2024 Vision Zero PHL Conference Postering Guidelines

The organizers of the [2024 Vision Zero PHL Conference](#) are seeking posters that provide examples of planning, design, and community projects that will enhance the viewers knowledge of Vision Zero and highlight the need to scale up the Vision Zero program through essential infrastructure investments and deepen engagement within communities.

Postering at the 2024 Vision Zero PHL Conference is a valuable opportunity to connect with industry and community leaders in the areas of public health, engineering, and urban planning. Good planning can make your presentation clear, effective, and rewarding.

The goals in designing a poster should be:
- *To attract attention*;
- *To provide a clear overview of your work*;
- *To provide enough material to explain the research without an oral explanation*; and
- *To provide enough material to initiate discussion and questions without overwhelming the audience.*

Event Details
Postering will take place in the main conference room, where speakers and attendees will have opportunities to explore prior to, between, and after plenary and breakout sessions. BCGP will provide poster stands at numbered locations around the room for easy identification by both authors and attendees. Backing boards are not provided.

Design Guidelines
- *Posters should be prepared on a SINGLE sheet of approximately 2 ft x 3 ft in size (vertical orientation preferred).*
- *Posters must be printed by the author/presenter on foam-core* or something similarly rigid as no backing board will be provided.
- *Keep content simple and visually appealing*. Identify 3 or 4 main points or concepts to highlight, and balance text with visual elements (a good design guide is 50% graphics/photos, 50% text).
- *Present text in bullets or small chunks broken up by subheadings.* We suggest using at least 24-36 pt bold, non-serif font for headings, and 18-24 pt non-serif font for text.
- *Avoid acronyms or jargon.* Simple language is best.
- *Aim for legibility and contrast.* Use light-colored backgrounds with dark text, and avoid pairing red and green to assist those with red-green color blindness. Graphics should be simply designed and easy to read from 2-3 feet away.
- *QR codes are permitted* if they link the audience to poster data or a downloadable PDF.

Additional Items to Prepare and Bring
- *Business cards.* This is a great networking opportunity!

- *Printed hand-outs* with additional written material of a non-commercial nature that supplements the material presented on the poster.
- *A brief (3 to 5 minute max) oral presentation* to give to audiences gathered around the poster.
- *Comfortable shoes*. Standing gets tiring.
- *A fully-charged laptop or tablet* with additional information (if desired). BCGP cannot guarantee access to electrical outlets. The conference building will have wifi, but presenters should plan for poor connectivity due to overuse.

Please note that there are no provisions for printing, receiving, storing, or returning posters at the conference. Presenters are responsible for their own materials.

Deadlines
Apply by filling out this form by **Feb 9, 2024**
Applications will be responded to by **February 16, 2024**
Poster proof should be submitted by **March 6, 2024**
Posters must be completed by **Mar 22, 2024**

Accepted applicants will receive one complimentary ticket to the 2024 Vision Zero PHL Conference on March 22, 2024. Additional tickets can be purchased at cost.

Participants are responsible for the cost of printing, storing, transporting, and removing their posters.