

CORDILLERAN '88 – LAS VEGAS NEVADA

SUGGESTIONS FOR A SUCCESSFUL POSTER SESSION

By now you have probably found out that your abstract has been accepted for a poster session. Several years ago GSA published a small pamphlet on

HOW TO GIVE A SUCCESSFUL POSTER SESSION

Naturally, it is long out of print. To help you plan your session, here are some helpful hints taken from that pamphlet.

SIZE OF BOOTH AND POSTER PANELS – You will have **THREE** (3) panels (**USABLE SPACE** = 78 inches by 42 inches) mounted on legs. See illustration. These will form an open square in a booth that is 10 feet square. Each booth will be separated from its neighbors by a curtain 8' high. **NO MATERIAL OF ANY KIND MAY BE PINNED OR TAPED TO THE CURTAINS!!!**

BUILDING YOUR DISPLAY – You may have as many text or illustration panels as you need and will fit on the three frames. It is best, however, to **NOT** clutter your session with lots of small panels.

- A. **LETTERING** – Letters must be large enough to be read from a distance of five feet. Obviously this means you cannot just type your text and captions. Several lettering techniques are available. (1) Leroy, (2) Kroy, (3) Rub-on (although they also rub-OFF!), (4) typed with an IBM “Orator” element and then photo-enlarged on a copier that will enlarge (NOTE: We have had great success with this technique).
- B. **PHOTOGRAPHS** – No smaller than 8” x 10”. Matte-finish if possible because of reflections and glare from overhead lights; (likewise, don’t cover illustrations with clear plastic).
- C. **MOUNTING** – It is important to mount each photograph or set of related photographs, each chart or set of charts (graphs), and each text panel on a separate piece of mounting board. This can be done with rubber cement, spray adhesive, or dry mount tissue and a dry mount press (the latter is the best). You do this because you don’t want your pieces (especially photographs) to curl (**WHICH THEY WILL DO BECAUSE OF THE HUMIDITY CHANGE**). The best size for the mounting panels is 17 x 22 max. to 6 x 8 min. This way your whole session can fit into a suitcase.OR **IF YOU DON’T TRUST THE AIRLINES** can be carried as hand luggage. (CARRY YOUR POSTERS – AND SLIDES IF YOU ARE GIVING A TALK – WITH YOU. There are many fine horror stories about people who didn’t !!!). If possible mount your photos, illustrations, and text on colored board such that the colors are complimentary.
- D. **ARRANGEMENT** – Arrange your panels as in a book: left to right, top to bottom. Elements of your session that don’t require much scrutiny can go near the bottom. Vary the size of individual panels for better visual esthetics. Expose about a 1-inch margin of colored board around each illustration or text panel.

- E. **PRACTICE YOUR SESSION** – When your individual panels are finished, lay them out on a large tabletop and try several arrangements. Until you and several of your friends are pleased with the layout. Make a small sketch to help you remember when you do your actual set up.
- F. **FINAL CHECK** – Is your text at a minimum? (The rule of thumb is **NO MORE THAN 100 WORDS PER BLOCK OF TEXT**). Can you read your title from ten feet; your text and illustration captions from five feet?
- G. **AT THE MEETING** – Pin up your poster panels with long-shank map tacks. The panels are **FABRIC**-covered and will **NOT** hold tape!! Be sure you have a supply kit with you containing extra map tacks, a roll of magic mending tape, scissors, felt-tip marking pen, etc.
- H. **ARE YOU SUCCESSFUL??** – Can the “average” geologist walk by your poster session, stop, read the text and study the illustrations **FOR ABOUT FIVE MINUTES** and get your message **EVEN WHEN YOU ARE NOT STANDING THERE TO EXPLAIN IT????**
- I. **ANOTHER HELPFUL HINT** – Write a brief synopsis (no more than 4 pages) of your project. **BE SURE TO LIST YOUR NAME AND ADDRESS IN A PROMINENT PLACE.** Make about 100 copies to give to people who are interested.

MORNING POSTER sessions start at 8:30. You will be able to set up starting at eight. Remove the session starting at 11:30 a.m.

AFTERNOON POSTER sessions start at 1:30. You will be able to set up starting at noon. Afternoon sessions must be removed by 5:00 p.m. when the area is **LOCKED!**

Each booth will have a number. That number corresponds to your booth number as listed in “Abstracts with Programs”.

I hope to meet all of you at what promises to be a really fine geologic event! Thank you for being a part of Cordilleran '88.

David L. Weide, General Chairman
Department of Geoscience
University of Nevada
Las Vegas, Nevada 89154
(702) 739-3262