

INSTRUCTIONS FOR POSTER PRESENTATIONS

General Comments

Plan your poster presentation carefully. Keep in mind the advantages of a poster over an oral presentation. Posters are available for viewing over an extended period of time. Attendees find that the poster session is an excellent way to sample many papers, devoting their time in proportion to their interest in the poster topic. Authors and interested viewers have time for much more significant discussion, not the five minutes allotted at the end of an oral presentation. Finally, there is no first or last poster presentation on the program!

Specific Instructions for Poster Presenters

You must mount (push pins provided) your poster before 8:30 AM Saturday and remove it between 6 PM and 9 PM Sunday. Arrive at the poster session ten minutes before the start and remain by your poster until the session has ended. Have a short statement prepared for those who are interested but have no questions. Stand close by, but not directly in front of your poster. Give concise answers to questions; communicate with everyone. Be prepared with extra copies of materials that you would like to share, including business cards.

Specific Guidelines for Creating Posters

Posters should be readable by viewers five feet away. The message should be clear and understandable without need for oral explanation; it is not an exhaustive list of your research activities or pages of a scholarly research article. Use of the following guidelines may help the effectiveness of your presentation. With posters, pay careful attention to style, format, color, readability, attractiveness, and showmanship—use pictures, graphs, perhaps a cartoon, etc. effectively.

1. *Rough layout:* Your poster should be 40" tall and 30" wide. Font should not be smaller than 24 point. Place your title (at least 60-point font) at the top of the panel with your affiliation beneath or alongside the title in smaller font. Space may require a shorter title; the full title will be on the published abstract.
2. *Content:* Your poster should cover the key points of your work, not all the details. Leave the details for discussion with the persons expressing interest in your work. A poster featuring laboratory research should include brief sections functioning as introduction, methods and materials, results, discussion, conclusion(s), and several main references, many as bullet points. A poster featuring a nonlaboratory scholarly work should include an introduction, an approach to the problem or question being posed, discussion, conclusion, and several main references. Written papers are not to be posted as posters.
3. *Final layout:* The artwork is complete. The text, tables, and graphs are typed but not necessarily enlarged to full size. Now ask: Is the message clear? Do the important points stand out? Is there a balance between words and illustrations? Is there spatial balance? Is the pathway through the poster clear? Resist the temptation to overload the poster as more material may mean less communication. Ask a friend whether what you say and how you say it makes sense. Then put things in final form. Have your poster printed.