



74th Tobacco Science Research Conference

INSTRUCTIONS FOR THE PREPARATION OF POSTERS

Each poster display should not exceed 36 inches (91cm) in height and 48 inches (122cm) in width. Suggestions for the preparation and presentation of your poster are provided below.

The presenting author of each poster is responsible for the proper assembly, mounting, and presentation of the poster. Pushpins will be made available on site for mounting the poster to the display surface.

At the top of the poster there should be a label stating the title, authors, and authors' affiliations. A logo for author affiliation(s) may be used, but advertising material should not be used. The letters of the title should be at least 2" (5cm) high and other letters in the title strip should be at least 1" (2.5cm) high. All poster material should be confined to the space provided but should be large enough to be read easily from a distance of several feet (1-2m). It is recommended that a 20 point or greater font size be used for the body of the poster.

Suggested Guidelines:

1. In planning your presentation, remember that the material should be easily read and seen, and that it should be understandable without oral explanation.
2. Aim for clarity and simplicity. Make an initial rough layout (see diagram attached) and plan your layout BEFORE you get to the conference.
3. A good poster is like a good presentation. The objective of the work should be stated. Experimental details should be concise. Tables should be clear and easily read, and conclusions should be clearly stated.
4. Avoid the temptation to overload the poster with excessive text and data. Where possible, organize table and figures chronologically in vertical progression.

THE POSTER

