TRB Annual Meeting Poster Session Guidelines

Poster sessions are a valuable opportunity for authors to present papers and meet with interested attendees for in-depth technical discussions. TRB poster sessions are very well attended and a popular feature of the Annual Meeting. Good planning can make your presentation clear, effective and rewarding. Bringing an incomprehensible poster presentation is a missed opportunity for authors and viewers.

The goals in designing a poster should be:

• To attract attention,
• To provide a clear overview of your work,
• To provide enough material to explain the research without an oral explanation, and
• To provide enough material to initiate discussion and questions without overwhelming the audience.

TRB Poster Session Amenities

Poster sessions are in large rooms lined with over 300 display boards. Several poster sessions will be taking place at once. Poster sessions are scheduled for approximately 1 hour and 45 minutes.

TRB provides a display board that is four feet tall (4 ft. or 122 cm.) and eight feet wide (8 ft. or 244 cm.). A narrow table (6 ft. long and 10 in. wide) is provided in front of the display board that may be used for material or a laptop computer.

No electrical outlets will be provided. Please come with your computer charged!

TRB provides thumbtacks for presenters to use to attach posters made of paper or lightweight poster board. Each poster display board is numbered for easy identification by both authors and attendees.

What Authors Should Bring

• A single sheet poster made of heavyweight poster paper or similar material, approximately 4 ft. X 8 ft. in size.
• Heavy duty fasteners or tacks as back up to the thumbtacks. Bring tape or other materials as determined necessary.
• Optionally, the authors may bring additional written material of a non-commercial nature that supplements the material presented on the poster. This material can be distributed or for display on site.
• Business cards. This is a GREAT networking opportunity.
• Comfortable shoes. Two hours on your feet can be tiring!

Poster Session Rules

i) Computers without audio may be used to run demonstrations and display additional information or illustrations. Telephone connections and other equipment are not allowed.

ii) Commercial advertising of products or services is not permitted.

iii) Internet will be available at the conference center, but presenters should be prepared in case the reception is poor due to overuse.

iv) There are no provisions for making posters at the meeting, receiving, storing or returning posters to authors.

v) Poster display boards are rented and cannot be written on or defaced.

Poster Design Guidelines

• Prepare poster on a SINGLE sheet of heavy duty paper or similarly flexible material. The poster should be about 4 ft. X 8 ft. in size. Do not tack individual pages of a PowerPoint presentation or a text manuscript onto a poster board.

• Keep content SIMPLE. A poster is a VISUAL communication tool, not a manuscript. The viewer should be able to easily identify the primary concepts of the project without wading through a lot of text or complex formulas. Identify 3 main points or concepts to communicate, such as:
  o Problem Statement or Project Purpose
  o Methodology or Approach
  o Conclusions, Recommendations, or Lessons Learned

• Text should be in bullets or small chunks broken up by subheadings. Use at least 28-36 point bold sans serif font (e.g., Arial or Helvetica) for headers and 18 – 24 point font for text.

• Present information in columns. Arrange material in a logical sequence, from left top to bottom right. Three columns is a good target to shoot for.
• **Offer a balanced mix of text and graphics.** Too many words will result in people glossing over or simply bypassing your poster. A good rule of thumb is 50% text and 50% graphics and photos.

• **Avoid acronyms and jargon.** Simple language is best.

• **Avoid dark colored backgrounds.** Use light colored backgrounds with black or very dark colored text. Graphics should similarly provide a stark contrast to be readable.

• **Use simple graphics.** Charts, drawings and illustrations should be limited to a 2-3 color palette at a resolution of at least 300 dpi. Visuals should be large enough to be comfortably read from 3 feet away.

• **Provide author name(s), organization logos and/or other acknowledgements** to give credit to those who have done the work.

• **Authors should prepare a brief (up to 5 minutes) oral presentation** for delivering to small audiences gathered around the poster.