

RECOMMENDATIONS FOR EFFECTIVE POSTER PRESENTATION

- The inclusion of trade names/brand names is not allowed on the poster. The mentioning of agents/molecules must follow the scientific standard for publications.
- Indicate your new abstract number on the upper right corner of your poster.
- QR codes are only allowed for private studies. The information available using the QR code should be freely accessible and should not require any specific log-in. In agreement with the applicable Dutch laws regulating restrictions for promotional activities in the context of medical events, QR codes should not give access to company sponsored websites allowing the free access to prescription medicines advertisements.
- The usable poster board surface is 94 cm high and 180 cm wide (landscape format).
- **Don't overload your poster.** Remember, you are not writing an article.
- Seek simplicity, keep text to a minimum and avoid redundancies.
- Use 500 to 1'000 words (including title, figure legends and tables), definitely not more.
- The figures and tables should cover approximately 50% of the poster area.
- Prepare a 20 cm high title strip that runs the full width of the poster. Use a black and bold typeface, not smaller than 30 mm in height for the title and at least 20 mm for author's names and affiliations (the height refers to capital and tall letters), Capital letters are usually more difficult to read than small letters.
- The average reader spends 1-2 minutes on your poster. **Highlight your main finding.** Most of us start by reading the conclusions. Thus, don't hide them in the right lower corner. Put them on eye level, either on top of the right column or alternatively start with the conclusions. Otherwise, structure your poster by introduction, methods and results. State your aims in the end of the introduction.
- We suggest that the pathway (eye movement) is down the columns. Use 3-5 columns.
- The poster is supposed to be **readable from a distance of 1.5-2 m**. The text should definitely be no less than 5 mm for capitals and tall letters, and preferably larger. Use a constant font throughout the poster.
- Let your important points stand out. Use (but don't overuse) bold and colours.
- If possible, avoid abbreviations and acronyms, especially in the conclusions.
- Feel free to provide one or more key references (in the right lower corner).
- Handouts of your abstract / poster (with your addresses) to your interested readers may facilitate future research communication.
- Prepare a short (< 60 seconds) oral guide through your poster to be offered to those that prefer your words before reading for themselves.

EXAMPLE:

