



September 20-23, 2021
New Orleans Ernest N.
Morial Convention Center
New Orleans, LA



POSTER GUIDELINES AND TIPS

The following guidelines have been developed to assist you in creating your poster for SPI, ESI, and Smart Energy Week. We ask that you review the guidelines, adhere to the requirements, and accept our recommendations. Please contact us at education@sets.solar if you need clarification or have questions.

Requirements

- **Content matches abstract topic.** Your poster topic was selected based on your abstract submission, and your final poster should not deviate from the accepted abstract.
- **Poster does NOT contain marketing.** Posters and any accompanying handouts should be informational and provide an opportunity to spark business and technology discussions. Posters should not be used to sell products or services. Make sure your poster is objective and not product specific. SPI will review your poster to ensure it adheres to these guidelines.
- Tone does not negatively reflect the industry or competitors.
- **PDF file sized 44 inches wide by 36 inches tall in the landscape setting.**

Logistics

- **File/Submission Details:** Upload a PDF of your poster to the [Presenter Center](#) by **July 16, 2021**. Conference organizers will review all posters to ensure they meet the requirements and will notify you of any required edits. If you are asked to make edits, upload a revised version by July 23, 2021.
- **Display:** All posters will be printed, displayed, and made available to attendees of the conferences. Conference organizers will print and hang these posters.

Content and Design

Remember that this is a VISUAL presentation - try to explain your ideas in a visually appealing way. The sequence of information on the poster should be logical and clear. An attendee who scrolls through and reads your poster should have a clear idea of your presentation and the major points.

- **Logo usage:** Make sure your company's logo is a high resolution image.
- **The poster should typically include the following:**
 1. Introduction (background, statement of hypothesis, purpose/objectives)
 2. Methods (experimental design, techniques)
 3. Results (data summary, findings)
 4. Conclusions (interpretations, implications)
 5. Summary of results/findings. Bullets work well to summarize key points or contributions of the study.
 6. Additional resources/next steps



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- **Graphics & Pictures:** IMPORTANT- Use figures (graphs, charts and illustrations with captions) as much as possible, making sure that they are legible. Pictures and PDF images need to be at least 300 DPI. Bleed is standard .25 inches.
- **Background:** Avoid use of photographs as backgrounds if they are extremely complex and make text difficult to read. If you choose this style, make your background photograph semitransparent. Use complementary colors as a background to text and art work.
- **Fonts:** The written text should be sufficiently large to allow easy reading from a distance of approximately five feet. Use large fonts for the title and sub-headers - at least 72-point font for the title, 36-point font for the sub-headers, and 18-point font for the text. Use simple fonts such as Times New Roman or Helvetica. Use only one type of font to avoid an unprofessional look. Avoid using too many style changes such as shadow, bold, italics, and underscoring.
- **Text:** Use more white space around your work as light and empty space is more attractive to the eye. Avoid large, continuous blocks of text; use small blocks instead. Make sure the small blocks of text can stand-alone. It should still make sense if someone comes up to your poster and reads only a small portion of it. Use the minimum amount of text possible. Consider using right-justified text. Justified text might look nicer from a distance, but is more difficult to read. Remember that people will be standing and reading the text on the spot.
- **Simplicity:** Keep your poster simple and provide a clear "take-home" message. Limit your presentation to essential data and include information to stimulate discussion; you can provide details in discussions. Most viewers will scan the display for its prominent features, and when something catches their attention, linger for closer study and possible discussion of details with the author.

Converting Your Poster to a PDF

In order to ensure good image quality, we recommend you follow the steps below to convert when converting your poster to a PDF.

Additional Recommendations

- Think about your target audience. Although many of the participants will likely be technical folks, there will also be many non-technical attendees. Technical or non-technical, it is likely that most people will have less knowledge about your subject than you do. Keep it simple, but informative.
- Spell out acronyms in their entirety the first time used, followed by the acronym in parenthesis.
- Run spell check and have a colleague read your poster text before submitting the final version.
- Provide your contact information.

Please make sure your poster has been edited and proofed and that it is complete with all graphics already embedded in the document or presentation. We cannot edit your material. We can receive documents and presentations created with Word XP or earlier versions. In order to obtain uniformity in the papers, we ask you to adhere to the following instructions:



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