

# POSTER GUIDELINES

## Overview

The vast majority of papers presented at the World Congress will be presented in poster format. Poster sessions allow a researcher to discuss his or her research with interested persons for an extended period and in more depth than is possible in a ten-minute paper presentation. It also allows attendees to select the papers they are most interested in and concentrate on them. A successful poster requires care and planning. An extra hour spent preparing your materials and organizing your display will contribute heavily towards making a success of the session.

## Setting and Materials

Each poster will be presented along with other posters dealing with similar problems or issues. All posters will be presented in the Banquet Hall on the P2 floor of the Congress Centre. Each poster will be allocated a poster board, measuring approximately 90cm wide x 150 cm tall, and which is approximately 1.5 meters above the floor. It is on this board that the poster materials should be displayed.

Pushpins for mounting your poster materials will also be provided; if your poster requires any special materials that cannot be mounted via pushpins, you should bring your own mounting supplies. No electrical outlets or audio-visual equipment will be provided in the poster area, even if you requested it in your submission; you must be prepared to deliver your presentation based *solely* on the materials that can be directly affixed to the poster board.

## Setting Up and Taking Down

Each poster board will carry a number in the upper corner corresponding to the poster's listed number found in the programme booklet (ask a Congress Steward for help at your poster session if unsure) Poster presenters should arrive at the poster display area 15 minutes before the scheduled beginning of their poster session to set up their display materials. At the end of the session, display materials and all other materials must be taken down *immediately* and removed from the areas within 15 minutes. If they are still on your board after this time, we reserve the right to remove and dispose of the poster. **No responsibility can be taken for any loss or damage to your poster.** Putting up your poster is taken as acceptance of these conditions.

## Display Materials

It is essential that your display materials be both clear and visible. Most people will be viewing your poster from a distance. It should be easy to identify the poster and the presenter(s) by including a complete heading on the poster. This is desirable for two reasons. First, many posters will be going on simultaneously in the display area. Persons interested in a particular paper may have difficulty locating the poster, perhaps missing it completely, if it is not clearly identified. Second, many people will be wandering through the display area out of general interest and curiosity. Your paper may well be of considerable interest to them (and their comments of interest to you). Clear title/presenter headings will greatly increase the likelihood that such contacts will be made.

As a general rule, it is recommended that the title be in 3 cm print or larger. The authors and the affiliations can be done in 1.5 cm print. It is not a good idea to include any display materials done in regular size type e.g. 12 point. Instead, you may wish to include an abstract typed in a large, clear type and several large, clearly labeled graphs and other visual aids. Figures that take up a regular page are probably adequately large, but even larger materials would be desirable. If tables are included, they should probably be larger than a standard sheet of paper. Pictures, diagrams, and other materials of adequate size are often helpful. A useful rule here is that your material should be easily read from a distance of 1 to 2 meters.

The poster should be as neat and visually pleasing as possible. Hand lettering of materials is generally not satisfactory. The creative use of colors in lettering background and figures can add considerably to poster appeal. You must be able to quickly assemble and tear down your poster materials. One successful method has been to premount the material on several large boards, which can be quickly mounted on the display board. Examples of good poster board presentation style are shown below. Two general styles are shown: the placement of materials on several large boards; and the use of smaller boards, which are then arranged on site. No matter which method you use, you should take care that parts of the display are not damaged or misplaced in transit.

All materials you wish to display should be related to your presentation and the materials described in the abstract you submitted to the Convention Program Committee. A poster session is **not** an appropriate place to identify items that are for sale (such as special equipment or programming materials). If you wish to advertise materials that can be purchased, please write to Rod Holland, Congress Organizer ( [Rod.Holland@wcbct2007.com](mailto:Rod.Holland@wcbct2007.com) ) regarding the rental of exhibition space at the Congress or advertising possibilities.

