



Hypertension

Poster Guidelines

General Information

A poster presentation consists of a visual display of research highlights on a fiberboard background combined with a question-and-answer period. The content of an effective poster presentation should be direct, focused and concise. Investigators are required to be available for a specified period to discuss methods and results with interested visitors and colleagues. Your confirmation letter provided the date(s) and time(s) of your presentation(s), as well as your presentation number.

The poster should remain in place for the entire scheduled poster session (see schedule below). The poster board number should correspond with the pre-assigned Presentation Number printed in the final program and provided in your confirmation letter. The final program, which will be included on the conference website and distributed at the conference, provides detailed information.

Moderated Posters

Hypertension 2024 will be offering moderated posters sessions during poster session 2 on Friday morning. **If you were selected to present a moderated poster, please refer to your acceptance notification for the specific timing on the moderated portion of the session. You must be present at your poster throughout the entire attendance time listed below.**

Abstracts selected for a Moderated Poster presentation will be part of a “guided audio tour” of selected presentations. A moderator will be assigned to the session in which you are presenting and will lead each presenter through an engaging discussion of the research. Headsets will be provided to attendees and limited to approximately 25 for each session. These sessions will take place in the same room as the other posters. Please prepare a brief, three-minute overview of your poster with the remaining two minutes for moderated question and answer. **You may be the first or last presenter depending on your assigned presentation number.**

It's essential that you remove your materials immediately after the end of your presentation because the room will be cleared then to make room for the next poster session or other conference activities. Please remove and discard your poster if you don't want to keep it.

Poster Session Date	Presentation Time	Attendance Time	Set-up Time	Take-down Time
Poster Session 1, Thursday, Sept. 5	5:30-7 p.m.	5:30-7 p.m.	1-5 p.m.	7:30 p.m.
Poster Session 2, Friday, Sept. 6	9 – 10:30 a.m.	9 – 10:30 a.m.	7:30 – 9 a.m.	12:00 p.m.

Failure to present deprives the audience and leaves a space in the program that might have been filled by another presenter. Due to the competitive nature of the program, any unexplained absences may result in the American Heart Association refusing to consider your abstracts at future meetings.

REMINDER! Include all author disclosure information in your poster. Ensure that it's visible to attendees viewing the poster.

Hypertension 2024 Scientific Sessions will offer ePosters again this year to extend the reach of our poster presenters' research. Poster authors are encouraged to submit a single or multi-page electronic version of their poster file to complement their printed poster. **Note that all poster presenters must register and attend in person to present their poster. ePosters are meant to complement the face-to-face program.**

You gain greater and long-term exposure and visibility for your poster by making it available online as an electronic file *in addition* to your printed poster. All posters in the Poster Hall will be provided a corresponding QR Code on the poster board. This will allow the opportunity to scan the code with a smartphone or camera-equipped tablet to view the ePoster, along with the abstract, and any audio narration or video (if provided by the author). Instructions for uploading your ePoster and other media will be emailed to you in the coming weeks from upload@scientificposters.com.

Poster Printing

The AHA offers discounted poster printing through our preferred poster service provider, Digital Acumen. We recommend you take advantage of the easy and convenient service to have your poster printed, shipped to the meeting and hung on the poster board for you. Further information will be emailed to you in the coming weeks from upload@scientificposters.com.

Both ePoster files and poster print files are uploaded through the same link that will be emailed to you with your login credentials.

Please check your Spam/Junk filter if you do not see the emails in your inbox.

Suggestions on Design

Materials and Production

A poster is an artistic expression of scientific data. Posters usually have eye-catching — and simple — drawings, diagrams, graphs and/or photographs with clean and attractive layouts.

Listed below are suggestions that you may find helpful in developing your poster presentation.

A. Other Sources for Design and Production

1. Art department at your institution
2. Commercial art schools
3. Commercial artists

4. Graphic designers
5. Advertising agencies

B. Materials

1. Background materials
 - a. Color sheets and film overlays
 - b. Matte and glossy surfaces, most self-sticking brands - Pantone color paper, Pantone, color/tint overlays, chartpak
 - c. Hot press illustration board - very smooth, less absorbent surface than regular grade

C. Printing and Drawing

1. Color keys
2. Computer systems that generate large, readable type
3. Professionally set type
4. Press type (rub on)
 - a. Geotype, Letraset, Chartpak, Format
 - b. Border tapes (rub on) - Same brands as above

D. Readability of Posters

Poster sessions for presenting medical/scientific papers are viewed by a large audience. To accommodate a group at a poster presentation, the size of the lettering (type) must be large enough to be legible at a distance of approximately 6 feet (1.8m).

The six best color combinations to use in preparing artwork are listed below. Remember, the key is choosing contrasting colors and shades. Simple use of color can add emphasis effectively.

1. Black on white
2. Red on white
3. Green on white
4. Blue on white
5. White on blue (no diazo)
6. White on black

If the presentation is typeset, choose a typeface (design of the type) that's simple and clear (Helvetica, for example). The weight of the type (the thickness of each letter) should be medium or bold.

The size of the type is measured in "points." To be legible at a distance of 8 feet, the minimum type size should be 30 points. Below are suggestions of type for viewing at various distances.

To be legible at:

Use:

8 feet	30 pt. M
10 feet	48 pt. M
14 feet	72 pt. M

Instructions for Poster Presentation

Your presentation should contain succinct headings that organize and logically display the information. Graphics should be explicit and brief. Elaboration is best done verbally — as if it were an oral presentation using slides. A short, legible Introduction and a Summary of Conclusions are essential.

The poster display should focus on:

- Hypothesis or Objectives
- Methods
- Results or Outcomes

The area for displaying poster materials is 4' high X 8' wide, less a 2" frame on all four sides. The surface is fiberboard contained in a 2" wide frame and firmly supported on "A frame" legs. The display stands approximately 7' high.

A card providing the Presentation Number and QR Code will be placed in the top right corner of the board.

All illustrations (figures, tables, diagrams, equations, etc.) should be developed beforehand. Keep text and figure legends explicit and brief. Illustrations must be read from distances of approximately 4'. Charts, drawings and illustrations should be similar to those you would use in making slides.

Velcro and pushpins will be provided to mount your poster materials. Do not mount your presentation materials on heavy poster boards because they may be difficult to keep in position.

Do not write or draw on the poster board surface.