

Society of Behavioral Medicine
26th Anniversary Annual Meeting and Scientific Sessions
Boston Marriott Copley Place, Boston, MA
April 13-16, 2005

Information for Poster Presentations Only!!

1. Poster sessions will be held in the University Hall (Exhibit Area) at the Boston Marriott Copley Place.
2. Each presenter will be assigned a 4'x8' poster board space.
3. Each author is responsible for transporting and assembling her/his own presentation, and removing the presentation following the poster session.
4. Presenters will be required to be at their poster during the times outlined below.
5. Please remove your poster promptly as in many cases, the next poster session immediately follows yours.

Wednesday, April 13, 2005 – Meritorious Student Poster Session

Poster Session A	University Hall (Exhibit Area)
6:00 p.m.-7:00 p.m.	Set up poster
7:00 p.m.-8:30 p.m.	Author presents poster
8:30 p.m.-9:30 p.m.	Remove poster

Thursday, April 14, 2005

Poster Session B	University Hall (Exhibit Area)
7:30 a.m.-8:30 a.m.	Set up poster
8:30 a.m.-10:00 a.m.	Author presents poster
10:00 a.m.-12:00 noon	Poster available for viewing
12:00 noon.-1:00 p.m.	Remove poster

Poster Session C	University Hall (Exhibit Area)
2:00 p.m.-3:00 p.m.	Set up posters
3:00 p.m.-6:30 p.m.	Poster available for viewing
6:30 p.m. - 8:00 p.m.	Author presents poster
8:00 p.m. – 9:00 p.m.	Remove poster

Friday, April 15, 2005

Poster Session D	University Hall (Exhibit Area)
7:30 a.m.-8:30 a.m.	Set up posters
8:30 a.m.-10:00 a.m.	Author presents poster
10:00 a.m.-12:00 noon	Poster available for viewing
12:00 noon-1:00 p.m.	Remove poster

Poster Session E

2:00 p.m.-3:00 p.m.
3:00 p.m.-6:30 p.m.
6:30 p.m.-8:00 p.m.
8:00 p.m.-9:00 p.m.

University Hall (Exhibit Area)

Set up poster
Poster available for viewing
Author presents poster
Remove poster

Saturday, April 16, 2005**Poster Session F**

7:30 a.m.-8:30 a.m.
8:30 a.m.-10:00 a.m.
10:00 a.m.-11:00 a.m. Remove poster

University Hall (Exhibit Area)

Set up poster
Author presents poster

Presenters should bring their own materials for attaching illustrations to the poster boards (e.g., pushpins, tape, etc.).

Posters must be dismantled by the designated time on the day of your poster presentation. Materials left on poster boards after the removal deadlines will be taken down and stored at the SBM registration area. SBM will not ship any posters back to the author(s). All posters must be picked up at the meeting site.

The Poster Session: A Guide for Preparation

The Poster

The poster format has become an increasingly popular form of communication at SBM meetings. New and exciting research ideas can gain recognition through a well-written abstract and an eye-catching poster. Presenters must recognize that participants at the meeting probably have not had the opportunity to read all abstracts before they walk into the display area. **Attention will invariably be drawn to posters with a crisp, clean design and a snappy title.** The title must have this strolling audience in mind. Think of a title as a newspaper headline. Once the viewer has come to take a closer look at an interesting-looking display, all aspects of the design and the science work together to keep, or lose, the viewer's attention.

Science

Obviously, the story to be told should be interesting and the research sound. However, the ideas need not be uncontroversial. Work which encompasses or might interest other disciplines, or has broad application and/or implications, is the type likely to have the most impact.

A common criticism of poster sessions is that the author attempts to tell the entire research history. **Present only enough data to support your conclusions.** However, modesty here is not an important virtue; you should make the significance and originality of the work very clear to assist viewers from other specialties.

Design

The subject of design is complex, and any rule can be broken creatively and pleasingly by one with an artistic flair. Here are some general guidelines to make a poster more accessible, attractive, and interesting:

1. **The most important principle is simplicity.** At first glance from 10-15 feet away the viewer should see an easy-to-read title and an uncluttered, neat arrangement of graphic illustrations and text. It should be obvious where to start inspecting the poster and where to go from there (generally left to right, top to bottom). The parts should either be numbered to facilitate this or have arrows which graphically lead the viewer.
2. Leave some open space in the design. The same rule applies as in packing a suitcase: when you're finished, take out half. Tightly packed space tires the eye and the mind.
3. Use elements of different sizes and proportions. Same-size and same-proportioned components result in a boring design. For areas of particular emphasis try different shapes.
4. A large and/or bright center of interest can draw the eye to the most important aspect of the poster.
5. Enlarge all photos enough for pertinent details to be clearly evident.
6. Make all illustrations simple and bold. Leave out any unnecessary detail in the story being presented.
7. Convert tabular materials to a graphic display if possible. Try scatter plots, bar graphs, or triangular diagrams.

8. Make a scale drawing of your layout. Have a few colleagues comment on the overall design before final drafting. If you have access to professional drafting personnel, ask their suggestions.

Lettering

All lettering should be legible from 5 feet away. Title lettering should be the largest, about 2"-3", with subheadings 1/2-1" high.

For material other than titles and subheadings, capitals and lower-case letters in combination are much easier to read than all capitals. Text materials can be sized as large as 24 points.

Readability is the key.

Color

Color is as complex a subject as design, and is **generally a matter of taste**. Some authors prefer soft muted colors; others like deep or very bright ones. The temptation is to use color everywhere - don't. The viewer's eye will jump erratically around the poster instead of tracking through it to the crucial points. The less important parts of the poster - necessary background information and supporting data - will recede into the background if done in cool-neutral colors (blues, greens, and some grays). The featured parts can be highlighted by using warm colors (reds and yellow) or black if the background colors are soft, or white if the background colors are bright and deep.

Text

The text material included on a poster should be extremely brief or most of the audience will walk away. Some authors like to include the full abstract as part of the poster, but they should not rely on its being read. More successful is placement of a succinct statement of major conclusions at the beginning of the poster - perhaps as an expanded subtitle. The supporting text is then presented in brief segments along with appropriate illustrations, and the significance of the findings is made forcefully and concisely clear at the end. **Aim for "Wow!" from the viewer.** Handouts of the abstract should be made available for interested viewers.

Packing

Posters often have to be taken to distant meetings. **If you know you may be flying, make the poster elements small enough to fall within acceptable carry-on dimensions** (generally 17"x22"; call the airline to be sure) to avoid the panic of lost luggage.

Displaying

You may have only a short time to set up your display, so **prepare in advance**. Have these items in a poster emergency kit: tape measure, 9' length of string, box of clear push-pins (get longer than standard ones if mounted illustrations are thicker than 1/8"), ordinary thumb tacks, roll of double-stick tape, scissors, glue. Have a sketch/photograph of the poster layout, with positions of a few key components measured off so you know where to place them. Set up a level line, if needed, by tying the string between two push-pins set a measured distance above the bottom of the display board.

If you have any questions about the audio/visual aspect of your presentation, feel free to e-mail Crystal Jackson at the SBM National Office (cjackson@ahint.com).