



## POSTER INFORMATION KIT

Your poster will be displayed in the Metropolitan Ballroom in the Convention Centre, Second Floor, of the [Westin Harbour Castle](#), One Harbour Square, Toronto, Ontario. Please see below for further information.

### Key Dates:

- **Hotel group rate deadline:** **August 19, 2019**
- **End of early-bird registration:** **September 4, 2019**
- **Deadline to upload poster PDF:** **September 5, 2019**
- **AFHTO 2019 Conference:** **September 19 & 20, 2019**
  - Install poster: 7:00 to 7:45 AM, September 19, 2019
  - Remove poster: 3:00 to 4:00 PM, September 20, 2019

### Poster Board Number and Location

Poster board numbers have not yet been assigned.

### Online Poster Gallery

To share your initiative with as many of your peers as possible, an online gallery of posters will be made available to members through AFHTO's website after the conference. To participate, **please upload a PDF of your poster to your presentation management portal by September 5<sup>th</sup>, 2019.**

### Poster Display Guidelines:

- The maximum size for posters is 46" (vertical) x 70" (horizontal)
- Posters are to be put into place before 7:45 AM on Wednesday, September 19, 2019, and removed at 4:00 PM on Thursday, September 20, 2019. Any posters still on the board after 4:00 PM will be disposed of by the poster board supplier.
- Attach your poster to the board with push pins (provided) or Velcro backs (self-supplied).

### Registration

AFHTO's policy is that all who attend the AFHTO conference, including poster presenters, must register for the conference at the appropriate rate. Please [click here](#) to register if you haven't already done so.

### Interaction with Attendees

We encourage you to spend some time at your poster so that attendees can ask questions or discuss your work. Opportunities to do so have been built into the schedule and are listed below.

Day 1	Breakfast & Registration	8: 00 – 10: 00	a.m.
	Lunch Buffet	12: 00 – 2: 00	p.m.
	Poster & Exhibit Break	2: 00 – 2: 25	p.m.
	Breakfast & Registration	7: 30 – 9: 30	a.m.



Day 2

Poster &amp; Exhibit Break 10:30 – 11:00 a.m.

When you are away from your poster, you may wish to leave business cards and/or a post-it note indicating when you expect to be there. This allows delegates who find your poster interesting to ask you questions later.

## Tips for a Memorable Poster

There will be about 50 posters at the conference, which means no attendee will be able to engage deeply with all of them. You need to have an attention-grabbing poster that will draw people in and make a big impact on them in a small amount of time. Thomas Erren and Philip Bourne have published a great list of [ten simple rules for a good poster presentation](#); below are just a few of the highlights:

- ✓ Determine the **purpose** of your poster *before* you start preparing it.  
*“...ask yourself the following questions: What do you want the person passing by your poster to do? Engage in a discussion about the content? Learn enough to go off and want to try something for themselves? Want to collaborate? All the above, or none of the above but something else? Style your poster accordingly.”*
- ✓ Sell your work in **ten seconds**. Prepare a quick “elevator pitch” that starts with an attention-grabbing statement or questions and then follows up with the thesis or major finding explored in your poster.
- ✓ Choose your **title** wisely. It may be the only thing attendees see before deciding whether to visit.
- ✓ Good **layout** is essential:
  - Leave plenty of white space, which puts a reader at ease.
  - Guide the reader through the information using arrows, numbering, or whatever else makes sense for your data.
  - Never use less than 24-point font, and make sure the main points can be read at eye level, at a conversational distance.
- ✓ Be **concise**! Remember that a (good, carefully chosen) picture (graph/ table/ diagram) is worth a thousand words. Use graphics that can be understood at a glance but provide more detailed information upon closer inspection.
- ✓ Be friendly, personable, and **responsive** to readers’ questions, but allow them to read your poster at their own pace. Provide business cards or handouts with your contact information in case they wish to follow up later.

