The 11th Consumer Issues Conference
“Pills, Potions and Profits”

Guidelines for Research and Project Poster Session
University of Wyoming, October 5-7, 2011

The Consumer Issues Conference is a long-running annual event that focuses on a different consumer issue each year. This year the focus is on drugs and consumers.

Objectives of the Conference
- Develop an understanding of consumer issues related to drugs and consumers and increase awareness of informational and policy resources from experts’ presentations, exhibits, and poster sessions
- Empower consumers to address specific concerns through education, collaboration, and participation in the public policy process
- Create opportunities for networking that can lead to collaboration among stakeholders with differing perspectives on consumer issues
- Improve well being for consumers through changes in personal actions and/or state and local policy, (e.g., legislation introduced and/or passed, regulation, and funding)
- Encourage attendees to create/share well researched position papers and presentations to experts and policymakers, including legislators on a specific issue

Audience
The audience will be a mix of lawyers, educators, researchers, policymakers, interested citizens, business persons and university students, faculty and staff. Supplementary handouts are encouraged to educate attendees (no commercial promotions will be permitted).

The posters are to be available during the conference in the Wyoming Union’s Ballroom (on the campus of the University of Wyoming) by 8:15 am on October 6, 2011 and should remain up until noon on October 7. During the midmorning break on the 6th (approximately 9:55 to10:30am) the authors should be next to their posters to discuss their work and answer questions. Posters may be set up as early as 7:30 a.m. October 6th.

Poster Preparation
Posters are typically either a standard three-section table top presentation board or a flat poster (not longer than six feet). Tables will be provided. Posters will be displayed in an area in which attendees meet during session breaks. You will be responsible for putting your poster up and removing it.

Submission:
Submitted abstracts should describe in 250 words or less the poster content. Poster submissions must be original, and priority will be given to topics related to Conference themes. Indicate whether your poster is research or project oriented. Please include your contact information (name, title, affiliation, e-mail and phone number).

The deadline for submissions is Wednesday, July 13, 2011.

Submissions should be sent to Cole Ehmke at cehmke@uwyo.edu. The review committee will notify you by the end of July. Abstracts for posters presented at the conference will be posted on the conference website at www.uwyo.edu/consumerconference/. Presenters must register for the conference on their own.
Poster Design Tips
With thanks to the Agricultural and Applied Economics Association
To help you develop your poster, we have provided a few suggestions. This is meant as a general overview to get you started.

Content
- **Introduction:** Provide context for your research or project. Why you are excited about it?
- **Objectives:** What questions did you address or answer?
- **Methods:** Key information on your research design and analysis. Keep it brief.
- **Results & Discussion:** What was observed? How do the results relate to the original questions? Focus on the key points.
- **Conclusions:** What did you learn?

Replace text with graphical elements as much as possible (e.g., photographs or maps of project's location or activities, other visual aids to convey key results), but do not forget your complete contact information. Consider including a photograph of the presenting author.

Layout
Clearly indicate your key message. Avoid clutter and unnecessary detail. Don't fight the reader's gravity-pull from top to bottom and left to right. Remember graphical elements, such as balance, symmetry, rhythm, repetition, and change.

Aesthetics
Any text in your poster should be readable from 6 feet away, including text in figures. This means no text should be smaller than a 20-point font. The title must be much larger and readable from a distance (12 feet or more).

Use fonts without serif, but bold. Use dark letters on light backgrounds. Use color carefully; very bright colors can easily fatigue the reader. Stick to a theme of 2-3 colors.

Useful Guidelines
- [http://faculty.washington.edu/scporter/INQUAposters.html](http://faculty.washington.edu/scporter/INQUAposters.html) Provides a summary of the layout and visuals of an effective research poster.
- [http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm](http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm) A comprehensive guide to designing a scientific poster, including a downloadable PPT template. The template supports a maximum size of 36" by 56", but many commercial poster printers can enlarge that proportionally.
- [http://www.ncsu.edu/project/posters](http://www.ncsu.edu/project/posters) Explains how to create an effective poster. Critiques selected examples and provides a list of further resources.
- [http://www.aaea.org/2007am/agecon_poster_tips.pdf](http://www.aaea.org/2007am/agecon_poster_tips.pdf) This document, created by AgEcon Search, offers guidelines on creating your poster in software templates and printing using commercial large format printers.