

# 2013 ISA Water/Wastewater and Automatic Controls Symposium

Crowne Plaza Orlando-Universal Hotel.....Orlando, Florida, USA.....August 6 to 8, 2013  
Presented by the ISA Water/Wastewater Industries Division – [www.isawwsymposium.com](http://www.isawwsymposium.com)  
Technical co-sponsors: WEF Automation and Info Tech Committee and the Florida AWWA Section



## *Poster Guidelines*

### **General Writing/Presentation Guidelines**

Papers, Presentations and Posters can focus on a specific technology, application (case history), or be tutorial (how-to) in nature. Authors should write from the perspective of the end-user, and make sure the article covers the problem, what was done in the past, the solution, and results they obtained. Product endorsements of any kind are not permitted. (Note: If you want to promote your products at the symposium, have you considered also being an exhibitor or sponsor? Contact us for more info.)

### **Submitting An Abstract / Poster Proposal**

Individuals interested in presenting a poster at the WWAC Symposium, must write and submit an a 250-word abstract as per the “Call for Abstracts”. Please note the format and due date for abstracts. You will be notified if your poster idea has been accepted as per the notification of acceptance date on the call for abstracts.

### **What is a “Poster Session”?**

A “poster session” or “poster presentation” is the presentation of research, project or case study by an individual or representatives of research teams at a conference with an academic or professional focus. The work is peer reviewed. Presentations typically consist of the presenter hanging a large format poster on a mounting board and the presenter being in attendance answering questions posed by passing colleagues. The poster itself is 3x4 feet maximum in dimension. A Poster Session advertises your research, project or case study. It combines text and graphics to make a visually pleasing presentation. It will take place in one large room, located in a highly visible location for maximum exposure. Then, as viewers walk by, your poster should quickly and efficiently communicate your research. Unlike the fast pace of a slide show or verbal presentation, a Poster Session allows viewers to study and restudy your information and discuss it with you one on one. You may also be required to give short presentations on your research every ten or fifteen minutes.

### **Poster Size**

The poster will be required to fit within a 3 foot wide x 4 foot tall mounting area. A stand will be provided at the symposium for your poster to be mounted on.

There are two options for how to format your poster.

- **Option 1 (preferred):** One large 3 foot wide x 4 foot tall poster on a single piece of paper/velum
- **Option 2:** A grouping of 8.5”x11” pieces of paper that you can arrange/affix on the poster mounting area. This approach is discouraged, but the symposium organizers do realize that this method travels/packs easier.

### **Printing & Transport**

Presenters are responsible for printing and transporting their own posters to the symposium. For transporting large format posters, a sturdy roll-tube is recommended.

For individuals travelling by plane, you may want to consider having your poster sent by courier to the hotel a few days prior to your arrival and having the hotel temporarily store it for you – you can contact the hotel to make these arrangements. On some airlines a roll-tube might be considered difficult to carry-on and may need to be checked as oversize baggage – check with your airline.

### **Author Name, Company Name and Logos**

The author name(s) must be shown either near the top of the poster or on the bottom right corner. It is permitted beside each author name to mention their company name and show a small company logo. Company logos can be no larger than 2” wide x 4” high. If subject matter / project involves multiple end-user organizations, it is permitted to list them and their logos provided that they are non-commercial in nature.

## Mounting

The symposium will be providing a mounting area that is 3 feet wide x 4 foot tall for each poster. Posters can be attached using Velcro tabs (supplied at the symposium) or by using sticky-tack (supplied at the symposium).

Presenters will be responsible for hanging their own posters, and posters must remain up for the entire duration of the symposium. Presenters will be expected to hang their posters during the exhibit hall setup period on Tuesday afternoon, or between 7am-8am on the Wednesday morning. Posters can be taken down after 5pm on the Thursday.

## Staffing your Poster

You will be expected to be at your poster to answer questions during the designated “poster session” time at the symposium. While you are only required to be at your poster during this time, you are welcome to be at your poster during other times of the symposium if you want. Your poster will be up for the entire duration of the symposium so it will have a lot of exposure.

