

PRESENTATION GUIDELINES FOR POSTER PRESENTATIONS

General Guidelines

A poster is a different medium than a paper and should be designed keeping that in mind. A successful poster is one that conveys the key findings of your work and attracts people who are interested for more detailed discussion. A poster also can be considered a means to advertise your project and to present important aspects of your work.

The poster may be supplemented by handouts. You are encouraged to print your poster on one sheet of paper to provide as a handout. You can include references and your contact information on this handout as well. A poster should be self-explanatory and it should not be necessary for the author to verbally explain it. However, if someone is particularly interested, be prepared to talk them through the poster in 3 to 4 minutes. As a rule, it is recommended that you include bullets below each table and figure with the message that is conveyed in the table or figure.

Size

Posters MUST be prepared in the **vertical orientation**.

- **Maximum size not to exceed:** 36 inches (91 cm) wide, and 48 inches (122 cm) high
- **Minimum size not smaller than:** 30 inches (76 cm) wide, and 40 inches (102 cm) high

Content

Please include your **picture** in the upper right hand corner of the poster so that conference attendees can find you if you are not by your poster.

Top of the poster: title, sub-title, list of authors, and contact information. The title does not need to be the formal title of the project. The title should be short and introduce the content of the poster. A longer sub-title may be added using slightly smaller font size if additional explanation is needed. Use a bold font with about 2 inches (5 cm) height for the main title text.

List of authors: The list of authors should be placed one line below the title. The list should include all authors and a superscript footnote should be provided to provide a link to the contact information for the corresponding author (including the e-mail).

Main body of poster: A poster may be organized much like a journal article, with some exceptions. Think of the poster as telling a story. Some introductory information on the importance of the work is appropriate. Conferences typically include many topics and not everyone will understand why this particular topic is important. A section called "Methods," in which the methodology is explained, can be useful.

The Results and Discussion may be organized so that the analysis of each result is described with the results. Make packages of information complete with problem/question, results, and conclusions. In that way, the viewer can follow the poster in the order of presentation, somewhat like in a cartoon strip. Use care and thought in development of the tables and figures. If there is too much detail, the main message will be lost.

Conclude the poster with a message to the reader. This message can be a summary, but also could include a note on future work.

Specifics About Content

The size of the text (fonts) and of the illustrations must be selected such that the main content of the poster is understandable after a quick glance from a distance of about 3 feet/1 meter (an observer should not need to be closer than that to read the text).

In designing your poster, try to minimize the text and make use of illustrations. Keep the color scheme subtle so that it does not take attention away from the content. For the same reason, limit the use of font types (excluding the title).

Underlining is not advised. Use bold text in headings only. Use as much blank space in the margins and between areas of text and illustrations as possible. Do not use long sentences and long paragraphs. Define all abbreviations.