best. There is no charge to participate, but we ask that publishers extend a discount price to our attendees (usually 20%). We, of course, would return the proceeds by check and/or any unsold copies to Perseus Books/Westview Press after the conference.

Attendees at past conferences have told us they look forward to the selection of titles they find at the book display area and appreciate being able to purchase books on site. Publishers that have allowed us to sell their titles at previous conferences include: Jossey-Bass (John C. Wiley & Sons, Inc.), SUNY Press, and Yale University Press. Please let me know any requirements or questions Perseus Books/Westview Press has regarding participation at the 2008 AIS Conference. Thank you for your time in considering this request. You may contact me by email at [coxpa@muohio.edu](mailto:coxpa@muohio.edu) or by phone at 513-529-2659.

Phyllis Cox

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