

# Poster Guidelines

## for 2024 IAMU Conference



Posters will be displayed in the main conference center through the entire conference. It is expected that at least one of the authors will stand with the poster during each of the coffee breaks as follows:

- 15:00 on Wednesday 9 October
- 09:00 and 15:30 on Thursday 10 October
- 12:00 on Friday 11 October

As such, posters need be designed to “stand alone” because authors will be available for Q&A with interested audience members.

The following are some guidelines for creation of posters:

1. **Size and Orientation:** Posters should portrait-oriented and of a size roughly two to three feet (0.6 to 1.0 m) wide and three to four feet (1.0 to 1.33 m) tall.
2. **Title and Authors:** Include a short concise title across the top of the poster (in at least 96-point font to be legible at a distance). The author and affiliation information should be provided beneath the title in small font.
3. **Layout:** The poster may be divided into columns (no more than two or three). Incorporate visuals (e.g., images and figures) to break up text and enhance visual appearance. Maintain roughly 35% blank space to avoid overcrowding. Ideally, an interested audience member should be able to scan the poster in 3 to 5 minutes.
4. **Content:** Avoid excessive text and use bullet points where appropriate. Use headings to organize sections such as Abstract, Methods, Results, and Conclusions. Ensure all text is legible from a distance of 3 to 5 feet (at least 24-point font).
5. **Graphics:** Use high-resolution images (at least 300 dpi to maintain clarity). Avoid low resolution images or screen shots as they may become pixelated. Resize graphics without distorting or stretching.
6. **Fonts and Text:** For better readability, consider using sans serif fonts (e.g., Arial, Helvetica) for title and headings and serif fonts (e.g., Times New Roman) for body text. Use sentence case and avoid using all capital letters. Use text enhancements sparingly.
7. **Colors:** Select a plain, solid background. Choose 2-3 consistent colors to unify the poster design. Use strong primary colors and avoid overly bright or distracting hues.
8. **Presentation:** Prepare a “poster pitch” that summarizes your research in a clear, concise, and captivating way. Be prepared to explain key points, listen for feedback, and answer questions. Consider having a QR scannable code or handout available for interested audience members.
9. **Printing:** You are welcome to print your poster anywhere and carry it to the conference. Alternatively, for those interested, we will provide instructions on how to print posters locally in Massachusetts (for a fee) and we will arrange delivery to the conference location.