

# Preparing for Your Poster Session at the ACCC 51st Annual Meeting & Cancer Center Business Summit

## Creating Your Poster

As you develop your poster, determine which aspects of your research project are most interesting and important and consider how you can communicate that information visually. Posters are most effective when they mix visuals and text, include plenty of white space, and guide the reader through the material with a logical organization.

Your poster should contain all the elements necessary to define your goals and results to your audience. Specifically, posters should include:

- Your project title
- Your name and program affiliation
- Your research question or the issue you resolved (background)
- Information about how you attempted to answer your question or solve your issue (methods)
- Your outcomes (results)
- The significance of those outcomes (conclusions).

Once your poster has been printed, please email a high-res version of the poster to [sdodson@acc-cancer.org](mailto:sdodson@acc-cancer.org).

## Transporting and Hanging Your Poster

You are responsible for transporting your poster to and from the conference site. We recommend you transport your 40" x 40" poster in a tube, unroll and flatten it prior to arrival for hanging so that your poster lays flat. Placement is first come first served and is managed by the presenter themselves on-site. Pushpins will be available at the poster locations. Posters must be installed between 12:00 PM and 4:00 PM, Wednesday, March 5.

## Your Poster Session

Poster sessions will be presented on Wednesday, March 5, at the Welcome Reception. You will need to be available from 6:00 PM – 7:30 PM to "present" your poster, interact with attendees, and answer any questions about your work. Please arrive a few minutes early and remain close to your poster for the duration of the reception.

## Design Tips

- Each poster composition is 40" x 40".
- Posterboard or foam core is NOT permitted.
- No tape, staples, or Velcro is allowed.
- Posters should be readable from a distance of 5' to 10'. (Use at least 48-point font for titles and 36-point for body text and tables.)
- Print on paper that allows for pushpins to hang.
- Consider that pushpins will be used to hang around the trim of the poster.
- Include images to support your work and capture viewers' interest.
- Limit text (no more than 800 words); use headings, bulleted lists, and enumeration where possible.
- Select highly legible font styles (no more than 3) and use them consistently throughout.
- Use dark text on a light background to maximize readability.
- Don't overdo color; select a color scheme and use color strategically. Overuse of bright or clashing colors can distract readers.

## Poster Sponsorship

Companies whose abstracts are accepted for a poster presentation at the 2025 AMCCBS must be willing and able to become a Poster Sponsor. The cost is **\$5,500** and includes the following benefits:

- Promotion and recognition as Poster Sponsor of the AMCCBS
- Opportunity to present Posters directly to guests at the highly attended Welcome Reception
- One (1) complimentary full conference registration
- Pre and Post attendee list

## Poster Presentation Tips

- Develop “talking points” that complement your poster’s information; consider questions meeting attendees may ask.
- Prepare a few different versions of your “talking points”:
  - » A 30-second overview of the project
  - » A 60-second summary plus brief explanations about each major poster heading
  - » A 3-minute explanation of the poster and its visual content
- » Practice your talk, complete with gestures, while maintaining eye contact
- » First allow viewers time to examine the poster’s content, particularly the visuals, and then tell them about it
- » Bring your business cards and a stack of handouts that summarize your poster for interested attendees
- » Bring a sign-up sheet to collect contact information to email additional information after the conference to those interested.

## Example 40” x 40” Poster:

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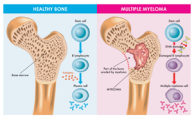
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#### Author contact information

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