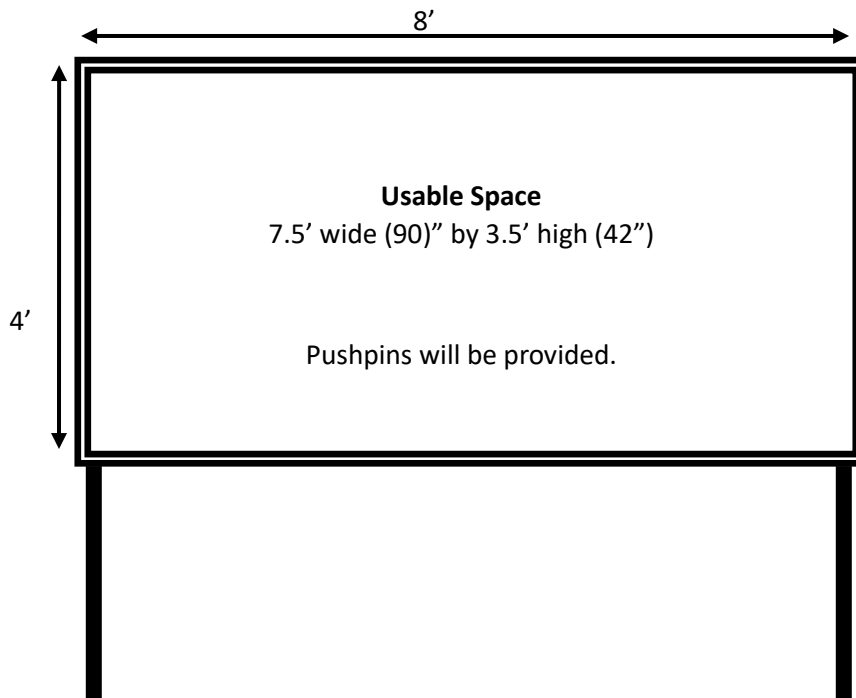


## Poster Display Guidelines

A poster consists of a graphic display of the author's research or program. You may illustrate study findings or program outcomes using graphs, photos, and text. Each poster will be displayed for the duration of the event.

- The poster board surface area is 8' wide by 4' high. The recommended poster dimensions are 48" wide by 36" high, but please do not exceed the usable space which is 7.5' wide (90") by 3.5' high (42").



## Poster Design and Development

The objective of a poster presentation is to display research or program clearly and simply in a visually appealing way. The content of an effective poster presentation should be focused and concise.

- Proper acknowledgement must be included, and a template bearing the logos and approved text is attached in this email. **This wording already has BCBS Foundation approval.**
- Write your presentation as concisely as possible. Charts, drawings, and illustrations should be similar to those you would otherwise use in making slides. Keep everything as simple as possible and avoid "artsy" or overly ornate presentations. Block lettering can be useful to add emphasis and clarity.
- It is recommended that you use the sequence of headers shown in the attached template for the different sections of the poster. Depending on the nature of your work and the progress made, a 'Conclusions' section may (or may not) be appropriate.

## Onsite

- Hang your poster between 8:00 a.m. and 8:45 a.m.
- The use of glue, tape, or staples is not allowed. Pushpins will be provided for you to attach you.
- Do not write or paint on the poster boards themselves.
- Please have someone representing your poster from 12- 1p who can answer questions about your program.
- All posters and materials must be removed by 4:30 p.m.