

# POSTER TIPS

SGIM poster sessions provide you with an opportunity to interact informally with your colleagues about your research. The objectives of your poster should be to visually stimulate interest in your project, present enough information for viewers to understand the methods, results, and significance of your work, and stimulate conversations and networking among conference participants.

## **VISUAL DESIGN TIPS**

**MAKE IT VISUAL!** Consider ways to present your points with more than words. Examples include drawings, photographs, charts, graphs, and x-rays.

**ARRANGEMENT:** The poster should have a definite sense of direction and should match the logical flow of information. Your poster should generally read from left to right, following the outline. Use lines, frames, contrasting colors, or arrows to call attention to important points.

**LETTERING:** Select a clean, simple letter font/style and use it consistently throughout the poster. The smallest letters should be at least ¼" tall (18 point) and easy to read. Use both upper and lower case letters (do not use all capital letters) especially in body copy.

**COLORS:** Use no more than 4 colors. Emphasis and harmony are lost if too many colors are used. Color can help to highlight sections or point out similarities and differences.

Communicate enough information so that viewers understand your work.

**AVOID CLUTTER!** Overcrowding is a problem with poster design. While accuracy is important, your poster should stimulate interest, rather than provide complete details.

Select the most important information - the material that will promote one-to-one interchange with your viewers and that emphasizes why it's important for them to know about your work.

## **POSTER ORGANIZATION**

### *For Scientific Abstracts*

- Introduction
- Methods
- Results
- Discussion

### *For Clinical Vignette Posters:*

- Learning Objective(s)
- Case Information
- Implications/Discussion

### *For Innovations Posters:*

- Statement of Problem or Question
- Objectives of Program/Intervention
- Description of Program/Intervention
- Findings to Date, Key Lessons Learned

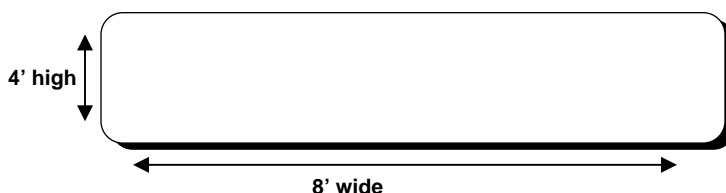
### *For Interactive Resources in Medical Education*

- URL (if applicable)
- Background
- Content
- Design
- Evaluation

## **POSTER SIZE**

Posters boards are 4 feet high by 8 feet wide; total space for the poster itself is 42"x72".

Bring push pins to attach the posters to the board.



## **TABLES, GRAPHS, CHARTS**

1. Use tables to show relationships between categories of ideas. Make sure columns are not too narrow, too numerous (avoid more than 3-4), or too long.
2. Use number tables ONLY when simpler visuals like graphs or charts will not get your point across.
3. Use graphs to clarify and emphasize the key relationships between facts and figures.
4. Use graphs to communicate ideas – not to just “dress up” your poster.
5. Make sure graphs are precise, clearly labeled and placed where they will be most meaningful/useful for your viewers.
6. Each kind of chart presents data in a particular way and for a particular purpose:
  - pie charts compare relative parts that make up a whole;
  - line charts are ideal for depicting trends over time, or the distribution of one variable over another;
  - area charts emphasize quantity over volume; and
  - bar or column charts compare the progress of one variable over time.

### **Presentation Information:**

1. Posters are REQUIRED to be mounted no later than one-half hour before the opening of the session.
2. Posters must be dismantled no later 30 minutes after their session EXCEPT for scientific abstract posters in the area of geriatrics, which will all be scheduled on Thursday evening, and should be left in place for an early Friday morning “walking tour”.
3. Presenters are responsible for dismantling their own poster(s). Unclaimed posters will be thrown out.
4. Presenting authors are required to be present, and available to discuss their work for the entire length (90 minutes) of the poster session.

**ONLINE ADVICE – Check out this website:**  
<http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm>

## **PRESENTING YOUR POSTER**

1. Traveling to the meeting
  - Your poster can be cut down into smaller panels for travel, and then assembled on the tack board before the poster session.
  - Oversized posters can be done on light weight paper, rolled up and carried in a tube.
  - Carrying cases are available from art supply stores.
  - If you are flying to Canada from any other country, contact your airline carrier ahead of time to confirm whether you can carry your poster (in a tube) on the plane or if you have to check it.
2. Handy supplies include
  - push pins in a color that matches your poster; and
  - tape and scissors for minor repairs.
3. Rehearse for your presentation
  - Know what you want to emphasize about your findings and/or methods.
  - Know the organization of information on your poster so you can point to significant parts of it as you converse with viewers – without turning your back on them or blocking their view.

### **POSTER PRODUCTION and PRINTING:**

SGIM is partnering with FX Reprographics, a Chicago-based printing company, for a third year. We offer this as a service to poster presenters should they wish to take advantage of what might be considered very competitive pricing. Presenters are welcome to have their posters produced however they wish. *Using FX Repro is not required, it is merely an option.*

#### **Printing Services**

**Order by April 14:** poster printing will cost \$88.00  
**April 15 – April 21:** poster printing will cost \$113.00

**After April 21 - Onsite Printing:** FX will also be on-site during the conference for any last minute printing requirements. Onsite poster printing will cost \$200.00

*THESE PRICES INCLUDE ONE ROUND OF MINOR EDITS. DO NOT SEND A POSTER FOR PRINTING UNLESS AND UNTIL YOU HAVE FINALIZED ITS CONTENT.*

#### **Design Services**

FX will create your poster from a PowerPoint slide for an additional \$75.00 (price includes up to two rounds of edits). This service is only available if your contact FX Repro by April 14, 2006.

**Deadlines:** There will be no exceptions to the deadlines published regarding pricing.

#### **Prices:**

Prices include delivery to the Sheraton Centre Hotel; they do not include any applicable sales taxes.

More information is on the FX website:  
<http://www.fxprints.com>, and click on SGIM.

#### **Questions?**

Email: [pshelton@fxwb.com](mailto:pshelton@fxwb.com) or Call (224) 628 0260