

## 8ICEG 2018 Conference Posters - Suggestions

Please note that you must prepare your poster BEFORE you travel to 8ICEG and that you bring your poster with you. Do not mail or email your poster – these will not be accepted.

Detailed instructions for poster preparation are available separately and are supposed to be followed carefully.

### **Suggestions/advice for poster preparation**

Attention to detail is vital when preparing for any presentation. For posters, a general concept is the information should stimulate discussion, not give a long presentation. Because space is limited, keep text to a minimum, emphasize graphics, and make sure every item in the poster is necessary.

### **Preparation and Layout**

- ⊙ Avoid overwhelming your audience with too many numbers, words, and/or complicated graphs.
- ⊙ Include the title and authors of the poster as listed in the accepted paper, and the title and authors must be the same with the accepted paper.
- ⊙ Information on the poster should read from left to right and from top to bottom.
- ⊙ It may be helpful to use arrows, sequential letters or numbers to guide reading.
- ⊙ Keep it simple to read.
- ⊙ Leave 1~2cm margins on your poster for sticking or taping.
- ⊙ Objectives, and other information will fill the remaining space.
- ⊙ Present your paper in two or three subtitles to avoid confusing.
- ⊙ Remember that the size of the poster board will be A0 size (vertical), which is 0.84m wide x 1.20m high or 33.11 inches wide x 46.81 inches high.
- ⊙ The introduction or rationale should be placed at the upper left and the outcome/impact or concluding comments should appear at the lower right.
- ⊙ You can also arrange it in two or three vertical columns, but not horizontal strips.

### **Text and Fonts**

- ⊙ Add emphasis using boldface, underlining, or colour.
- ⊙ All information should be large enough to read easily from at least 2 meters away.
- ⊙ Choose one font and then use it throughout the poster.
- ⊙ Do not use all caps unless it is for one or two word headings.
- ⊙ Suggested font options include: Arial, Century Gothic, Franklin Gothic Medium, Lucida Sans.
- ⊙ Suggested text size is no smaller than 24 point; Author(s) and affiliation(s) should be at least 36 point; Subheadings should be at least 48 point; The title should be printed across the top of the poster in characters of at least 60 point.
- ⊙ Use short sentences, simple words, and bullets to illustrate discrete points.
- ⊙ Use single-space and left justification throughout all text.
- ⊙ Written material should be concise. Avoid using jargon, acronyms, or unusual abbreviations.

## **Illustrations and Color**

- ◎ A minimal amount of text should supplement the graphic materials.
- ◎ Label data lines in graphs directly, using large fonts and colour. The use of legends and keys will take the viewer more time to interpret your message.
- ◎ Lines in graphs should be thicker than normally provided in printed reports or manuscripts.
- ◎ Overuse of colour can be distracting – restrained use of 2 to 3 colours for emphasis is valuable.
- ◎ Self-explanatory graphics should dominate the poster (at least 50% of your poster space).
- ◎ Use a light background with darker photos; a dark background with lighter photos.
- ◎ Use colours to distinguish different data groups in graphs. Avoid using patterns or open bars.

## **Exhibition**

- ◎ Posters must be presented using only the poster boards provided by the Congress. The poster boards are continuous, and presenters may not use their own self-contained displays.
- ◎ Please refer to the Congress' Final Program for the poster board number assigned to you.
- ◎ No sticking materials are needed, since volunteers will help you out after enrolling.
- ◎ Posters may be removed from 17:00 on Wednesday 31th October 2018. Material not taken down by the author(s) by 18:00 on Wednesday 31th October 2018 will be removed and destroyed.

## **Responsibility for poster presentations**

The Organising Committee does not assume any responsibility for material displayed on the poster boards.

## **Questions**

If you have any questions concerning the procedures, please contact the Congress Secretariat:  
[iceg2018@zju.edu.cn](mailto:iceg2018@zju.edu.cn)