# Introduction

These guidelines serve to support the posters at the ITM/IPH colloquium 2013, both in preparing their presentations, as well as ensuring the colloquium sessions proceed smoothly and in a timely manner.

# Size of the poster

• Please make your poster in a portrait (vertical) format in a size of “91cm Wide x 122cm Tall” (36x48 inches). Please stick to this size, as we would arrange for display space of this size.

• Please find attached a poster template (in power-point format) of the specified size. You might wish to use it for your convenience. You can find free poster templates of this size on internet (one such website is <http://www.posterpresentations.com/html/free_poster_templates.html>)

• Please do not use print copy of your paper OR presentation slides on your posters. They are not posters!

# Structuring the content

• Though you might have many interesting findings from your study, please limit your poster to convey one, or at the most two key messages.

• As far as applicable, try to structure your poster in a way that reader can easily spot your introduction, methods, results, and conclusion/recommendations. (use of such sub-headings and flow in the description is encouraged)

• Don’t forget to provide readers your contact details for further enquiry/information.

• Ensure that all logos and affiliations (institute/organization) are correct and are used with permission.

# Using Text and Visuals

• Use minimal text, never beyond a small paragraph for each section. Wherever possible prefer the use of bullet pointed text. Use simple and short sentences (avoid jargon; use terminology that is widely known).

• General rules for text: “Less is more!” and “Bigger is better!”

• Keep the poster title big (minimum font size of 70); the rest of the text should have a minimum font size of 30.

• Present numerical data using visuals (prefer graphs to tables. When tables are essential, keep them simple). Wherever possible, prefer the use of photos to describe context/phenomena.

• Any visuals used should be self-explanatory (please provide a title, axis/value labels)

• While use of colors is good, carefully choose them to enhance the comprehension and not to decorate the poster. Avoid too many colors in one poster and bring consistency in their use (e.g. same color for all sub-titles, same colors across the graphs to indicate positive or negative values)

# Date and time of your presentation

• All the posters will be exposed from day 1 to day 3 of the colloquium and organized by theme.

• The dynamic poster session will be on Friday 22nd of November from 11:30 to 12:45. It will be organized like a “speed dating” session. The detailed instructions will be given to all the participants during a communication Friday morning, before the start of session 4.

• We will provide materials to mount your posters. Make sure that you mount your poster before the start of conference on 21th November, and remember to collect it in the evening of 23th November.

• You might wish to provide a hand-out (A4 size prints of your posters is one option) to viewers who do not have enough time to examine your poster.

• You are encouraged to send us a digital copy of your poster (in PDF or JPEG format) to us via email (colloq2013@iphindia.org) by November 11, 2013. We plan to display digital posters at selected locations at conference venue.

**Poster contest**

After the dynamic poster session presentation, participants will have to vote for the poster they found the most interesting. Each voting papers will be collected in a ballot box installed in the poster room.

The best poster will be presented at closing session by the author.