

Poster Guidelines

DEADLINES AND REMINDERS

- Update your profile, bio, and presentation summary
- Register for the conference online, by mail or fax beginning in early-February
- Upload an electronic copy of your poster presentation online by **Monday, April 16, 2010**. The content will be reviewed by the Program Committee to assure AWEA guidelines were followed.
- Submit your final paper online by **Monday, May 10, 2010** (required for all technical topic presenters, but optional for others.)
- Poster Presenter Check-in on Sunday, May 23, 2010 from 11:00 am --5:00 pm

Please contact **Annie Sznajder**, Educational Program Coordinator, at (202) 383-2533 or asznajder@awea.org with any questions.

1. Overview

The following guidelines have been developed to assist poster presenters in preparing and displaying poster presentations at the WINDPOWER 2010 Conference & Exhibition. We are making every effort to provide presenters with an excellent opportunity to share their work and gain feedback from conference attendees. Our goal is to provide our poster presenters with a high quality poster presenting experience that is comparable to oral sessions in providing exposure, participation and feedback, while giving our attendees another avenue to learn about the wind industry.

In order for us to provide a high quality experience, we will need the cooperation of all presenters. We ask that you review the guidelines, adhere to the requirements, and accept our recommendations, or contact us if you need clarification.

2. Guidelines for Confirming Your Participation

Verify & Update Your Profile: Please go to the "Update Your Info" page in the green box on the left to verify and edit your profile and presentation information within one week of receiving the confirmation email. Keep in mind, this information, specifically your name, title of your professional position, organization, and title of your presentation, will be listed online, in the Recorded Conference Materials DVD-ROM and in the preliminary and final programs. It is important that the information you provide is as you would like it to appear in the promotional material AND that you adhere to the deadline. Also, only the primary author will be presenting at the conference and listed in the Final Program. Your contact information will be available on the WINDPOWER Conference program page, if you selected "Yes" during abstract submission. To change the status of your contact information, please contact Annie Sznajder (asznajder@awea.org) and we will update your request as soon as possible.

Conference Program: The preliminary program will be available online shortly and will be updated as we move closer to May. You will receive the final program when you pick up your registration packet in Dallas. Due to space limitations, **we will not be able to list any co-authors on the Final Program** but we will be able to list them on the web-site (can be found in the Co-authors/Description box, when you click on "Update Your Info" and then "Update Presentation Info".) Please also feel free to list them on your poster and/or final paper.

Register for the Conference: All poster presenters must register for the conference as either a full conference or one-day conference registrant. AWEA offers presenters a significant discount on registration; this year the full-conference presenter rate is \$600. Please go to the Registration page on the left for more details and to register. **Please note that additional authors are not eligible for the presenter discount.**

Housing and Travel Information: Presenters are responsible for making their own hotel and flight reservations. AWEA has negotiated discounted rates at 25 Dallas hotels for WINDPOWER 2010 attendees & exhibitors. You can find the travel information by visiting the link, 'Hotel & Travel Information' on the left.

Recorded Conference Materials/DVD-ROMs: WINDPOWER 2010 Conference sessions will be recorded and distributed electronically. The Conference Materials include presentations from the sessions synched with speakers' voices. Also included are the posters, final papers, and live video recordings from the General Sessions (Sunday's pre-conference seminars will be separate).

3. Requirements

All poster presenters are asked to adhere to the following:

All poster presenters are required to submit their poster to AWEA by Monday, April 26, 2010 for review

Poster Content

- **Abstract topic:** Your poster topic was selected based on your abstract submission, and your final poster should not deviate from the accepted abstract.
- **No marketing:** Posters must be designed to provide an opportunity to learn and discuss business and technology issues, and not intended to sell products or services. Make sure that poster is NOT product specific, and is objective in nature. The program committee will review posters for adherence to these guidelines.
- If a poster deviates from the intent of the submitted abstract or is seen as marketing material, you will be asked to make changes during the review process. If you do not make the required changes you may not be allowed to present your poster at the discretion of the American Wind Energy Association. NOTE: Posters will not be reviewed until the April 16th deadline and if changes are required there will be a short turnaround period.
- **Dimensions:** Each poster presentation will occupy one poster unit or meter board and files must be sized accordingly. The dimensions for the posters must be 36 inches wide by 44 inches tall, vertical or portrait setting.

