

Poster Session Guidelines

Introduction

Poster Sessions are a valuable opportunity for authors to present papers and meet with interested attendees for in-depth technical discussions. PORTS2010 poster sessions are very well attended and a popular feature of the conference. Good planning can make your presentation clear, effective and rewarding – bringing an incomprehensible poster presentation is a missed opportunity for authors and viewers. Designing effective posters requires careful thought and advanced preparation. Posters that are simply a PowerPoint presentation or short manuscript **do not** work.

The goals in designing a poster should be:

- To provide a clear overview of your work,
- To provide enough material to explain work without an oral explanation, and
- To provide enough material to initiate discussion and questions.

The next section of these instructions will provide the details of a PORTS2010 poster session. The remaining material is a compilation of suggestions from poster authors, viewers, and other conference organizers.

PORTS2010 Poster Session Details

PORTS2010 Poster Sessions will be held as indicated in the program. At a minimum, one paper author should be present to provide details and answer questions. Most authors stay for considerably more time. Authors are responsible for promptly removing all materials at the end of the conference.

A partition will be assigned to poster presenters, with dimensions 1.22 m tall by 2.44 m wide (4 ft by 8 ft). You will have one side of the partition and another presenter will use the other side of the partition. Similar topics (conference theme tracks) will be grouped together.

Any format that fits in the available space is acceptable. Some posters are prepared as one, large sheet and usually brought to the conference rolled up in a tube. You may need to locate a large-format printer for this purpose, e.g., at a copy store. Other posters are prepared as a group of smaller sheets, which may be easier to prepare and transport. The format is up to you.

Posters are attached to the display boards with thumbtacks provided by PORTS2010. Lightweight poster board or paper will stay up – foam core will not. The boards are rented and may not be written on or defaced in any way. There are no provisions for making posters at the meeting, receiving, storing, or

returning poster to authors. There will be no electric outlets, phone connections or other equipment.

Commercial advertising of products or services is not permitted.

Professional Suggestions on Posters – Lessons Learned

Simplicity and clarity are the keys to an effective poster.

- Simplicity - Avoid overwhelming viewers with too much information, the casual viewer should be able to identify the main messages after a quick look at the poster.
- Clarity - Identify a limited number of messages viewers should take away. Three is about the maximum messages possible. The messages should be clear, novel, and important.

General Design Suggestions

- Viewers find it easier to follow a poster printed on one large sheet with the material arranged in columns. Arrange material in a logical sequence that is clear to readers (typically starting at top left and ending at bottom right.)
- Strong visual contrast is critical – many people have trouble distinguishing between closely related colors. For example, approximately 7 percent of the male population—either cannot distinguish red from green, or see red and green differently.
- Text and illustrations should be easily readable from 3 feet away.
- Color is a good tool to highlight important points, however too many colors make poster look “busy” and make it difficult for viewers to find the critical points.
- Use pictures, graphs, and tables instead of text where possible – try for 50% graphics.

Text

- Text should be dark on white or light paper
- Long paragraphs will not be read – use short statements or bullet points.
- Avoid abbreviations, acronyms, and jargon

- Try to state your main results in 6 lines or less
- Use sans serif fonts (ex. Arial or Helvetica) not serif fonts (ex. Times Roman)

Illustrations

- Charts, drawings, and illustrations should be similar to those used in PowerPoint presentations **but** simpler and more heavily drawn
- Illustrations should include titles or labels, labeled axes and identified units

Poster Content– the specific elements will depend on the research

- Title, poster and paper number, author names, institutional affiliation
- Introduction / Objectives
- Statistical or Analytical Methods
- Summary / Results
- Conclusions
- Future Directions
- Acknowledgements

Presenting your poster

- Prepare a short oral presentation (about 5 minutes) to give periodically
- Provide handouts and/or business cards
- Sketch paper and a couple of markers can help in conversations with viewers

Steps to produce a poster

- Start with a set of initial sketches.
- Chose the best sketch and make a rough draft at the final poster size.

- Have colleagues or peers review the rough draft.
- Finalize the poster content and print a draft version – check that the poster is legible from 3 feet, the color contrast is sufficient, etc.
- Print the final version.