Show Off Your Advocacy Work at CTOS 2024:
Create and Submit a Poster

Sarcoma patient advocacy organizations are cordially invited to participate in SPAGN's **poster presentation session** that will be held at this year's CTOS conference. This session is an opportunity for you to showcase your organization and the work you do and present it to a broad audience.

Interested? Read our **FAQs** below for more information, then check out the **Guidelines for Creating a Poster** on the next page.

FAQs

- **What should our poster be about?** You have a choice: You can either introduce your organization or describe a project.
- **Where will our poster be displayed?** Your poster will be displayed at the Patient Advocacy Lounge at CTOS 2024**.**
- **Who is our audience?** Your audience will consist of members of the international sarcoma community attending the conference.
- **Can we submit a poster if our organization is not going to attend CTOS?** Yes! You can send your poster as printable pdf to info@sarcoma-patients.org.
  Deadline for sending the posters: Tuesday, October 29, 2024
- **What happens with our posters after the conference?** All posters handed in will be displayed on the SPAGN website as a Virtual CTOS Poster Show. Please send us your poster as .pdf or .jpg to info@sarcoma-patients.org
- **Are there any restrictions?** Only with regards to the size of the poster. Please make sure to design the poster in the size of 18 x 24 inch (= 45,7 x 61 cm) - portrait/vertical. If you want to bring your poster, please print in the same size on a foam board.
  Please know that we *cannot* accept posters printed on paper.
- **Can my 2023 poster be re-used**? Yes, if it has the right size / proportions (see above). Please check and inform us on info@sarcoma-patients.org.
- **Can I update my 2023 poster and have it re-printed?** Yes, please check that it has the right size and proportions and send it to us as printable pdf.

> **Special offer for SPAGN member groups**
>
> SPAGN will cover printing costs if you send us your poster by **Tuesday, October 29, 2024** in correct size and as printable pdf.
>
> **No printing costs, no shipping costs**!

Key facts for your poster:

- Size and proportions: 18 x 24 inch (= 45,7 x 61 cm), portrait
- Send as printable pdf
- If you bring a poster yourself, print on foam board (not paper!)
- Deadline: Tuesday, October 29, 2024

GUIDELINES FOR CREATING A POSTER

1. **Plan the contents:** Decide whether you want to introduce your organization or describe a project. Then select a few key points to cover.
2. **Structure the information into sections:**

   Describing your project: *(Mandatory elements are marked with *)*

   - Name of project*
   - Objectives*
   - Implementation / Activities*
   - Benefits for the community
   - Next steps
   - Collaborators

   Describing your organization:

   - Name of organization*
   - Objectives*
   - Activities*
   - "Lighthouse" Projects

3. **Choose visual elements:** Photos, images, and illustrations make your poster more attractive and often get your points across better than words. Use boxes or other graphic elements to highlight important information or key messages.
4. **Write the text:** Use short sentences. Don't overload the viewer with too much text – less is more. Use bullet points instead of blocks of text whenever possible. Strive for a balance between words and images. Proofread your text carefully.
5. **Select a layout:** Determine the pathway of the eye through the poster -- down columns or along rows. Arrows, pointing hands, numbers, and letters can help clarify the pathway. Look at sample posters for inspiration. Consider using an adaptable poster template or a PowerPoint slide for the basic layout.
6. **Give your poster an attractive title:** Your poster should have a title in large letters, with the name of your organization underneath it, placed at the top center of the poster. Tip: Good titles often consist of an attention-getting phrase or slogan followed by an informative one, connected with a colon.
7. **Include contact information:** Add your website address, email address, social media handles, QR codes*. Don't forget your logo!

Remember:

When in doubt, edit out – crowded, cluttered posters are difficult to read and are often disregarded by viewers.