PREPARING EFFECTIVE POSTERS

General Information

Authors have the opportunity to develop an ePoster as well as a posterboard presentation. All poster presenters were sent instructions on how to upload an ePoster. If preparing a paper poster, it should be self-contained and self-explanatory, allowing different viewers to proceed on their own while leaving the author free to discuss points raised in inquiry. The poster session offers a more intimate forum for discussion than the slide presentation, but discussion becomes difficult if the author is obliged to devote most of the time explaining the poster to a succession of viewers. Remember that the time spent at each poster figure is determined by the viewer, not the author, as in the case of an oral presentation.

Before the Meeting

Planning and Layout:
Poster boards are approximately 8' wide and 4' high. For effective use of this space, consider organizing illustrations and text using a grid plan. Arrange materials in columns rather than rows. It is easier for viewers to scan a poster by moving systematically along it rather than zigzagging back and forth in front of it. Place your most significant findings at eye level immediately below the title bar, and the supporting data and/or text in the lower panels.
For conventional multi-panel posters, five columns can be formed using poster elements printed on 11" wide paper (or 29-30cm wide A4 or B5 paper) with suitable spacing or borders. Materials may be mounted on colored poster board. You may want to group logically consistent sections or columns of the poster on backgrounds of the same color. Background colors should be muted; shades of gray are also effective.
The availability of 36"-and 54"-wide inkjet printers and page-layout software permits economical production of effective and attractive posters on a single sheet that can be transported to the meeting in a poster tube.

Title:
Prepare a banner for the top of the poster indicating the abstract title, author(s) and affiliation(s). Lettering should be at least one inch high.

Author Disclosures:
DISLCOSURES MUST APPEAR ON POSTER.

Illustrations:
Figures should be designed to be viewed from a distance and should be clear, visible graphics and large type. Color can be effective if used sparingly: use saturated dark colors on white background and rich, bright colors on dark backgrounds. Although each figure should illustrate no more than one or two major points, figures need not be simple. The main points should be clear without extended viewing, but detail can be included for the aficionado. The sequence of illustrations should be indicated with numbers or letters at least one inch high. (Omit "Fig." or "Figure"; it is unnecessary and occupies too much space.)

Text:
Each figure or table should have a heading of one or two lines in very large type stating the "take home" message. Additional essential information should be provided below in a legend set in 16 point or larger type.
Minimize narrative. Because there is no text accompanying a poster, the figure legend should contain commentary that would normally appear in the body (Results and Discussion) of a manuscript. It should describe concisely not only the content of the figure but also the conclusions that are derived. Details of methodology should be brief and should be placed at the end of the legend.
Use larger type in short, separated paragraphs with unjustified (ragged) right margins. Numbered or bulleted lists are effective ways to convey a series of points. Do not set entire paragraphs in upper case (all capitals) or bold face.
An introduction should be placed at the upper left and a conclusion at the lower right, both in large type. It is rarely necessary to post a copy of the abstract.

At the Meeting

At least fifteen minutes prior to the start of your session, post your materials on the board specified in the Program and leave them in place for the full session. Pushpins will be provided in the area. The presenting author should be at the board during the time specified in the Program except if scheduled to give an ePoster presentation. Please do not write or paint on poster boards. Materials must be removed no later than 2 hours after completion of the session.