

## **GUIDELINES FOR POSTER PRESENTATIONS**

### **GENERAL CONSIDERATIONS** (subject to alterations)

Although the content of your poster is the most important determinant of its success, your poster presentation can significantly enhance or detract from the impact of your study.

One of the most important considerations in creating an effective poster is its central theme: it is best if it is direct, focused and supported as concisely as possible for maximum visual impact. Condense the theme of your poster so that a casual observer can grasp its overall message within a few seconds and its significant methodology and conclusions within one to two minutes.

### **INSTRUCTIONS TO POSTER PRESENTERS**

1. We ask that you be at your poster to present its contents at the times indicated on page two of these guidelines. These times will appear in the Congress Programme so that participants are informed when you will give your presentation and be available to answer questions and discuss the issues.
2. The display area of each poster board is 100 cm wide and 250 cm high. Each board which is assigned to you will be labelled with your poster number, which will be communicated to you in March 2009.
3. Poster material must be prepared in advance and must be large enough to be viewed from a distance of 90 cm. All posters must be written entirely in the language of your submitted abstract (English, French or Spanish). Lettering should be at least 10 mm high for good visibility.
4. Each poster must have a top banner indicating the title of the paper and the names of the author(s). The characters in the banner must be at least 2.5 cm high.
5. Drawings and graphs should be simple with bold lines.
6. Mount material flat on your poster board with Velcro or double sided tape. It is not possible to use push pins. The use of other materials is strictly forbidden! Please do not make the poster materials too heavy.
7. Do not fold posters: roll them up and carry them in a cardboard container. Do not mail poster presentations in advance; bring them with you to the Congress.
8. The lighting in the poster area will be more than adequate for overall viewing.
9. Do not use films, videos or slides.
10. Authors are responsible for setting up and removing their posters themselves (see below).
11. Congress staff will be on the floor at all times to assist presenters
12. Authors as well as participants are encouraged to visit the poster area at other times to further discuss and exchange ideas with colleagues.

## ICN Congress 2009

Leading Change: Building Healthier Nations  
29 June – 4 July 2009 Durban, South Africa

### Time table

Setting up	08.00 – 09.00 hrs on Tuesday 30 June 08.00 – 09.00 hrs on Wednesday 1 July 08.00 – 09.00 hrs on Thursday 2 July 08.00 – 09.00 hrs on Friday 3 July (Please be aware that the exhibition will close at 13:30)
Attend poster site for discussion with participants.	12:30 – 14:00 hrs on Wednesday 1 July 12:30 – 14:00 hrs on Thursday 2 July 12:30 – 13:30 hrs on Friday 3 July (Please be aware that the exhibition will close at 13:30)
Remove poster material	17:00 – 17.30 hrs on Tuesday 30 June 17:00 – 17.30 hrs on Wednesday 1 July 17:00 – 17.30 hrs on Thursday 2 July 13:30 – 14:00 hrs on Friday 3 July

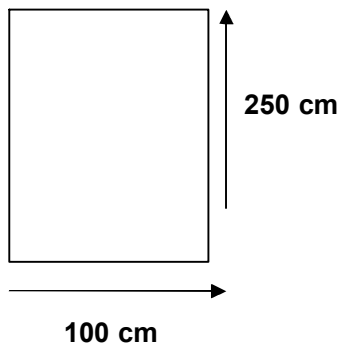
### PREPARING THE POSTER

**Content:** Your poster needs to tell a story by itself as you may not be present all day. Since the most effective poster is a concise one, include only essential data and text.

**Design:** A poster is basically an artistic expression of a scientific idea. Posters should have eye-catching yet simple drawings, diagrams, graphs and/or photographs with clean and attractive layouts. Simple black and white presentations are encouraged; use colour only when necessary for clarity or understanding.

**Size:** The display area has the following **obligatory** maximum dimensions:

- **250 centimetres high**
- **100 centimetres wide**



You may have one poster of this dimension containing all the content you wish to present or you may have posters of smaller dimensions but that together do not exceed a display area or space of 100 cm wide and 250 cm high. Before you come to the congress, be sure that your material fits into a mock-up or model with the poster display area dimensions.

**PLEASE NOTE:** Posters can be placed on the boards from 8.00 hours on your scheduled day.  
Posters not removed by the presenters by 14:00 on 3 July and 17.30 on 30 June, 1 and 2 July will be removed by congress staff and discarded. The organisers of the ICN 2009 Congress cannot accept liability for lost, stolen or damaged posters.