



ACUTA is “Blazing a New Trail” at the 2010 Conference in April by offering poster sessions

Helpful Poster Guidelines

What is a poster session?

- A poster session provides you with an opportunity to discuss a project or new development on your campus with other attendees in an informal setting.
- Instead of preparing a formal speech, poster presenters will put up a display that illustrates their topic, provides concise descriptions, and engages attendees in discussion.
- The posters will be held in the exhibit hall, so attendees are likely to wander between posters, exhibits, and refreshments.
- The poster session will be open for an hour and 15 minutes.
- ACUTA can accommodate up to eight posters.
- ACUTA will announce the names, institutions, and titles of the posters on the website prior to the meeting, in the Conference program, and on signage near the posters, so attendees can add the posters to their Conference schedule.

What topics may the posters address?

- Content should be pertinent to higher education information communications technology
- Marketing of vendor products is not permitted. Products may be pictured but viewers shouldn't get the impression that the poster is sponsored by the vendor.

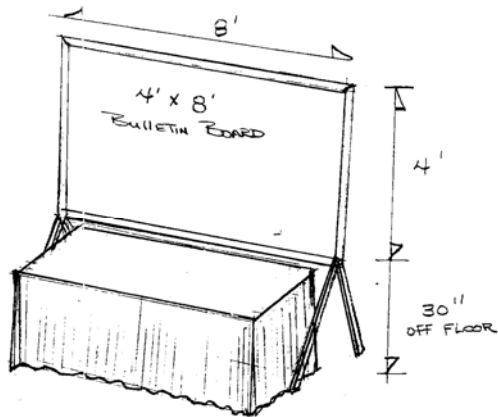
When and where will the poster session take place?

- From 2:15 to 3:30 PM on Tuesday, April 20, in the exhibit hall.
- See the exhibit hall floorplan: <http://www.acuta.org/ex-spon/sanantonio/floorplan.pdf>
- Set up time: between 10:30 AM to 2:00 PM on Tuesday – poster presenters will receive credentials to allow them entry into the exhibit hall. Only exhibitors and poster presenters may enter the hall when it is closed.

What will the poster stations look like?

- Each poster station will have a 6 foot by 30 inch draped table, a 4 foot by 8 foot bulletin board, and access to electrical power.
- Material may be pinned, tacked, or taped to the bulletin board. Materials should be lightweight to allow for easy shipping or packing in luggage as well as positioning on the bulletin board. Presenters should bring their own pins, tape, or other supplies.
- Additional materials may be displayed or stacked on the table.
- Each poster presentation must fit within the available ten foot by ten foot space. Furniture, signs, nor presenters should obstruct the passageway in front of the exhibit space.

- A laptop computer and other electronic equipment may be used to enhance the poster presentation. The presenters will be solely responsible for any equipment.
- Poster presenters should be considerate of neighbors in the exhibit hall and limit any audio from equipment to a conversational level.
- Internet connectivity will not be available.



Poster presenter registration, responsibilities, and privileges:

- Each poster/table may be staffed by one or two presenters
- Each poster presenter should be registered for the conference
- Each poster presenter should be an employee or student at a university or college.
- At least one presenter should be available the entire time for discussion with attendees.
- Each poster presenter should wear a presenter ribbon on his/her ACUTA name badge.

Poster Session Timeline:

January 5 – February 19

Applications are due

February 5 – March 5

Applications will be reviewed as they are received.

Applicants will be notified whether their applications are accepted within 10 days of submission

March 5

Conference early registration deadline and hotel cutoff

Tips for Poster Presenters:

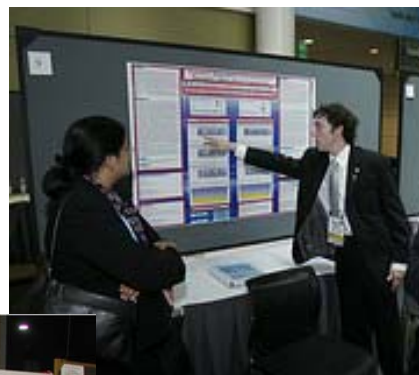
- Since a poster is essentially a visual presentation, find ways to *show* what was done - use photographs, diagrams, graphs, or charts to draw attention to your poster and tell your story in images, more than through words.
- Keep your poster simple and uncluttered, with space between elements to make the display easy to follow.
- Display the name of your institution in a very large font so attendees can identify your poster easily. You might consider bringing a school banner to use as a tablecloth.
- Use large fonts (≥ 16 points) for all material on the display so the text is legible from 5 feet or more. Use bullets for your main points. Details can be included in your conversation, on a handout, or on a Web site that can be visited during or after the poster session.

- If you plan to use a laptop for a demonstration, consider enlarging fonts on the display for easy viewing. Arrange the chair for individuals to view the laptop easily or elevate the laptop on a stand or box so attendees may view it easily while standing.
- You may want to develop a brief script or outline of a few points you would like to discuss. Don't forget to introduce yourself and find out who your visitors are and why your poster is of interest to them. Try to anticipate the types of questions you might expect and be prepared with answers. These conversations can be very interactive, and you can do demonstrations.
- While designing your poster, set up a simulated version. Try reading it from 5 or 6 feet away.

Handout Materials:

- You may want to prepare one or more handouts that summarize your poster and provide your contact information. You might want to have available more detailed information to respond to questions.
- The number of copies you bring is up to you.
- If you run out of materials, you might want to take a business card or circle the person's name on the attendee list so you can follow up when you return to the office.

Photos of similar poster setups at other association conferences



For more information: Please contact Donna A. Hall, ACUTA Manager of Professional Development – phone: (859) 278-3338; e-mail: dhall@acuta.org