

POSTER SESSION PREPARATION GUIDE

Objective

The objective of these guidelines is to provide the basic ground rules and useful suggestions to help make your presentation a success. As a presenter in a one-on-one poster session, you have an enhanced opportunity to present technical information to a targeted audience and enter into a two-way exchange of ideas.

A Conferences and Expositions Committee member has been assigned to your session, and is available to assist you in making the one-on-one poster a positive experience.

Written questions/comments received at the poster session will be published with your paper in *ASHRAE Transactions* in the same way questions/comments are published with Technical session papers. Appropriate forms will be available at each session.

Presentation Setup

The ASHRAE one-on-one poster session presentation is scheduled for a two-hour technical session time slot.

Preparing Your One-on-One Poster Session

As a general guideline when preparing your presentation, select the primary points (listed in bullet format) to include objectives, key parts of procedures and methods, results and conclusions. Make sure all material can be easily seen from a distance of 4 to 6 feet.

Photographs, charts, and figures should have clear details, be labeled clearly, and be similar to those in the paper preprint.

Mount your material on simple, colored paper stock. Avoid heavy boards that will be difficult to attach. Try to keep the number of pieces low to facilitate setup of your presentation. An option which works extremely well is to have your entire poster printed on a single sheet of paper through a graphic reproduction facility. Many presentation and graphic programs allow for the creation of oversized documents.

Organizing a Poster

The size of your poster can typically be up to 8 feet wide by 4 feet high. The poster is mounted to a cork presentation board (provided at the Poster Session by ASHRAE). The following guidelines should be used in the development and organization of your poster.

- Title of the presentation is limited to 1 ¼" (125 pt) tall letters.
- Full name(s) of author(s) and company affiliation(s) are to be ¾" (75 pt) tall letters. This heading (title, author(s), and affiliation(s), logo(s) and any acknowledgments (i.e., ASHRAE research project number) should take up an area no more than 8 in. (20 cm) high x 48 in. (120 cm) wide, and appear at the top of the poster.
- Objectives
- Key parts of procedures and methods
- Results
- Conclusions

Note: the only place commercialism is allowed in the poster is in the Title/Author area. The Conferences and Expositions Committee will review all material for commercialism prior to presentation. The ASHRAE policy regarding commercialism is attached for your review. Any commercialism found will be covered/eliminated prior to presentation of your poster.

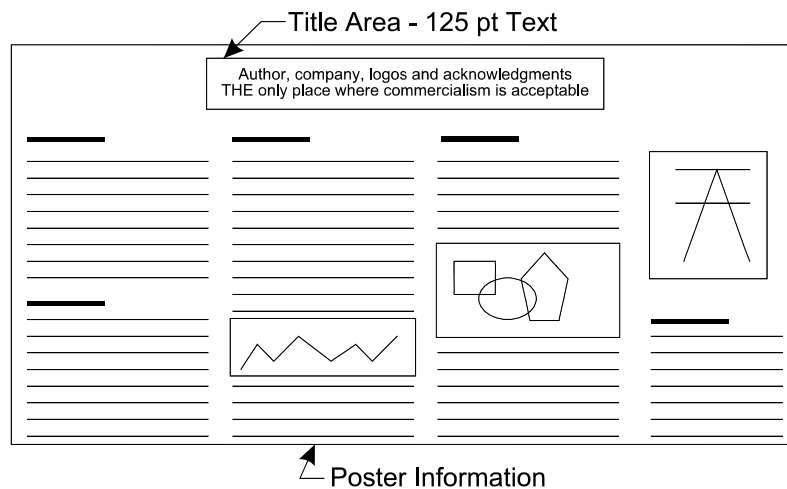
Photos, graphs, charts and figures should be included in the above organization of your poster, particularly within the procedures and methods and results sections.

It is very important to plan carefully for the optimum use of the poster space. Subdivision into sections may be helpful. Comprehension of the poster can be greatly facilitated by mounting all sections in vertical columns. There is no obligation to fill the entire space. The best posters typically are uncluttered and have a good mix of text and graphics.

