

Poster Design Guidelines, Presentation Information, and Display Schedule

Posters will remain on display for the duration of the conference, starting the evening of November 16 and formally concluding at the close of business on November 18.

A dedicated poster session will take place during the Welcome Reception on **November 16 from 5:30–7:00 PM in the Mineral Hall**. At least one author should be available during the November 16th session to discuss the work and engage with attendees.

After the poster session on November 16th, CEATI will place poster boards around the conference area and hallways to allow attendees to review posters on an ad hoc basis. Adding contact details to your posters will allow those that want additional information to contact you.

Posters not removed by close of business on November 18th **may** be consolidated onto fewer display boards and remain on display through November 19th. Posters not removed by authors by November 19th will be removed by CEATI staff and discarded.

Why Poster Sessions Matter

Poster sessions provide an opportunity to:

- Share and promote your research
- Connect with attendees who have similar interests
- Practice communicating your work clearly and concisely
- Build connections between academia and industry

A strong poster achieves two goals:

- Supports your verbal explanation through visuals and structure
- Remains understandable and engaging even when you are not present

Balancing these two objectives is key when deciding how much detail and text to include.

Delivering an Effective Poster Pitch

When attendees approach your poster, be prepared with a short overview of your work. A typical poster pitch lasts about 1–2 minutes and should summarize:

- The problem or research question
- Your approach or methodology
- The main contribution or findings

The goal is to spark interest rather than explain every detail on the poster.

Practicing your pitch while designing the poster is strongly recommended, as it helps ensure the content and layout support your presentation effectively.

General Poster Design Tips

Posters are communication tools. Organize the content so it guides viewers through your work clearly and naturally.

Technical Requirements

- Posters must not exceed A0 dimensions (841 × 1189 mm / 33.1 × 46.8 inches).

Recommended Practices

- Emphasize your main ideas and findings with a clear visual structure
- Use visuals such as diagrams, screenshots, sketches, or charts to support explanations
- Prefer bullet points over large blocks of text
- Use concise sentences and readable fonts
- Maintain a balance between text and visuals

Text and Layout Guidance

- Use headings that clearly communicate key messages
- Keep detailed explanations brief and refer interested viewers to your full paper or supplementary materials
- Ensure figure captions are easy to understand
- Add annotations directly to visuals where useful

Include Key Information

Clearly communicate:

- Research problem and motivation
- Methodology
- Main findings
- Limitations and future work
- Practical implications and takeaways

QR codes linking to demos, websites, or additional resources are encouraged.

Suggested Poster Structure

1. Research Question and Context

Introduce the problem and provide background or examples.

2. Methodology

Use diagrams or flowcharts to illustrate methods, participants, or processes.

3. Main Findings

This should be the most prominent section of the poster. Focus on the most important 2–3 insights.

4. Limitations and Future Work

Discuss remaining challenges, constraints, or opportunities for future research.

5. Key Takeaways

Summarize the practical or academic significance of the work.

Visual Design Recommendations

- Larger elements naturally attract more attention, so use size strategically
- Create a clear hierarchy so viewers can quickly identify the most important information
- Arrange content to guide the reader through the poster logically

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- Use color sparingly to highlight key concepts
 - Leave sufficient white space to improve readability and organization
 - Consider using a grid layout to align sections and maintain consistency
 - Ensure all text and figures remain readable at full printed size

Additional Tips

- Include author names and contact information prominently
- Develop a distinctive visual style that helps your poster stand out
- Make sure title text is readable from several meters away
- Ensure screenshots and figure text remain legible when printed