



INTERNATIONAL CONGRESS POSTER GUIDELINES

A poster is a visual presentation of your research or clinical project. It should address one central question. State the question or hypothesis clearly in the poster and use your presentation to provide a clear message. Poster sessions are an effective way to stimulate discussion among investigators and clinicians with similar interests and allow spontaneous exchange in a way that is not possible in the traditional platform presentation.

How your poster will be mounted:

The area for displaying poster materials is 4 feet high by 4 feet wide. The poster boards you will be displaying your work require you to use Velcro or push pins to set your poster up. **Please do not exceed the 4 feet by 4 feet space allotted!** The final program, which you will receive at the meeting, will have individual poster assignment numbers for each poster that corresponds with a poster board. Please mount your poster next to your number.

You may bring your poster already assembled, or you may bring items to be individually posted.

For convenience, the [UPS Store Business Center](#) onsite at the Baltimore Marriott Waterfront Hotel has extended a special 50% off discount for 2018 Congress attendees! The discounted price would be \$7.50 per square foot + tax. If you wish to use their printing services, you will need to submit the file at least 5 days in advance to get that pricing. The file must be in a PDF save with the measurements that you want, along with a credit card authorization and order form (attached).

All you have to do is email the UPS store your print file at print6266@theupsstore.com and they will have it ready for you once you arrive on site! Please feel free to contact the [UPS Store Business Center](#) at 410-895-1806 and mention the 2018 International Congress for Integrative Medicine & Health special discount, should you have any questions.

Further Information

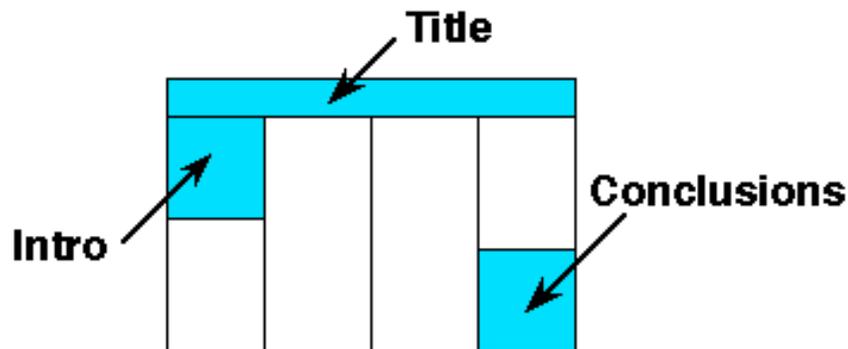
The lettering for your title should not be less than 1 inch (2.4 cm) high. A copy of your abstract (300 words or less), in large typescript, should be posted in the upper left-hand corner of the poster board. **Do not mount illustrations on heavy board because these will not mount on the display boards provided.**

Bear in mind that your illustrations will be viewed from distances of 3 feet (86 cm) or more. All lettering should be at least 3/8 inches high (1 cm), preferably in a bold font, or if hand-lettered, written with a regular felt-tip pen (not fine-point). Be sure to provide clear labels for each section of your presentation.

It's helpful to provide a handout of your poster that includes your full contact information.

Title and Author

The title of your poster presentation and your name should be made in very LARGE type so that viewers can easily see the subject matter of the poster and its author from a distance (*at least 1" lettering, or 36 point font*). The title, author's name, and author's affiliation are usually placed at the top and in the center of the poster board.



Content

Posters usually have a similar structure to a research paper or journal article: an **abstract**, **introduction** (i.e., brief rationale or review of relevant research), **method** section, **results** section, and a **conclusion** or summary. You might also want to list key **references**. If your poster is more clinically oriented you may decide to use a different format, but breaking things down into clear sections with headings will help your colleagues understand your poster easily and quickly.

Keep your text to the bare essentials and stick to the most important ideas. You can convey details via discussion when you are standing by your poster.

Format

- Use bullet points to simplify sections like the introduction and conclusions.
- Use large type, such as 36-point type for section headings, and 24-point type for text. Never use type smaller than 18 point for any reason.
- Make use of underlines and **boldface**.
- Use graphs and figures whenever possible. Make your poster visually pleasing and attractive.
- Programs like MS PowerPoint can be helpful in making your poster.

Materials

You can print your poster on manuscript paper that you can get enlarged at a copy store (**no larger than 48 inches tall and 48 inches wide**). If you choose this option use the "column" and "border" options in your word processor to organize sections, and use landscape orientation and a small font (12 pt for the title, 8 pt. for the text). Use color (muted colors are best for the background, bright colors are OK for borders) in your poster.

What makes a successful poster?

Successful poster presentations are those which achieve both coverage and clarity.

Coverage: Have you provided all the obvious information? Will a casual observer walk away understanding your major findings after a quick perusal of your material? Will a more careful reader learn enough to ask informed questions?

In addition to a title/author label and abstract, most successful posters provide brief statements of introduction, method, subjects, procedure, results, and conclusions. Ask yourself, "What would I need to know if I were viewing this material for the first time?" and then state that information clearly.

Clarity: Is the sequence of information evident? Indicate the ordering of your material with numbers, letters, or arrows, when necessary. Is the content being communicated clearly? Keep it *simple*. Place your major points in the poster and save the nonessential but interesting sidelights for informal discussion. Be *selective*. Your final conclusions or summary should leave observers focused on a concise statement of your most important findings.

For additional assistance, here is a great resource: <http://colinpurrington.com/tips/poster-design>

If you have any questions, please feel free to contact Consortium staff at 703.556.9222 or congress@imconsortium.org.

We look forward to seeing you in Baltimore!