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## GUIDELINES FOR POSTER PRESENTATIONS

### Format

- Each poster is limited in size to A0, i.e. 841mm wide x 1189mm high- portrait orientation. Please note that posters must be portrait format, due to poster display setup.
- Poster panels are Velcro compatible. Please provide your own Velcro to affix your poster.
- The poster should be self-explanatory, so that you are free to supplement and discuss particular points raised by viewers.
- Your material/illustrations will be viewed from distances of one metre or more.
- Lettering should be as large as possible and preferably in bold type.
- Simplicity is the key:
  - brief captions
  - tables that are few in number but clear
  - succinct text

### Poster Set up and Display

- Location: Foyer 1 and 2 – use your designated poster board identified by your Poster Board Number
- Setup poster(s): Sunday 27 Oct from 1600-1800, Monday 28 Oct from 0800-1030
- All posters should be mounted by 1030 on Monday 28 Oct
- Remove poster(s): Wednesday 30 Oct from 1500-1530 – posters **must** be removed by 1530 when exhibition closes. Any remaining posters after 1530 will be disposed of.

### Poster Board Number(s)

Your poster board number(s) will be emailed to you in early October

### Queries

If you have any queries about posters please contact:

The Conference Company

Email: [epsm@theconferencecompany.com](mailto:epsm@theconferencecompany.com)

Tel: From Australia 1800 193 405 (free call) or +64 9360 1240

## **Guide for Preparation of Posters**

1. **INITIAL SKETCH.** Plan your poster early. Focus your attention on a few key points. Try various styles of data presentation to achieve clarity and simplicity. Does the use of colour help? What needs to be expressed in words?
2. **ROUGH LAYOUT.** Enlarge your best initial sketch, keeping the dimensions in proportion to the final poster. Ideally, the rough layout should be full size. Draw rough graphs and tables. This will give you an idea of proportions and balance.
3. **FINAL LAYOUT.** The artwork is complete. The text and tables 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 the pathway through the poster clear?"
4. **BALANCE.** The figures and tables ought to cover slightly more than 50% of the poster area. If you have only a few illustrations, make them large. Do not omit text, but keep it brief. The poster should be understandable without oral explanation.
5. **TYPOGRAPHY.** Avoid abbreviations, acronyms and jargon. Use a consistent type-style throughout. Use large type, for example HELVETICA. A 22mm x 30mm sheet photo statically enlarged 50% makes text readable from 1.5 metres.
6. **MOVEMENT.** The movement (pathway) of the eye over the poster ought to be natural (down columns and along rows). Size attracts attention. Arrows, hands, numbers and symbols can clarify sequence.
7. **SIMPLICITY.** Do not overload the poster. More material may mean less communication. Ask yourself, what do I want the viewer to remember?
8. **IDENTIFICATION.** Consider including a photo of yourself and/or your team on the poster board to enable delegates to find you to discuss your poster. The photo can either be included within the poster or placed separately next to, or above your poster.