

## **2018 Conference on Clinical Legal Education**

### **Poster Presentation Guidelines**

#### ***What is a Poster?***

A researcher, as opposed to a school or organization, prepares a poster on an area of scholarly research that is not otherwise being addressed in the programming at the AALS Conference on Clinical Legal Education. The posters are not advertisements of books or schools.

#### ***Presentation and Display of Posters***

Posters will be presented on Sunday, April 29 during the AALS Reception, 5:30 – 7:00 p.m. The poster author will accompany the poster display during this time while conference participants go from poster to poster to hear and view the poster authors' presentations. You can expect that you will talk about your poster in brief intervals and answer questions as conference participants move around all the posters. Posters will then be moved to the Pre-Function area where they will remain on display (no presentations after Sunday) through Wednesday, May 2.

#### ***How to Design and Produce a Poster***

A poster is a static, visual medium that you use to communicate ideas and messages. The difference between poster and oral presentations is that you let your poster do most of the 'talking'; that is to say the material presented should convey the essence of your message.

Posters will be displayed on easels. They should be easily read from 2-3 feet away and be designed to deliver the information to a viewer in two minutes. The posters should not exceed 3ft x 4ft. Experienced poster presenters suggest 3-6 graphics to mix in with your text to make the posters more engaging. The text should be succinct. If there is too much text, people will generally tend not to look at your poster. Many universities offer assistance in poster design and printing. Research assistants are also a good resource for figuring out how to put the poster together.

Other than easels, AALS does not provide construction or any other materials. Unless you have the UPS Store at the Palmer House Hilton Hotel (see next page) prepare your poster, please bring your own foam board, pins, tacks, tape, and whatever other set-up materials you need to assemble your poster. Internet access is not provided for your poster presentation.

The posters should be mounted on a hard backing such as foam board that can be placed on an easel. Foam board is available at print shops, art supply stores, Staples, etc.

#### ***Getting your Poster to the Conference***

Each poster presenter will be responsible for getting their poster to and from the conference.

#### ***Shipping Posters to Hotel***

If you have a reservation at the hotel, you may send the poster to the hotel. Items must be labeled as follows:

Store #5905  
Palmer House Hilton  
17 E. Monroe St.  
Chicago, Illinois 60603  
Ref: Your Name / AALS Clinical Conference

Box deliveries will be assessed a handling fee determined by weight.

- ❖ 1 – 10 pounds           \$5.00 each
- ❖ 11 – 21 pounds         \$10.00 each
- ❖ 22 – 41 pounds         \$20.00 each

Guest package handling fees will be posted to the individual's hotel room folio. The hotel will not be responsible for the safe keeping of personal or rented equipment.

***Sending Electronic Posters***

The UPS Store at the Palmer House Hilton, 17 East Monroe Street, Chicago, Illinois, 60603 (phone: 312-917-1705) can receive electronic files and produce posters. Poster files can be emailed directly to The UPS Store at [store5905@theupsstore.com](mailto:store5905@theupsstore.com) (pdf format if possible). The UPS Store's pricing for printing in full color, mounting and laminating a 3x4' poster starts at \$180 plus tax. Quotes for other poster sizes and color requests will be provided by The UPS Store upon request.

The UPS Store Hours: Monday through Friday 6 am – 7 pm, Saturday and Sunday 8 am – 4 pm. Please send your poster file no later than Friday, April 20 to allow time for printing by Sunday, April 29. Please direct questions to The UPS Store at 312 -917-1705 or [store5905@theupsstore.com](mailto:store5905@theupsstore.com). For more information, visit The UPS Store's website at <https://chicago-il-5905.theupsstorelocal.com/>.

Posters will be taken down on Wednesday, May 2; the hotel will discard any remaining posters. If you wish to keep your poster, you should plan to take it with you or have it shipped by The UPS Store.