Poster Session Guidelines

Posters may be set out in the morning and be up all day. There will be a block where we would request you be at your poster to engage in conversation (see program; typically the morning break).

Poster sessions at the SIA Annual Conference are designed to be as flexible as possible. Please be in touch if you have special requirements. While we presume that presenters would have a single poster on an easel, if you would like a table space for display of artifacts and a back display, we can do that. If you need power for a display, we can do that as well. Unfortunately, we are rarely able to provide the A/V equipment itself, but if you wish to leave your poster out all day with A/V, laptops (or tablets if they have security slot) can be locked to the table but please bring your own security cable.

Poster Size. Presenters will be provided with a 30x40" formcore board and easel for mounting their poster. Binder clips are recommended (and supplied), or bring tape or pins or even your own spraymount (not recommended but perhaps you need the rigidity). You may display in either portrait or landscape orientation. Posters larger than 30x40" are discouraged as we cannot guarantee wall mounting space (many hotels forbid it).

Fonts and Sizes: Make sure your font is easy to read at a distance. Use 1.25 or 1.5 line spacing throughout. Though this may vary a bit depending on your font and its line weight, suggested sizes and styling are: **Title** 85pt; Authors 56pt; **Headings** 36pt; Body 24pt; *Captions/Affiliations* 18pt. One guide we have seen suggests the ideal size for your main finding is at least 72pt (but 150pt is better!) and all other text be at least 36pt. SIA members often have old eyes, so please be kind; bigger helps! Better to have to leave off 20 words than have a poster that can't be read and is passed by.

Images. Images should never be printed smaller than 4x6" and, like fonts, bigger is better. Don't forget to caption images. You may be familiar with the topic, but viewers may not know what they are looking at. *Or*, you may wish to caption an obvious image that people do know (e.g., "Statue of Liberty") with what you want them to notice ("Lady Liberty stands atop the repurposed 11-pointed 'Second System' Fort Wood, built 1807."). Often a physical photo album displayed in conjunction with the poster is an effective way for viewers to browse your poster topic.

Accessibility. Guidelines suggest a contrast ratio for your text of at least 4.5:1, especially for any text on top of photos. In fact, avoid putting text over a complex background like a

photo unless the background is heavily muted to contrast with the text: black text on a light grayed-out backgrounds or white/light text on a darkened background. And remember to try to use complimentary colors if your background has a tint (though that can sometimes look garish, so tints are best avoided). If you have *Acrobat Pro*, run your poster PDF through **Tools > Accessibility > Full Check** to get a report. See also the APHA Disability Section for additional information on developing an [accessible poster presentation](#).

Tips. Good posters are not the paper text, printed with pictures. *Less is more*. The poster should provoke conversation and questions, as you will be standing nearby to answer in more detail." Whitman College has general good tips at "[Guidelines for Poster Presenters](#)." We also like those found at [www.makesigns.com/tutorials/](#) and the [American College of Physicians](#) (scientists do this a lot more). BTW, we also like Eric S. Cheney, "[No more lousy PowerPoint slides](#)."

QR Codes: QR codes are those digi-camo squares you see on the corner of things (like this →) that you can point your cellphone at and it takes you to a website (*e.g.,* this one goes to the SIA Annual Conf. landing page). Consider adding one to link to an online version of your poster or to your association / company / school. Create a free QR code at [https://www.qr-code-generator.com](#).

We also offer here a **Poster Checklist** (adapted from ACP guidelines)

Content

- ❑ Content can be absorbed in 10 minutes or less.
- ❑ Titles, authors, and institutional affiliations are listed.
- ❑ Photographs graphs, tables, and charts are used whenever possible to display data or convey important information.
- ❑ Each section is concise and clear.

Appearance

- ❑ Poster is a maximum of 30x40" for a vertically mounted poster (i.e., on easel).
- ❑ Poster construction will accommodate method of display at the meeting (pinned, hung, easel, taped, etc.).
- ❑ Major headings can be read from 4 to 6 feet away.
- ❑ Text and figures can be read from 3 to 5 feet away.
- ❑ Images can be read from 2 to 3 feet away.
  - o This includes diagrams and graphs and their captioning/labels
- ❑ Font is similar throughout
  - o no more than three fonts **sizes** used for poster title, section title, and text
  - o no more than two **typefaces** used (one for titles / headings, one for body)… that said, a single typeface throughout is not bad at all….
- ❑ Avoid center-justifying anything over 2 lines in length.
- ❑ Color, lines, boxes, and arrows are used to emphasize important points.
- ❑ The poster does not appear cluttered.