GUIDANCE FOR POSTERS:

Whilst there are no set guidelines for designing a research poster for the BTS Winter Meeting, the key points below should help you:

• The display boards are **2 metres wide x 1 metre high (i.e. landscape style)** and are fabric faced. Please bring your **own Velcro Hook** and/or drawing pins to attach your posters to the display boards. Sellotape and Blu-Tac are **not** to be used. When constructing/designing your poster remember to leave enough room for you to be able to stand next to the poster and not in front of it.

• The majority of posters are now produced electronically and printed using a large format printer. We encourage delegates to use this method and not to use individual sheets of paper where possible.

• The abstract need not be displayed in full, as it will be in the programme. The abstract title and authors should be displayed across the top of the poster and should be visible from at least 6 feet away.

• Use key headings such as “Introduction”, “Methods”, “Results” and “Conclusions” in large font with text under each. Key headings should be visible from at least 6ft away. Try to ensure the final main body text size is at least 28pt in size – if necessary cut out text so you can increase the text size. **San-serif fonts work better for large font sizes. Paragraphs should be short, and in most cases bullet points work better. Ideally your poster should be readable to the viewer from 3ft away.**

• Graphs and tables should be clear and as large as possible. It is usually worth sacrificing some detail for the sake of clarity. Colour is an advantage to highlight points and lower case lettering should be used as far as possible as this is easier to read. The text, tables and graphics should look integrated. The same typeface should be used for all if possible and ruled lines separating different types of information should be avoided.

• The most difficult aspect of making a poster is getting the layout correct. Try to ensure the poster “flows” and that the contents of each section are clear to the viewer. Usually, the simpler the poster, the better.

• Try to make your poster genuinely attractive and eye-catching to look at. It needs to have some of the same properties as an advertisement – effectively you are selling your research data/ideas to other delegates. A well designed poster will effectively sell your research, whereas a poorly designed poster will almost certainly detract from the content.

• **QR codes are permissible only if they provide access to clinically relevant content related directly to the subject of the poster. They must not provide any links to marketing or promotional materials and their use does not imply any endorsement by the British Thoracic Society of any related products or therapies.**
SCIENCEPOSTERS SERVICE

The company called Scienceposters have provided a valuable service to poster presenters at BTS Winter Meetings for over 10 years.

There are two options:

1) Poster design and print – £130.00. Scienceposters will design and print your poster. Poster content must be submitted by Wednesday 13th November 2019 to allow enough time to design and process. Posters will be designed AO landscape and printed on fabric.

2) Poster printing on silk foldable fabric – only £40.00 (a saving of over £30.00 on the standard price for a delivered poster).

POSTERS SHOULD BE SIZED 84.0cm high x 118.8cm wide (A0 landscape) for printing.

The deadline for the print-only service is strictly Friday 29th November 2019. We can still send posters after this date but the standard delivery fee will apply. For urgent/last minute posters please contact us to ensure we can print/design in time to ensure delivery.

If presenters choose to receive their poster and take it themselves to the Meeting, then posters can be despatched using Royal Mail 24hr tracked (£7.50 for one poster). This also applies to paper posters.

To send your posters for printing or design simply upload them using the link below. Please indicate whether they are for design and print or just printing.

https://www.scienceposters.co.uk/bts.htm

NOTE: Please see the advice on the Scienceposters website re: fixing of fabric posters to the poster boards.

On the day, BTS is offering a collection service where delegates can collect their poster on arrival at the Meeting, if it has been provided by Scienceposters. The above prices include delivery to the QEII. All posters will be delivered in an A4 box, in which you can transport your poster home. BTS is not able to keep or send on posters after the Winter Meeting ends. Any posters left behind will be recycled.

Twitter: @Scienceposters #BTSWinter2019