



Professional and Student Poster Guidelines

This is an informational guide to aid in the development and delivery of your poster presentation. Any questions related to posters may be directed to AnnualMeetingProgram@DIAglobal.org.

Poster Overview

Posters (just like infographics) are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. A poster is a mixture of a brief text mixed with tables, graphs, and pictures.

Poster Design

Size and Layout

Presenters must prepare a poster to fit a usable space of 7.5ft (L) x 3.5ft (H). Poster boards are 8ft (L) x 4ft (H). All posters must be horizontal. Below is a suggested arrangement for poster layout.



Text

- Important information (i.e., abstract title) should be readable from approximately 10 feet away
- Word count should be between 300 to 800 words
 - Text should be clear and concise
- Use of bullets, numbering, and headlines make text easy to read

Graphics

- Neutral or gray colors work best for poster backgrounds
- Use bright colors that are easily readable
- Avoid using multiple different font colors and styles
- Images should be printed at a resolution of at least 120 pixels per inch (ppi)
 - Reminder that images that look good online may not be high enough resolution to look good in print at the size you want them to be

Resources

There are many online design templates - both free and low-cost! Below are a few of our recommended resources.

- **Canva:** With over 2 million icons, illustrations, and stock photos, you'll be sure to find something you can use! Free templates are available to help you get started and try out the platform
- **PowerPoint:** For those wary of new technology, PowerPoint offers custom shapes and SmartArt to guide your design

Poster Disclosures

- All poster presentations must be noncommercial and scientific in nature. Poster presentations may not be used as a marketing opportunity.
- Any mention of drug products must be limited to generic names, and not include logos or brand names in any area of the poster, including poster titles and handouts.
- Presenters must include author disclosures on the poster.

Example: Author(s) of this presentation have the following to disclose concerning possible financial or personal relationships with commercial entities that may have a direct or indirect interest in the subject matter of this presentation:

John Doe: Nothing to disclose

Jane Brown: Consultant – Apex Pharmaceuticals

Carl Jones: Nothing to disclose

Michael Smith: Member – ABC Speaker's Bureau

On-Site Expectations

Posters are in the Exhibit Hall, in the Pennsylvania Convention Center. Poster presenters **must** pick up their name badge and poster presenter ribbon at Speaker Registration before setting up their poster.

Posters should be mounted on the assigned poster board during the set-up hours. Posters remain on the boards for the full day assigned. Posters must be removed at the end of your scheduled day. Any posters that are not removed are not the responsibility of DIA or the Convention Center and will be discarded.

Note: See below for poster set-up, removal, and presentation times. Refer to your notification letter for your specific presentation time.

DIA will provide the following for poster presentations:

- Freestanding 8ft (L) x 4ft (H) poster board
- One chair
- Push pins

Suggested items to bring:

- Presenters are encouraged to prepare 25 copies of their poster and/or abstract for attendee distribution at the meeting.
- Business cards for distribution and for networking opportunities.

Shipping

The presenter must organize shipping arrangements if needed. DIA will be unable to ship or store any material. **DO NOT SHIP YOUR POSTER TO THE CONVENTION CENTER.**

Poster Hours | Dates TBD

PDF Upload | Date TBD