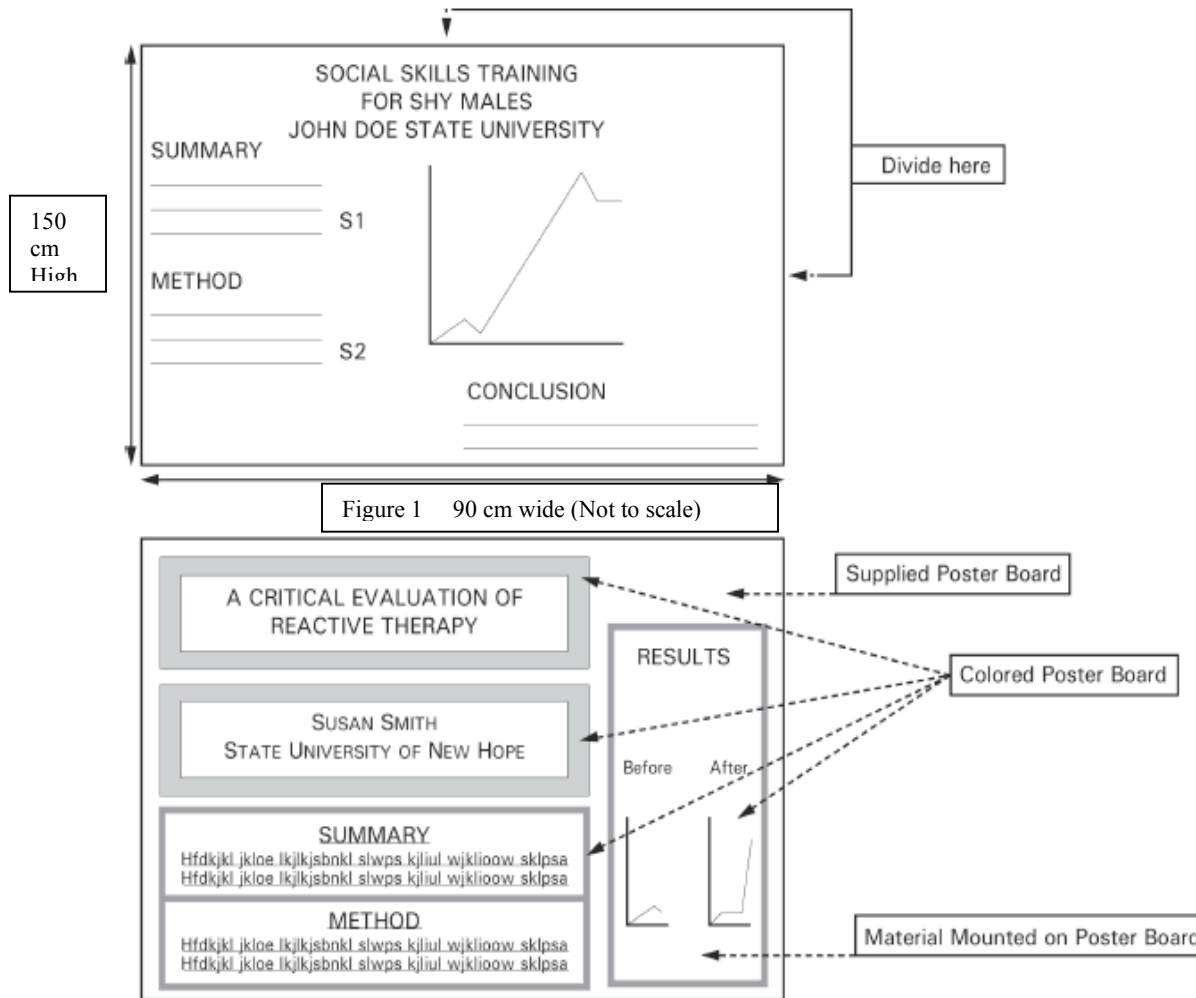
### **Poster Content**

Giving a poster is not just a matter of preparing visually attractive materials. The format also requires a different approach to the presentations of research. The basic rule is to provide a short, clear, non-technical description of what you did, why you did it, and what you found. Generally, you should not go into detail regarding subjects, apparatus, or details of procedure. Attendees will assume that these details were completely handled— those who need to know can request a full copy of the paper. For example, you should keep references and reviews of the literature to a minimum. The format requires you to be bold in your style and to condense complicated descriptions into a few short sentences. Above all, a poster is not just a regular paper in large type stuck on a board. It is a discussion-oriented format. The poster should communicate the issue and conclusion. The discussion in person with Congress delegates should fill in the details.

### **The Presentation**

Your materials should be on display and you (and your co-authors if appropriate) should be available to discuss the materials and answer questions. At least one author must be present at the board at all times. Many presenters wish to provide handouts about their project. These may include an abstract of the paper or perhaps a copy of the complete paper itself. Other authors prefer to send reprints of their paper by email after the Congress is over and provide “reprint-request” sheets.

**Figure 1-** Example of prior mounting on several large boards.



**Figure 2-** Use of contrasting colored paper to mount materials. Several boards can be used, so that they each can fit into a large suitcase for travel to the Congress. Each small piece can then be mounted on the poster board made available at the Congress.

These guidelines are for guidance only, and are based on a variety of existing publicly available guidelines.