

Guide for Scientific/Research Poster Preparation

Biomedical Communications can assist you with any phase of your poster presentation—design through production.

Submit your Poster Request to BMC

In order for BMC to assist you, please submit a Biomedical Communications digital project request form, go to: <http://www.etsu.edu/com/biomedcomm/request.aspx>. Even if your content/data is not ready, it helps to have your contact information and project in queue. If your content is ready, you may upload at the time you place the request or send to us at a later time*. Your department's Office Coordinator should be able to assist you with necessary information like the account number for charges and the billing contact.

We use the specifications you submit to create an estimate which we will email you (and/or whoever you request) for authorization of anticipated costs:

1. The finished size of your poster. The most cost-effective posters are sized from 3'x4' to 3'x6'.
2. Will BMC design the posters or are you designing**, that will help with the planning process.
3. When you expect to send the content and what is your deadline.
4. Select from a non-laminated, foldable fabric or a laminated poster (note: laminated posters cost almost twice as much as the other two options). Poster styles are described in more detail at www.etsu.edu/com/biomedcomm/pricing.aspx.
5. Optional travel box(s) @ \$3.50/ea (suitable for rollable posters only)

Note: completing this form does not obligate you to proceed with the project, in fact you can put "TBA" where it requests your account information. However, the account number must be provided at the time of estimate approval.

***Sending Poster Content to BMC**

BMC to design: customers typically place content, both text and figures, in a Word or PowerPoint document and can upload files at the time the project request is made, email, or dropbox files larger than 10MB (www.etsu.edu/oit/helpdesk/dropbox) to us. A BMC designer will need to know what institutional logos you may like to add in the title section and type of colors you prefer: school colors, understated/formal, or bright, attention-compelling colors.

Customer to design: customers can upload files at the time the project request is made, email, or dropbox files larger than 10MB (www.etsu.edu/oit/helpdesk/dropbox) to BMC.

**If you are designing your poster in PowerPoint, please email a pdf file instead of a PowerPoint as PowerPoint is not stable from machine to machine. We can use the PowerPoint but would have to create the pdf for you to proof (as certain aspects of the poster may not translate in PowerPoint) which will add a little to the expense and slow down the process.

Proofing Your Poster Posters designed by BMC of customer-designed PowerPoint files may be proofed one of two ways:

- 1) we email you a pdf file as an attachment, or
- 2) you may pick up 13" x 19" color print proof.

Posters will not be released for production until customer has approved the job.

Pricing

For whatever size or type poster you need, BMC can provide an estimate.

Please inquire about standard turnaround times: rush fees may apply.

Poster Checklist:

Content

- Titles, authors, and institutional affiliations are listed.
- For research posters: Introduction, Methods, Results, and Discussion are present.
- For clinical vignettes: Introduction, Case Description, and Discussion are present.
- Logical sequence of information flow (left to right, and top to bottom).
- Photographs graphs, tables, and charts are used whenever possible to display data or convey important information.
- Each section is concise and clear.

Appearance

- Poster construction will accommodate method of display at the meeting (pinned, hung, easel, taped, etc.).
- Abstract is posted in the proper position on the poster (if required).
- The poster does not appear cluttered.
- Major headings can be read from 3 to 5 feet away.
- Text and figures can be read from 2 to 3 feet away.
- Graphs and figures can be read from 2 to 3 feet away.
- Font is similar throughout (no more than three fonts sizes used for poster title, section title, and text).
- Color, lines, boxes, and arrows are used to emphasize important points.
- Content can be absorbed in 10 minutes or less.

Web sites with tips for preparing posters:

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1955747/>

<http://colinpurrington.com/tips/academic/posterdesign>

<http://gradschool.unc.edu/academics/resources/postertips.html> ;

Mac users:

http://omerad.msu.edu/meded/poster_files/Poster_Tutorial_MAC_2011.pdf

BMC has several COM or ETSU PowerPoint templates available:

<http://www.etsu.edu/com/biomedcomm/forms.aspx>

BMC Designers Contact Information:

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Visit the Biomedical Communications website at: <http://www.etsu.edu/com/biomedcomm>.