

## **Poster Policy on Use of Brand Names and Logos**

This policy is to serve as guidance for development of ASPEN Nutrition Science & Practice Conference poster presentations.

- Use of brand names in poster presentations should be limited to only one time and should be placed in the methodology section of the poster. You are encouraged to use a generic name with that brand name and then continue to use that generic or abbreviated generic name throughout. Use of the brand name in the title will not be allowed. The purpose of allowing one time use of the brand name is to provide enough specific detail to allow another researcher to reproduce these results (See Uniformed Requirements below).
- Use of institutional, agency or company logos will be allowed one time on the poster. Text associated with the graphic logo will be no larger than 2" high, and placed at the top of the poster. Logo graphics must be proportionate to the text. Should there be multiple organizations involved with the abstract, those logos may also be placed at the top of poster.
- The names of the authors will be listed under the title and will include the name of the author's agency, institution, or company. The authors' agency, institution, or company will be listed only **once** and at the end of the author list.
- Disclosures and research financial sponsorships **must** be listed in a section at the bottom of the poster. This section should be inclusive of all sponsors but should be in a **small font** compared to the remainder of the poster.
- **POSTER SIZE: no greater than** 4 feet in height (vertical) (1.219 meters) by 6 feet wide (horizontal) (1.828 meters). PLEASE NOTE: 4x 6 feet is the exact size of the poster display board. Posters may be smaller such as 3 feet vertical (.914 meters) x 5 feet horizontal (1.524 meters). Use your judgment about the size necessary to insure readability of the text you are presenting. Sample poster layout – see next page.

Questions may be directed to Sara Fleming at [saraf@nutritioncare.org](mailto:saraf@nutritioncare.org)

## Poster Layouts

### Modern Alternative:

Take a look at the video by Mike Morrison discussing a more simplified knowledge transfer during poster presentation sessions via a redesigned poster template which utilizes basic language and a QR code. <https://www.youtube.com/watch?v=1RwJbkhCA58>

Consider using the poster templates included on the page for ASPEN conference poster.

### Example Portrait Layout



### Example Landscape Layout



**Traditional:**

Text associated with Logo is 2" or less high (5.1 cm). Graphic logo is proportionate to text.



**Title-** Ex. The use of *generic formula name* in the ICU John Doe, Jane Doe Acme Medical Center, Anywhere, USA

**Introduction-**

**Methods-** Ex. We used generic formula name (Anycal®, XYZ Company, Springfield, USA)

**Results**

**Conclusions-** Ex. Generic formula saves lives in the ICU

**Disclosures-** Ex. This research was supported by Acme Medical Center and a Research Grant from XYZ Company

**\*Case Studies and Other Abstract Content**

For case studies or other abstracts that do not follow this format (introduction; methods; results; conclusions), we would suggest using the following sections;

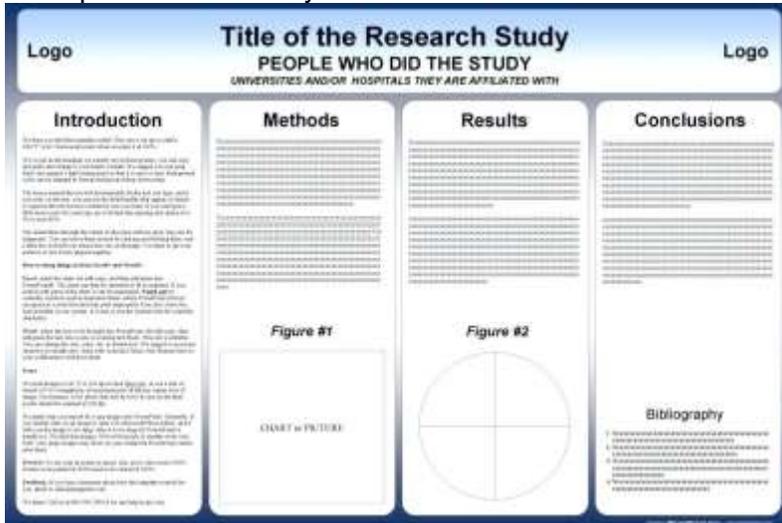
**Introduction** (context of case, relevance, importance)

**Description** (history, studies, patient progress/outcome)

**Discussion** (rationale for decisions, lessons learned, etc.).

**Disclosures**

**Example Traditional Layout**



## **Manuscripts**

Reference the manuscript preparation and submission documents provided by ICMJE (The International Committee of Medical Journal Editors) by using the link below.

**Updated December 2018:** <http://www.icmje.org/recommendations/browse/manuscript-preparation/>

*\*The International Committee of Medical Journal Editors  
The International Committee of Medical Journal Editors (ICMJE) is a group of general medical journal editors whose participants meet annually and fund their work on the Uniform Requirements for Manuscripts.*

Don't forget to read over the [Roles of Authors/Contributors, Conflicts of Interest, and Responsibilities in the Submission and Review Process](#) prior to manuscript preparation and submission.