AMERICAN COLLEGE of SPORTS MEDICINE®
LEADING THE WAY

INSTRUCTIONS - FOR POSTER PRESENTATIONS
SEACSM Conference

INSTRUCTIONS FOR POSTER PRESENTATIONS:

1. The display board surface is 4 feet (1.2 meters) high and 6 feet (1.8 meters) wide. The title, author(s) and institution are to be prominently displayed across the top border with lettering height between 1 and 2 inches (2.5 to 5.0 cm).

2. Poster displays must include the **ABSTRACT** (in the upper left hand corner) and other **TEXT NARRATIVE**. Depending on the focus of the research, one also typically includes some or all of the **TABLES, FIGURES, ILLUSTRATIONS, PHOTOGRAPHS,** and **LEGENDS**. These materials will be viewed from about 3 feet distance, so choose large type or print font and points that can be read from that distance without the use of binoculars. One example that works well: a Times font in 18 point that results in 11 characters and spaces per horizontal inch, and 4 lines per vertical inch.

3. There are many effective materials to use for your display, ranging simply from paper, to paper and photographs mounted on thin poster board, to having the entire display printed on a 4' x 8' scroll. Avoid mounting material on thick or heavy backing, as the push pins will be unable to secure it to the display boards. Although push pins will be available on-site, you are advised to bring your own pins.

4. Include and arrange your material so a coherent and straight-forward story is told without your presence. Emphasize the most important points and avoid overwhelming the viewer with too much detail. Specific recommendations include:
   - In the **INTRODUCTION** - *briefly* summarize the necessary background that led to this work, clearly identify the purpose or specific aims of the present experiment, and identify the questions asked or hypothesis(es) tested.
   - Provide sufficient detail of the **EXPERIMENTAL DESIGN** and the **METHODS** employed to do the work, including number and necessary demographics of the human or animal subjects studied.
   - **RESULTS** can be effectively presented by table, figure, illustration and/or photograph. Make each stand on its own, so the viewer doesn't have to refer elsewhere on the display to understand the important message(s). For each table, figure, etc., a lucid **INTERPRETATIVE LEGEND** will go a long way in highlighting and *briefly* discussing the essential points.
   - **SUMMARY AND CONCLUSION** - *briefly*, what are the vital "bottom lines" of your work.
   - **ACKNOWLEDGMENT** - identify funding source(s), institutional support, individuals who have contributed significantly but who are not listed as authors, etc.

- Consider distributing a **HANDOUT** during your presentation time if there is need for exchange of large data sets or other details.

5. In addition to the need for large and dark lettering (see #2 above), other fundamentals are in order:
   - Keep tables and figures simple and uncluttered.
   - Strong visual contrast is a must. Many people have difficulty distinguishing closely related colors, like green from blue, or among subtle shades of a primary color, particularly against incompatible background colors. Up to 10% of the people who view your work will have some degree of color blindness.
   - Most graphic software programs have innumerable options for color and symbol shape. Although many are terrific options, it may also be the case that other choices, which look reasonable on your computer screen, will be ineffective when printed. Depending on your specific needs, don't forget that there is much to be said for using large and unique symbols or shading patterns to distinguish groups and conditions, with a more sparing use of color to make these distinctions.

6. Carry your poster as carry-on luggage; don't entrust it to checked and sometimes delayed/missing baggage.