POSTER PRESENTATION GUIDELINES

A poster presentation is a bulletin board organized so research data, plans, or case studies stand for themselves. It is a technical paper displayed graphically, giving the reader research objectives, experimental methods, materials, results and conclusions. The author(s), when present, provide the discussion. Posters optimize one-to-one communication and provide the opportunity for discussing topics of mutual interest.

Attention to the following guidelines will ensure a successful presentation of your work and an enjoyable experience with one of the most dynamic and powerful forms of technical communication.

A. Technical Details

1. Title Banner - A title banner should be at least 4 feet long and high enough to contain the title of the poster, author(s), and employer(s) or school(s).

2. Poster Units - Each piece of paper, graph, photograph, etc., on the poster board is defined as a poster unit. Your audience must be able to see your material from a distance of 6 feet. The following rules govern design:

   a. Size - The minimum size unit should be 8 1/2 x 11 inches. Larger sizes may be used, but consistency is encouraged.
   b. Type Size - Lettering should be a minimum of 0.4 inches. Please print; do not use cursive.
   c. Line Weight - Graphs and figures should be drawn with a minimum width of 1 mm.
   d. Do not use polaroid-size photographs as poster units.

3. Posterboards shall be approximately 3 feet high by 4 feet wide and shall be of the self-supporting trifold type. Additionally, they are to be of a neutral color (i.e. white, light gray, beige, etc.). Posterboards shall be purchased by the participants and will not be supplied by the Conference Center.

B. Poster Content

In order to aid the reader, a clearly and concisely stated objective section is necessary. This can be followed by an experimental section. The results should be the major portion of the poster with the conclusions, stated briefly, following the results.

C. Organization

A poster viewer not in your field should be able to extract the essence of your work by viewing the poster during the period when it is unattended. This goal may be achieved by the use of one or more of the following:

1. Organize the poster units in an orderly fashion for a logical flow top to bottom or left to right.

2. Number the units in the order you want them viewed or use connecting lines to guide the reader.

3. Block and subtitle the parts of your poster as you would a paper.

4. Lay out your poster before coming to the conference and have it critiqued by a colleague.

5. Have handouts, supplementary texts, or abstracts available.