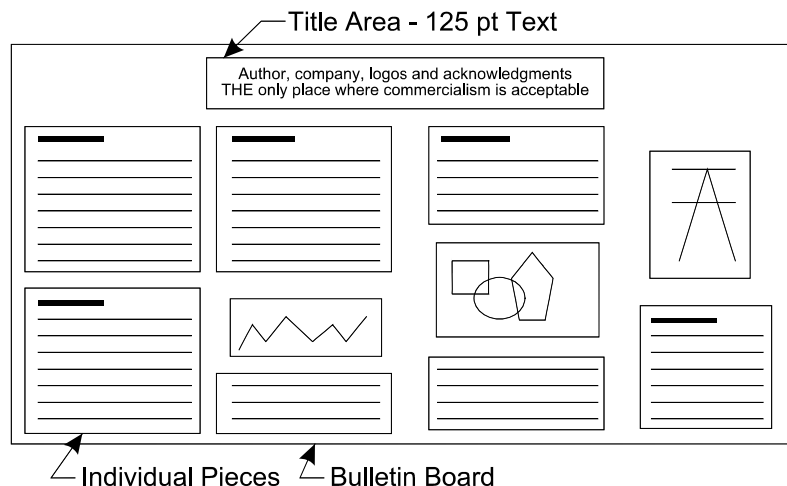
All poster components must be prepared before arrival at the conference. It is suggested that the poster be assembled and viewed by your peers prior to the conference.

Remember, the impression the poster creates will greatly influence the evaluation of the technical content by those attending the poster session.

An example of the poster layout using a single piece of paper, is shown in the following figure.



An example of the poster layout using separate pieces of paper is shown in the following figure.



Text Copy

- Keep text in short, concise, legible statements.
- The smallest font size should be at least ¼" (24 pt) to ensure readability at a distance of 6 feet. Typically Arial or Times New Roman fonts are the easiest to read at a distance.

Organizing Your Presentation

Be prepared to summarize your work in a one- to two-minute talk. Several visitors may want just this brief synopsis; others will want to discuss details with you.

Manuscript

Your poster session manuscript has been accepted and will be published in *ASHRAE Transactions*. Please do not make copies of your paper available to the public, as the paper is for sale at the ASHRAE bookstore.

Best Poster Award

The best poster award recognizes the presenter(s) who displays a clear, well-organized poster which most effectively conveys the technical content of the paper. The Conferences and Expositions Committee members for the poster session will score the posters during the session as well as the author's interaction with the attendees. Please note that the best poster award is a Society-level award and will be presented for the best poster at the next ASHRAE Annual Conference.

The award criteria and scoring method are as follows:

	Points	
	Maximum	Guidance
Presentation	70	
Readability	(15)	Is the poster understandable from a distance of six feet?
Graphics Quality	(20)	Do the charts, graphs, photographs, etc. improve the understandability of the poster?
Organization	(25)	Is there a good mixture of text and graphics arranged so that the flow of information is easy to follow?
Succinctness	(10)	Is it clear, brief and is the information conveyed to the reader?
Author's Presence	30	
Enthusiasm	(10)	Did the author show interest in the presentation?
Knowledgeable	(10)	Did the author successfully communicate the major points of the paper?
Availability	(10)	Was the author present to discuss the paper?
Total	100	

Poster Guidelines at the Meeting – for planning purposes:

- **Setup Day/Time:** Day, date Time

During this time you must set up your poster and have your materials reviewed by a member of the Society Program Committee.
- **Presentation Time:** Day, date Time
- **Dismantling Day/Time:** All posters will be on display until 1:00 p.m. and dismantled by 1:30 p.m.
- **Poster/Space Size:** **You will be provided a 4 ft x 8 ft bulletin board (cork, one-sided) and a 6 ft draped table and chair. Push pins and tacks for attaching materials to bulletin board will also be available for your use.**

SAMPLE SUGGESTED LETTERING SIZED FOR POSTERS:

PAPER

TITLE (125 pt)

SECTION
HEADING (75 pt)

TEXT AND FIGURES (24 pt)