

# Poster Presenter Guide

A poster is a visual display of a paper, research project, developing idea, case, or innovative program that is printed and displayed on a poster board for attendees to explore. Your job is to stand with it, spark conversations, and welcome questions.

*Note: If you are preparing a poster for the International Student Case Competition, please see the competition-specific guidelines regarding the content in your poster presentation and how it will be judged.*

<https://ilaglobalconference.org/wp-content/uploads/2026/03/International-Student-Case-Competition-2026-Guide.pdf>



**No formal presentations.** No electricity, AV equipment, or display tables. Please, do not bring your laptop to your hosted poster session. This is a conversation format.

## POSTER SPECIFICATIONS

### Recommended Poster Size: 48 inches wide X 36 inches tall

- Posters are displayed on 6 foot wide X 4 foot tall double-sided fabric poster boards. Push pins will be provided by ILA. A 48"X36" poster will have a 12" border on each side.
- Your poster number will appear in the conference app (Whova) in October, and matching numbers will be on the display boards in your room.
- PowerPoint is the most common tool for creating posters. Free poster templates are widely available online
- Upload a PDF of your poster and other resources in the Whova app after the speaker center opens (optional).

## PRINTING & GETTING IT THERE

### Large-Format Posters Require a Print Shop. Plan Ahead.

- **Where to print:** Most local print shops offer large-format printing. Online printers are also an option – just leave enough time! Tip: Save your file as a print-ready PDF at the correct dimensions before submitting it to the print shop.
- **Allow time:** Don't wait until the last minute. Most shops need 1–2 business days for large-format prints. Online printers require greater lead time. Plan to have the printed poster in your hands at least a week before you travel.

- **Proof it first:** Print a reduced size copy before committing to the full size. Errors you missed on screen can be easier to spot on paper. Have someone else proofread it too.
- **Transporting it:** Roll your poster loosely and carry it in a poster tube (available at print shops, art supply stores, and online). Most tubes are carry-on friendly for flights, but if you need to check it, tape the end caps securely. Never carry your poster unprotected; it can easily be creased or damaged.

## DAY-OF TIMELINE

- Setup • **Arrive During Your Setup Window**  
Locate your assigned board number and pin your poster. ILA provides push pins.
- Session • **Stand With Your Poster and Engage**  
Welcome visitors, explain your work, answer questions, and receive feedback. Think of yourself as a host, not a presenter.
- After • **Remove Your Poster**  
Unless otherwise instructed, take your poster down as soon as the hosted session ends. Leave ILA's pins in the board.

## TIPS FOR A GREAT POSTER

### Balance Text and Visuals

Your poster should draw people in from across the room. Lead with a compelling title and include strong visuals.

### Structure Poster for Scanning

Visitors won't read every word; they'll scan. Use clear section headers so people can quickly orient themselves and ask informed questions.

### Size and Contrast Matter

Your title should be readable from 8 feet away. Recommended body text is 24pt. High contrast between text and background is essential for ease of reading.

### Prepare Your 60-second pitch

Have a crisp, conversational summary ready to share your core ideas, why they matter, and what you found or propose. You'll give this many times, so practice until it feels natural.

### Design for Two Kinds of Visitors

Some people will stop for a quick look; others will want a deep dive. Your poster should work for both. Be clear enough for visitors to get the gist & rich enough to sustain conversation.

### Enjoy the Conversation

Some of the deepest connections and best feedback occur during hosted poster sessions. Stay curious and have fun!