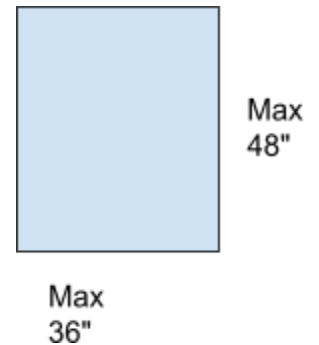# 2024 Poster Guidelines

(For Professional Attendee Posters and Student Capstone Project Posters)

Logistics

Display: _The poster will be VERTICAL i.e. Portrait Mode_. Maximum **poster size is 36"w x 48"h** (including margins and overhangs).   The posters are to be attached with Velcro (we can provide Velcro dots to attach to the posters)—no pins, tape, or binder clips are allowed.

Max 48"

Max 36"

Poster Session: Posters will be the only format in which you will present your paper (or student project) since there will be no podium presentations. Posters will be on display throughout the conference, but authors/students will be "assigned" to a specific poster session in which they will be available to discuss their work.

Content

Posters are for facilitating a conversation about your work. So, avoid representing your work as simply reformatting your paper to fit on a poster. Be sure to provide a one-sentence overview of the poster concept to engage your audience quickly. Fostering dialogue about the poster will bring a greater understanding of your project and allow varied-interest-level audiences to learn about it.

Word count is important. Limit the word count to fewer than 500 words for the whole poster; the abstract should be fewer than 50 words. Restrict the citations to the elements included on the poster. As with a paper, you want your sections of content to link together; additionally, link your content to photos, captions, and graphs to encourage more dialogue.

Design

Less is more. To maximize impact, use blank spaces, easily readable headings, large text, and color schemes that promote interpreting images, photos, graphs, and symbols. Light backgrounds use less ink and are great for contrast.

Color matters. What you see on the screen is not always what prints! Do a draft print to verify color and layout.

Feedback helps with poster design, content, and presentation skills. Ask for feedback!

Printing

You are responsible for printing your poster. If you wish to print your poster locally, a FedEx Office Print & Ship Center is nearby at 2010 Cumberland Ave, Suite 4, Knoxville, 37916. The approximate cost of printing is $70. You can submit prints via their website ahead of time at https://www.office.fedex.com/default/posters.html

Additional resources with helpful tips for creating posters:
http://colinpurrington.com/tips/poster-design