



## International Marketing Trends Conference

# POSTER SESSION SUBMISSION RULES

The posters must be submitted via the conference website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com) and should clearly indicate that they are **proposals for the POSTER SESSION**.

The posters will be assessed for both content and visual impact.

### Format rules:

- **Type of font:** Arial
- **Title (at least 36 points)** should be in bold. Author name and author's affiliations and e-mail addresses should be included. Also, for easy contact during the conference, a mobile phone number could prove useful -although this is left to the appreciation of the author-.
- **Text (at least 24 points)**. A poster should be easily readable from a distance of 1 to 2 metres, and 1.5 or 2 lines of spaces should be used between each line.
- **Headings (30 points or more)**.should be 25% larger than normal text. Bold or other colours may be used.
- **The amount of text** should be kept to a minimum, and each block of text should include no more than a few sentences.
- **Visual impact** (illustrations, tables and graphics) is important and the authors are encouraged to include colour images and background.
- **Presentation:** either horizontal or vertical into three or four sections

**The participants should print their posters themselves and bring them to the conference for display. The posters should be A1 (59,4cm x 84,1 cm) format and printed on a single side.**

**The posters should also be readable in A4 format in order to be included in the conference proceedings.**