



# ICC 2025 POSTER GUIDELINES

## POSTER PRESENTATIONS

Your Poster is an effective 'Visual Communication Tool', to explain your message. Included in this documentation are helpful instructions to assist in preparing for your poster presentation. Following these guidelines will make this experience more rewarding and enjoyable for you, as well as for the conference delegates.

## POSTER PREPARATION

An effective poster is focused – on a single message; and graphic – let images tell the story; use text sparingly but effectively.

- Assume that delegates will be looking at your poster from about 0.5 meters (2') away, design it to be read from that distance.
- Use only two or three colours for maximum effect.
- The most effective visual presentations use a light colour background with dark colour letters for contrast.
- The text should be legible and easy to read. Use short blocks of text to highlight illustrations. Use plain language, avoid jargon and acronyms. Use an active voice. Use a clear font.
- Keep the message simple, well-organized and obvious.
- Profile your work as well as provide an effective summary of your findings. It should be able to stand alone.
- State your results/conclusions/recommendations in a straightforward manner.

## POSTER SPECIFICATION



Figure 1: Poster board visual

- Poster boards are 8' wide x 4' high (2.4W x 1.2H meters) in size and we will have 2 posters per side. Thus, the maximum size your poster should be is 46" wide x 48" high, although we **recommend 42" wide x 46" high** (106.68 cm wide x 116.84 cm high) as a more standard size.
- The board will be oriented in the "landscape" position (long dimension is horizontal).
- **Posters must be portrait** (not landscape) in orientation. The boards will be a neutral color and Velcro or pins may be used to mount poster materials (responsibility of presenter).
- The poster does not necessarily have to fill the entire working area (46" wide x 48" high).



## GENERAL STYLE / FORMATTING TIPS

- A banner displaying your poster title (name or department if appropriate) should be positioned at top-center of the board (see Figure 2).
- Make it obvious to the delegate how to progressively view the poster. The poster generally should read from left to right, and top to bottom. Numbering the individual panels or connecting them with arrows is an option to consider.
- Leave some open space in the design. An open layout is less tiring to the eye and mind.
- Ensure a 150–300 DPI for sharp print quality.
- Consider printing with a matte or satin finish to reduce glare.
- There will be no electrical or audio-visual provisions.
- Optional: include a QR code to a digital version of the poster.
- Ensure conflict of interest/disclosure statements are clearly stated and easy to read (not 10pt font)

*Figure 2: Conventional layouts for a poster*