

Dear Poster Presenter:

Thank you for your abstract submission for the ABA's 49th Annual Meeting, March 21-24 in Boston. Listed below are some important guidelines regarding the poster set-up and related issues. If you have any questions after reviewing this material, please contact the ABA Central Office at (312) 642-9260 or [kolpak@ameriburn.org](mailto:kolpak@ameriburn.org).

## GUIDELINES

Posters should be readable by viewers five feet away. The message should be clear and understandable without oral explanation. The poster board area is 4' high by 8' long - your poster must fit within this area. The following guidelines have been prepared to help improve the effectiveness of poster communication:

1. INITIAL SKETCH - Plan your poster early. Focus your attention on a few key points. Try various styles of data presentation to achieve clarity and simplicity. Does the use of color help? What needs to be expressed in words? Suggest headlines and text topics.
2. ROUGH LAYOUT - Enlarge your best initial sketch, keeping the dimensions in proportion to the final poster. Ideally, the rough layout should be full size. Print the title and headlines. Indicate text by horizontal lines. Draw rough graphs and tables. This will give you a good idea of proportions and balance. If you are working with an artist, show him or her the poster layout. Ask associates for comments. This is still an experimental stage.
3. FINAL LAYOUT - The artwork is complete. The text and tables are typed but not necessarily enlarged to full size. Now ask, is the message clear? Do the important points stand out? Is there balance between words and illustrations? Is there spatial balance? Is the pathway through the poster clear?
4. BALANCE - The figures and tables should cover slightly more than 50% of the poster area. If you have only a few illustrations, make them large. Do not omit the text, but keep it brief. The poster should be understandable without oral explanation.
5. TYPOGRAPHY - Avoid abbreviations, acronyms, and jargon. Use a consistent type style throughout. Use large type, for example. An 8.5" by 11" sheet of paper photo statically enlarged 50% makes the text readable from 5 feet away.
6. EYE MOVEMENT - The movement (pathway) of the eye over the poster should be natural - down the columns or along the rows. Size attracts attention. Arrows, pointing hands, numbers and letters can help clarify the sequence.
7. SIMPLICITY - The temptation to overload the poster should be resisted. More material may mean less communication.

## POSTER VIEWING HOURS

Tuesday, March 21 - 3:00pm – 7:00pm

Wednesday, March 22 - 6:30am – 6:30pm

Thursday, March 23 - 6:30am – 1:45pm

You are encouraged to submit a manuscript to the *Journal of Burn Care and Research*. We look forward to seeing you in Boston.