## Electronic Copy of Poster

You will be required to provide a high-resolution PDF copy of your poster to the symposium committee for both the draft and final versions. A “[www.dropbox.com](http://www.dropbox.com)” account and FTP account will be provided for you to transfer the files.

## Layout Software

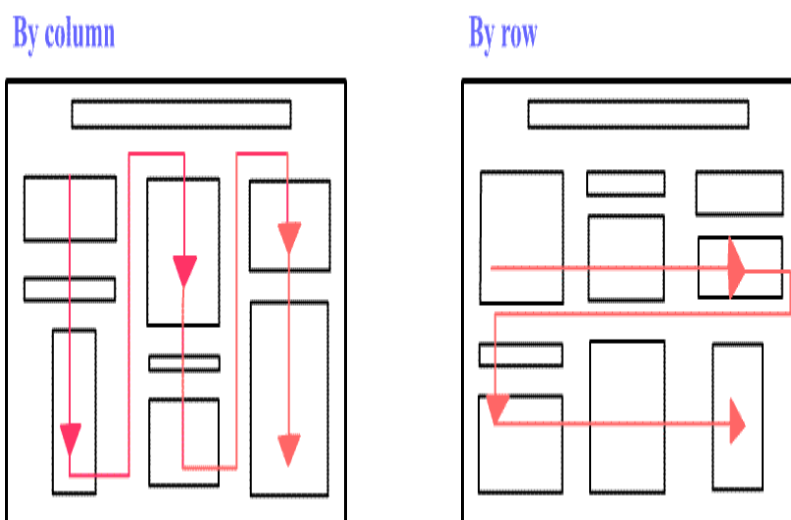
There is no preference as to what layout software you should use. Some people have had good luck using MS PowerPoint (and setting the page size accordingly), MS Publisher, Adobe Illustrator, Adobe InDesign and/or QuarkXPress.

## Layout

Plan your layout carefully. Layout includes but is not limited to:

- Headings and subheadings.
- Organizing the information into sections.
- There should be balance and simplicity.
- Deciding where you want to add graphics, photographs, graphs, etc.
- Do not try to present too much detail. Less is more.
- Leaving enough white space - don't clutter the poster – it should have a clean and simple layout.
- Provide your name and contact details for people that might want to discuss it with you.
- Information should flow (viewing sequence) by column or by row, as in the following examples:

Typical Layout techniques:



## Font Size

Because your audience will be standing from four to eight feet away from your poster, you must make your text readable from a distance. Use at least a 36 point font for your text, and at least a 48 point font for the title. Your font style should be legible also. Avoid using italicized or fancy scripts. Highlighting with colors or underlining important information is acceptable, but make sure your font style is consistent over the entire poster. Don't use more than one style!



A good guide to check if the font is large enough on your poster is to do a test print onto one 8.5”x11” sheet of paper: if you can read the text on the test print, your font is large enough.

Avoid using all capital letters except for the title. The emphasis of capital letters helps titles stand out, but in general all caps take longer to read than mixed upper- and lower-case letters.

Finally, always use a laser printer to produce professional-looking sheets. Handwritten posters appear sloppy and imply that you didn't put much effort into preparing your poster.

### **Graphics**

Ensure that all images such as photographs, artwork, graphs etc., can be printed legibly. High contrast images are preferred. Ensure that all text appearing in the image is large and legible. Make sure that you put captions on your graphics so people know what they are looking at.

### **A Tip for Effective Posters**

A hint for good poster sessions, keep them simple. To simply pin a detailed paper to the poster does not make an effective presentation. Just like PowerPoint presentations, highlight the important points for discussion. You will be there to answer questions that attendees may have.

### **Resources for Effective Posters**

Please refer to the following links for poster preparation guidelines and layout ideas:

- <http://writing.colostate.edu/guides/speaking/poster/>
- [http://cte.umdj.edu/career\\_development/career\\_posters.cfm](http://cte.umdj.edu/career_development/career_posters.cfm)
- <http://www.personal.psu.edu/drs18/postershow/>
- <http://www.lib.uct.ac.za/infolit/poster.htm>

### **Questions**

If you have questions, please do not hesitate to contact the WWAC Symposium program chair.