Logistical information

- **File/Submission Details:** The file submitted to AWEA should consist of a one page PDF document. You will need to upload this file at the "Update Your Info" link on the left. Keep in mind the system will not accept files above 10 Megabytes. If the review committee finds corrections need to be made you will be contacted prior to printing.
- **Printing:** In a continuing effort to improve the look of the posters, **this year AWEA will be printing ALL posters**; you will not be allowed to print your own as in years past. Final files must be submitted by the **Monday, April 26, 2010** deadline or you will not be allowed to present.
- **Set-up:** Conference staff will be putting up all the posters this year.
- **Clean-up:** Posters must be dismantled between the hours of 3:30 pm - 5:00 pm on Wednesday May 26, 2010. You are welcome to take your poster home with you but any posters left after 5:00 pm will be discarded.
- **Cancellations:** If you agree to participate as a poster presenter, we expect your poster to be presented. If there is an emergency and you cannot attend the conference, you will be expected to provide a backup person to present your poster.
- **Additional Materials:** Copies of your poster and business cards can be left at your poster. **You are not permitted to leave any additional materials other than your poster.** If there are any materials left behind, they will be discarded.

Onsite responsibility

- **Check-in:** All poster presenters must check-in at the Poster Check-In desk, located near the poster area in Lobby AC of the Dallas Convention Center on May 23 from 11:00 am – 5:00 pm. We try to catch all printing errors prior to the conference, but nobody knows your poster better than you. All poster presenters are strongly encouraged to make sure that their posters correctly printed at this time. Volunteers will be available to assist with locating your poster.
- **Poster Reception:** You must be at your poster during the poster reception, which will take place on Monday, May 24 from 5:00 pm - 6:00 pm, giving you a chance to discuss your presentation with conference attendees.

4. Poster Organization

Posters will be organized by category. We are working to design the "Poster Gallery" in a layout that will allow for easy access, spacious displays and opportunities to stand and discuss your work with other conference attendees.

5. Poster Content and Recommendations

Remember that this is a VISUAL presentation - try to explain your ideas in a visually appealing way. The sequence of information on the poster should be logical and clear. An attendee who just walks by and reads your poster should have a clear idea of your presentation and the major points.

- **Identification:** Identify your poster near the top of the panel with the title of your presentation and all authors' names and affiliations. The title should be composed of CAPITAL letters at least one inch high.
- **Logo usage:** If you chose to include your logo companies logo on your poster it should not be more 2.5 inches tall.
- **Creating your poster:** If you want to create your poster in PowerPoint, follow these steps.
 1. Open a new file and choose the blank page as your slide layout
 2. Specify how large the paper should be by going to File/Page Setup and enter the width and height (36 inches wide x 44 inches tall).
 3. Select the Portrait setting.
 4. You may receive a message, PowerPoint says the size exceeds that of the current printer. Select OK.
 5. Create your poster by inserting text boxes, graphics or pictures.
 6. Convert the completed poster to a PDF file before submission.
- **The poster should typically include**
 1. Introduction (background, statement of hypothesis, purpose/objectives)
 2. Methods (experimental design, techniques)
 3. Results (data summary, findings)
 4. Conclusions (interpretations, implications)
 5. Organize the material to tell a logical, coherent story.
 6. Summarize results/findings. Bullets work well to summarize key points or contributions of the study.
- **Order:** Consider the flow of your poster - generally left to right and from top to bottom.
- **Color:** Aesthetics are an important part of preparing a poster that will attract attention. The use of color will enhance poster readability (i.e., for contrast and to highlight important points) and attractiveness. Use muted colors that blend well and do not overpower text or graphics. Use primary colors, and do not use shocking colors like pink or yellow.
- **Graphics & Pictures:** IMPORTANT- Use figures (graphs, charts and illustrations with captions) as much as possible, making sure that they are legible. Pictures and PDF images need to be at 300 DPI or higher.
- **Background:** Avoid use of photographs as backgrounds if they are extremely complex and make text difficult to read. If you choose this style, make your background photograph semitransparent. Use complementary colors as a background to text and art work.
- **Fonts:** The written text should be sufficiently large to allow easy reading from a distance of approximately five feet. Use large fonts for the title and sub-headers - at least 72 point font for the title, 36 point font for the sub-headers, and 18 point font for the text. Use simple fonts such as Times New Roman or Helvetica. Use only one type of font to avoid an unprofessional look. Avoid using too many style changes such as shadow, bold, italics, and underscoring.

