Poster Session Guidelines and Tips

The poster session provides an opportunity for authors to discuss their research with attendees as they circulate among the poster boards. We recommend that you remain by your poster for the duration of the one-hour session to answer questions and discuss your research.

You are responsible for printing your poster and we recommend that you do so in advance of the conference. Conference staff will not be available to assist you with printing your poster. Posters should measure **36 by 48 inches**. We will provide adhesives to mount the paper posters on a foam board display.

Please note that posters should be set up at least 30 minutes in advance of the poster session. Display materials should be picked up by the end of the day on Friday, June 22. Materials not picked up by the end of the conference will be discarded.

If you need to print the poster upon your arrival in Montréal, please note that there is a print service at HEC. Each presenter will need to send his/her poster (PDF file) in the size it has to be printed (36 x 48 inches) to COOP HEC, at centre.reprographie@hec.ca When you write to COOP HEC make sure you indicate that this is a poster for the SIOE2018 conference. COOP HEC will issue an invoice to you and you will need to go to COOP HEC (first floor of the Cote Ste-Catherine building, https://www.coophec.com/)   and pay before the job is done. The price for is $ 50. COOP HEC guaranteed to the job within the same day.

There are also two printing shops near HEC:

1) Repro & Impression NY
5887 Côte-des-Neiges
+1.514.315.9083
info@reproimpression.com

2) CopyCA Print Shop
5298 Côte-Des-Neiges
+1.514.344.9728
info@copyca.ca

1. Design tips

Here are some suggestions when creating a poster presentation:

The poster should be readable from a couple of feet away. This has a few implications for design:

1. Make sure you have a strong title that is clearly displayed at the top of the poster. Research suggests that poster titles are easier to read with sentence capitalization (only the first word is capitalized) rather than title capitalization (all words are capitalized) or all capitals.

2. Use the space on the poster wisely. Put less important sections (such as bibliography and acknowledgements) at the bottom of the poster and keep the prime real estate for items that most people will want to read or examine closely.

3. Design should be clean; illustrations should be simple and bold; conveying only selected portions of your paper/research (key findings) rather than the entire research history.

4. Keep the word count low—Highlight the most important pieces of information in each section.

5. Convert tables to graphs for easier viewing.

6. Use graphs and tables wisely. The header should convey the content of the graph or table, all axes should be labeled, variable names should be informative, etc. Tables of regression results (particularly if cut and pasted from STATA or SAS) are difficult to read on a poster. Consider creating a smaller table with the coefficients for the key variables and make the statistically significant coefficients a different color rather than using additional space to put in standard errors or t-statistics.

7. Use light backgrounds and dark text rather than the other way around.

8. For effective viewing we recommend 24pt type when creating your poster at 100%.

9. Sans serif fonts are easier to read than serif fonts in large sizes (Arial vs. Times Roman for example)

10. Proof your poster carefully!

B. Creating a poster

You can use a variety of different software packages to create sophisticated posters.

Since most people have experience with PowerPoint, we are providing specific guidance for creating a poster in PowerPoint.

Creating a poster in "PowerPoint" is straightforward. Follow these instructions:

1. Open the program, and create a new document.

2. When the auto layout screen appears, choose the "blank" template.

3. From the "file" menu, go to page setup. Specify poster size as 36" wide by 48" tall or 48" wide by 36" tall.

4. You will see a rectangle that will fill your desktop. This is your "canvas".

5. To insert text, use the text tool to draw a rectangle of the approximate size, and start typing. You can change the proportions, type size and style later. Try to use a minimum of 24-point type. You can import text from other documents via copy and paste. You may have to change the formatting of the pasted text. It rarely survives the copy paste process unchanged. If you are using a large header, try to keep it to 3 or 4 lines, a final type size of less than 150 point for the main heading, and less than 100 point for subheadings.

6. Inserting Charts & Graphs: To bring in charts and graphs from Excel, Word or other applications, go to EDIT>COPY to copy your chart, come back to PowerPoint, and go to EDIT>PASTE to paste it on the poster. You can scale the charts or graphs as needed.

7. Scanned pictures (scan as tiff or jpeg files **ONLY**, RGB if possible) may be inserted by choosing "insert picture" from the "insert" menu. You may resize the imported picture by clicking/dragging the corner selection bars. Any other image manipulation should be done before importing.

8. Remember to scan pictures at sufficient resolutions for viewing at poster size.

9. Once you have all of your text and pictures located properly, you can change backgrounds, borders, lettering colors and style. To change the entire background, choose "background" from the "format" menu. Individual text box backgrounds can be changed by selecting the box and changing the "fill" colors.

10. Use lettering effects such as outline or shadows sparingly. Be sure they are much lighter, or use the transparent feature. Otherwise it may look like double print when printed at full size. Bold, italic, and underline are OK.

C. Most Common Problems and how to avoid them

1. Final printed size not proportional to page set up
PowerPoint defaults to 10"x7.5" (on-screen show). Make sure to change this to the size you need before you invest time in creating your poster.

2. Imported Graphics at insufficient resolution
Image looks fine on your screen but is pixilated on the poster. It is important to start with the best

image you have and avoid low-resolution images taken from the Web. For best results, do not copy and paste images. When assembling your poster from existing images use INSERT>PICTURE>FROM FILE

3. *Avoid surprises*
Always preview images at the magnification they will appear at on the finished poster. This will reveal any resolution (pixilation) problems.