



Strategic Network Annual Meeting Poster Guidelines

General Information

A poster presentation consists of a visual display of research highlights on a fiberboard background combined with an interpersonal question and answer period. The content of an effective poster presentation should be direct, focused, and concise. Fellows and/or Trainees are required to be available for a specified period of time to discuss methods and results (if applicable) with interested visitors and colleagues. Include all authors' disclosure information and ensure that it is visible to attendees viewing the poster.

IMPORTANT NOTE! If there has been no prior publication to date, fellows/trainees are permitted to present an embargoed poster at the closed Strategic Network Annual Meeting.

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 -- just 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.

Poster Size can be up to 4ft high and 7.5ft wide. Keep text and figure legends explicit and brief. Illustrations must be read from distances of approximately 4 ft. (1.2 m) to 6 ft. (1.8 m). Charts, drawings and illustrations should be similar to those you would use in making slides.

Suggestions on Design

Materials and Production

A poster is basically an artistic expression of scientific data. Posters usually have eye-catching -- yet 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 - 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. For printing and drawing

1. Color keys
2. Computer systems that are capable of generating large, readable type
3. Professionally set type
4. Press type (rub on)
 - Geotype, Letraset, Chartpak, Format
 - 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 single poster presentation, the size of the lettering (type) must be large enough to be legible at a distance of approximately six feet (1.8m).

The six best color combinations to use in preparing art work 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 is particularly simple and clear (Helvetica, for example). The weight of the type chosen (the thickness of each letter) should be medium or bold.

The actual size of the type is measured in "Points." To be legible at a distance of eight feet, the minimum type size used 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**

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.

Pushpins will be provided to mount your poster materials. Do not mount your presentation materials on heavy poster board because they may be difficult to keep in position.

Do not write or draw on the poster board surface.

E. AHA Funded Research Core Graphic

Guidelines to have printed on Poster:

Acceptable Size: minimum of 3 in tall when printed (keep aspect ratio consistent)

Placement of Label: lower right corner

Color: consistent as displayed



American Heart Association®

Funded Research

We encourage Poster Presenters to display this label when presenting AHA Funded Research.