- **Text:** Use a lot of white space around your work as light and empty space is more attractive to the eye. Avoid large, continuous blocks of text; use small blocks instead. Make sure the small blocks of text can stand alone. It should still make sense if someone comes up to your poster and reads only a small portion of it. Use the minimum amount of text possible. Consider using right-justified text. Justified text might look nicer from a distance, but is more difficult to read. Remember that people will be standing and reading the text on the spot.
- **Simplicity:** Keep your poster simple and provide a clear "take-home" message. Limit your presentation to essential data and include information to stimulate discussion; you can provide details in discussions or on the Recorded Conference Materials/ DVD-ROMs. Most viewers will scan the display for its prominent features, and when something catches their attention, linger for closer study and possible discussion of details with the author.

Additional Considerations/Recommendations:

- Think about your target audience. Although most of the participants will likely be technical folks, there will also be many non-technical attendees. Technical or non-technical, it is likely that most people will have less knowledge about your subject than you do. Keep it simple, but informative.
- Spell out acronyms in their entirety the first time used, followed by the acronym in parenthesis. Example: American Wind Energy Association (AWEA)
- Run your spell check and have your colleague read your poster text before printing it out.
- Provide your contact information.
- Provide a schedule of times you (or someone else) will be available at your poster for questions or for providing additional information, in addition to the scheduled Poster Reception.
- Make yourself available during the conference for follow up discussions.
- Bring a good supply of business cards
- Helpful Site for Poster Production: <http://www.ncsu.edu/project/posters/>

If you wish for your information to be included on the Recorded Conference Materials/ DVD-ROM, the final electronic version of the Poster must be uploaded at the "Upload Presentation/Final Paper" page (link on left menu bar), by **Monday, April 16, 2010**. Final papers must be uploaded by **Monday, May 10, 2010**. If your paper is not submitted by this date, it will not be included on the DVD-ROMs.

Please make sure your material has been edited, proofed and is complete with all graphics already embedded in the document or presentation. We cannot edit your material. We can receive documents and presentations created with Word XP or earlier versions. In order to obtain uniformity in the papers, we ask you to adhere to the following instructions:

Copyright and Patent Clearance: If the information submitted or presented is a copyrighted or patented work, copyright or patent clearance must be obtained from the relevant organization. It is the sole responsibility of the author or presenter to receive such clearance. It should be understood that AWEA assumes that any document received for this conference has full and proper copyright and patent clearance.

Length of Paper: Since the papers will be stored in electronic form, there is no limit on the length. In general, papers are usually about 10 pages, including graphs, illustrations, tables and/or references.

Cover Page: Create a cover page for your presentation with the title, author(s) and pertinent information including any copyright statements.

Margins: Make sure your margins are not outside of the printable area. Do a test-print to make sure your document looks correct. Watch for orphan headings and shifting of text and images.

Inserted Images: Place your images in the appropriate places instead of leaving a placement marker (i.e. insert fig. 1 here). This will insure that your document looks correct. We cannot take responsibility for placement of your images.

If it won't fit: If you have large landscape tables, graphs, or images that will not fit within the document, append them to the end of your document and add annotations in the document instead.

Excel spreadsheets: Spreadsheets can be appended to the end of a document as separate pages. We will not edit your document by adding references to the spreadsheets. Later versions of Word allow the user to insert spreadsheets directly into the document.

Fonts: Use common fonts like Arial, Times New Roman, or Helvetica. This will alleviate any font problems on other computers. **Creating Hyperlinks:** When adding Internet hyperlinks to your Word document, please make sure you use the hyperlink tool to create the links, as opposed to just coloring them blue and underlining. This allows the links to be maintained in the document during conversion to the PDF format. Please check to make sure the conversion process into MS Word formats your paper properly.