

POSTER GUIDELINES
AMERICAN STROKE ASSOCIATION INTERNATIONAL STROKE CONFERENCE 2008

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.

SET-UP/TEAR-DOWN:

All posters are to be displayed on Wednesday and Thursday. We ask your cooperation with this viewing schedule.

All posters should be mounted on Wednesday, February 20 between 7:00 AM and 9:00 AM.

All posters should be dismantled on Thursday, February 21 between 7:30 PM and 9:00 PM. You may not remove your poster prior to 7:30 PM. All materials MUST be removed no later than 9:00 PM. Poster materials left after this time will be discarded. The American Stroke Association will not be responsible for materials left in the Hall after this time.

PRESENTATION PERIOD: The Final Program will include the dates for all poster sessions, an individual poster assignment number for each poster that corresponds with a poster board and a specified 2-hour period when you are required to remain at your poster. Your presentation time will be 5:30 PM – 7:30 PM Wednesday, Feb. 20 or Thursday, Feb. 21.

During the assigned poster presentation time, we ask you to attend your poster for the 2-hour period. If you have more than one poster to present, it is your responsibility to identify a co-author to present as necessary.

Attended Poster Session/Receptions

Poster Session I/Reception
Wednesday, February 20, 5:30 PM - 7:30 PM

Poster Session II/Reception
Thursday, February 21, 5:30 PM - 7:30 PM

The poster hall will be open from 9:00 AM – 5:30 PM on both Wednesday, February 20 and Thursday, February 21 to all conference attendees for poster viewing (not attended); therefore, the set-up/tear down times are a requirement of presentation.

NOTE: 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 Stroke Association refusing to consider your abstracts at any future meetings.**

PUBLICATION: International Stroke Conference and State-of-the-Art Stroke Nursing Symposium abstracts will be published in the February issue of *Stroke: A Journal of the American Heart Association*, which will be mailed to journal subscribers and available for purchase to all other attendees on site. ASA Initiative abstracts will not be published. **Requests for withdrawal of an abstract (for both the International Stroke Conference and State-of-the-Art Stroke Nursing Symposium) must be received in writing by November 9, 2007 to avoid publication in the Final Program and *Stroke: A Journal of the American Heart Association*.**

STORAGE: An unattended poster storage room will be provided in the poster hall. Presenters may store their materials in this room before and after presentations, but AHA staff will **not** be responsible for stored material. Do not leave valuables in this storage area.

PREPARING YOUR POSTER

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 and legible "Introduction" and a "Summary of Conclusions" are essential.

The poster display should focus on:

- Hypothesis or Objective
- Methods
- Results or Outcomes

Poster boards are 4 ft high x 8 ft wide (1.2 m high x 2.4 m wide) less a 2 in (5 cm) frame on all four sides. The surface is **fabric-covered** fiberboard contained in a 2 in (5 cm) wide aluminum frame and firmly supported on “A frame” legs. The display stands approximately 7 ft (2.1 m) high.

All illustrations (figures, tables, diagrams, equations, etc.) should be final before arriving at the Poster Hall. 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.

Pushpins will be provided to mount your poster materials. Do not mount your materials on thick poster board as it may be too heavy for pushpins. Scissors, tape, Velcro and felt-tip pens will be available in the poster area for your use. Do not write or draw on the fiberboard or use adhesive putty.

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.

Sources for Design and Production

- Art department-your institution
- Commercial art schools
- Commercial-artists
- Graphic designers
- Advertising agencies

Background Materials

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

Printing and Drawing

- Color keys
- Computer systems that are capable of generating large, readable type
- Professionally set type
- Press type (rub on)
- Geotype, Letraset, Chartpak, Formatt
- Border tape (rub on) - same brands as above

Readability of Posters

Poster sessions 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 6 feet (1.8m).

The 6 best color combinations to use are listed below. Remember the key is choosing contrasting colors and shades. Simple use of color can add emphasis effectively.

- Black on white
- Red on white
- Green on white
- Blue on white
- White on blue (no diazo)
- White on black

Choose a typeface that is simple and clear. 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.” Below are examples of type size for viewing at various distances.

To be legible at:	Use:
6 feet	30 pt.
10 feet	48 pt.
12 feet	60 pt.
14 feet	72 pt.