



MSPR POSTER PRESENTATION GUIDELINES

Poster presentations provide an opportunity for interchange of ideas between the presenter and audience interested in his/her study. The poster should be outlined so the research can be understood without an oral explanation as a poster may also be viewed when the author is not present.

Important: Participants are responsible for bringing their own completed poster boards. MSPR will not be printing posters on-site.

In Madison:

Posters will be presented Thursday morning from 8:00-9:30am (odd # posters from 8:00-8:45am and even # posters from 8:45-9:30am). Sessions will be held in the Best Western Plus InnTowner Hotel, Ameche Ballroom. Presenters should remain by their posters during the active viewing time specified and discuss research personally with interested individuals.

Set-Up: Each poster board is numbered sequentially in the session. Presenters should locate their assigned poster board and mount their poster within the designated time frame (between 7:15 and 8:00am). Pushpins will be provided in the area.

Take-Down: Please disassemble posted materials at the end of the poster viewing time. **Any materials left on the poster board at the end of the session will be removed and discarded. MSPR will not be responsible for posters left at the end of session.**

Design:

Poster Board Dimension: Surface of the Board: 40"x 60". Note: poster must fit on the board but does not have to be the same size as the board. Preferred orientation: Landscape

Header: Prepare a headline that identifies your research to be mounted at the top of the poster board. Lettering should be 1.5 in. [3.81 cm] high or more. Include authors and their affiliations under the header.

Organization: The key is to achieve **clarity** and **simplicity**. Do not overload or crowd the poster. Use a coherent sequence (top to bottom or left to right) to guide the viewer through the poster. Keep text brief and use figures, tables, graphs, and photographs when appropriate. It may be helpful to have materials pre-mounted on mounting boards. **All materials should be legible from a distance.**

Typography: Font should be consistent throughout. Avoid using abbreviations, acronyms, and jargon.

On-Demand:

As a Poster presenter you will upload a single PDF of your poster to the online platform in addition to you presenting in-person.

Poster Requirements

- The Poster must be a one-sided, single page PDF file.
- Slide ratio 16:9 in landscape is preferred.
- No animation or videos.
- Tables and images should be large enough for audience viewing.
- You should not include any copyrighted images.

PLEASE NOTE: There is no expectation that your poster content will be identical to what you present in-person in Madison!

Completion: Ask yourself:

- ① What do I want the viewer to remember?
- ② Is the message clear?
- ③ Do important points stand out?
- ④ Is there a balance between words and illustrations?
- ⑤ Is the pathway through the poster clear?
- ⑥ Is the poster understandable without oral explanation?

If you have questions, contact MSPR at info@midwestspr.org.