



# EPI|LIFESTYLE <sup>2|0</sup>/<sub>18</sub>

## 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. Investigators are required to be available for a specified period of time 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 time of the 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 conference program (which will be included on the conference Web site and distributed at the conference) will include the detailed information for each presentation as well as copies of the abstracts.

**It is essential that you remove your materials immediately after the end of your presentation time because the room will be cleared at that time to make room for the next poster session or other conference activities. We kindly ask you to remove and discard your poster if you do not want to keep it. If a poster is not removed at the end of the poster period, the AHA staff will assume that the presenter wants the poster material discarded.**

Poster Session Date	Poster Session and Attendance Time	Moderated Presentation Time	Set-up Time
Poster Session 1 Tuesday, March 20	5:00 PM – 7:00 PM	5:30 PM – 6:30 PM	2:00 PM – 4:45 PM
Poster Session 2 Wednesday, March 21	5:00 PM – 7:00 PM	5:30 PM – 6:30 PM	2:00 PM – 4:45 PM
Poster Session 3 Thursday, March 22	5:00 PM – 7:00 PM	5:30 PM – 6:30 PM	2:00 PM – 4:45 PM

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 any future meetings.

**REMINDER! Please include all authors' disclosure information in your poster. Please ensure that it is visible to attendees viewing the poster.**

**Again this year, we will be offering ePosters 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.**

### ePosters and 2D barcodes

EPI/Lifestyle is offering ePosters, including 2D barcodes. Gain greater and long term exposure and visibility to your poster by making it available online as an electronic file. All posters in the Poster Hall will be provided a corresponding 2D barcode on their poster board. This will allow the opportunity to scan the

barcode with a smartphone or camera- equipped tablet and view the ePoster (electronic version of the poster), 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 January from [upload@scientificposters.com](mailto: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 for you. Further information will be emailed to you in January from [upload@scientificposters.com](mailto:upload@scientificposters.com).

**Both ePoster files and poster print files are uploaded through the same link that will be emailed to you with your log in credentials by late January.**

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 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)
  - 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 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**

### ***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.

**A card providing the Presentation Number and QR Code will be placed in the top right-hand 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.

Pushpins and velcro 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.