

## Poster Guidelines for the Northern California Botanists symposium, January 11-12, 2010 in Chico

- 1. Remember that a poster is not a paper.** Rely on photos, tables and figures to present your story. For details, interested people can talk with you directly during poster viewing times\*. Also consider preparing an 8.5 x 11" handout of the poster itself, or of background text, references, or other supplemental material to have available in an envelope adjacent to your poster, for people to take home with them. What do you want people to remember?
- 2. Title and author.** Place the title (in largest font) and then name of the author (or your research group or agency department, etc.), in the top center of the poster. Title should be readable from 3 meters away, other print smaller.
- 3. Introduction.** Your research or other work may be stated in the form of a problem, question or hypothesis.
- 4. Protocol/methods.** This should be written as a bulleted list or outline that omits most detail. How results were obtained must be clear from the protocol. Any data analysis (indicating statistical tests) must be explained here - or better yet, directly with the data in tables and figures.
- 5. Tables, graphs and photos and figures.** All must be self-explanatory and easy to read. They should have headings of 1 or 2 lines in larger font that state the "take-home" message. Additional comments or detail may be included in smaller font below these headings, and can include conclusions drawn from the data.
- 6. General conclusions.** What is the answer to the question? Were hypotheses rejected? What other conclusions emerge from the results? What new hypotheses do the results suggest, or what new knowledge is put forward? The significance of study results, or of whatever you are depicting, should be clearly addressed, especially relating to conservation/management.
- 7. Physical layout.** Use layout to help tell your story. Section heading print should be at least 10mm high, all other texts 5 mm high. Dark print on white or very light paper gives best readability, especially when backed by a pleasing contrasting color of posterboard or other background to unite the overall presentation.
- 8. Size.** 3 x 4 feet is a common size but can be a bit larger. Poster must be able to be held up by pushpins on a padded vertical divider.
- 9. Abstract.** In a short paragraph (approx. 250 words) state your question/hypothesis/problem, study objective(s), basic methods used, main findings, including "bottom line" data (with any statistical measures such as p-values), and conclusions or indications of your study. If your project or work was more qualitative, be as descriptive as possible and be sure to indicate how your work contributes to knowledge about Northern California plant life and/or its conservation or management. Include mailing address info for all main authors, including name of agency, company or organization. (This abstract will be separate from poster and emailed in to symposium organizers. See separate Poster Abstract Preparation directions.)

**\* Due to the very full schedule of presentations, times available for poster viewing will be during breaks, the lunch hour, and immediately after the last item on the program each day. Because viewers may not connect with the poster author for discussion, authors are encouraged to provide handouts and especially an abstract for inclusion in the symposium registration packet.**