

Presenting Your Poster

What the **presenter** should do:

- ✓ **Register for the conference.** All poster presenters must be registered for the conference and wear their badges during poster set-up and during the conference. Presenters can register online at <https://www.cpитеchnicalconference.org>
- ✓ **Bring your completed poster to the conference.** It is strongly recommended that the poster be "carry-on" baggage, or that it be shipped to your hotel via special courier service (such as Federal Express), which can trace a package.
- ✓
If shipped, delivery should be scheduled for Sunday, October 3, and sent to your attention at the hotel where you will be staying. Note on the address label: "Hold for Guest Arriving____[date]__".
- ✓ SET-UP: Set-up is on Sunday, October 3 from 4:00 pm – 8:00 pm and/or Monday, October 4 from 8:00 am 10:30 am. Tear down is Wednesday, October 6, from 10:30 am – 1:00 pm.
- ✓ Poster presenters are expected to be available at their posters for approximately two (2) hours during the following times (subject to change):

Monday	10/4/26	11:00 A.M. - 7:30 P.M. (Industry Reception will be 6:00-7:30 in the exhibit/poster hall)
Tuesday	10/5/26	9:00 A.M. - 5:00 P.M.
Wednesday	10/6/26	8:00 A.M. - 10:30 A.M.*

*Please do not remove your poster before 10:30 A.M. on Wednesday, October 6.

Several half-hour to hour-long sessions are recommended.

What the **2027 Polyurethanes Technical Conference** will provide for each poster presenter:

- A **4 ft (height) x 8 ft (width)** poster board. This poster board has a 2-inch border, so actual Posters should be smaller than 4'x8' (see illustration and design tips on next page of this document).
- A table under the poster board to display business cards, and handouts.

Do not design your poster as a set of slides or pages. Posters must be printed on a single sheet of poster paper.

Best Poster Presentation Awards

Industry experts will judge posters. Best Poster Presentation Awards will be announced at the Awards Luncheon on Wednesday, October 6, and in news releases to the plastics industry press.

What Is a Poster Session?

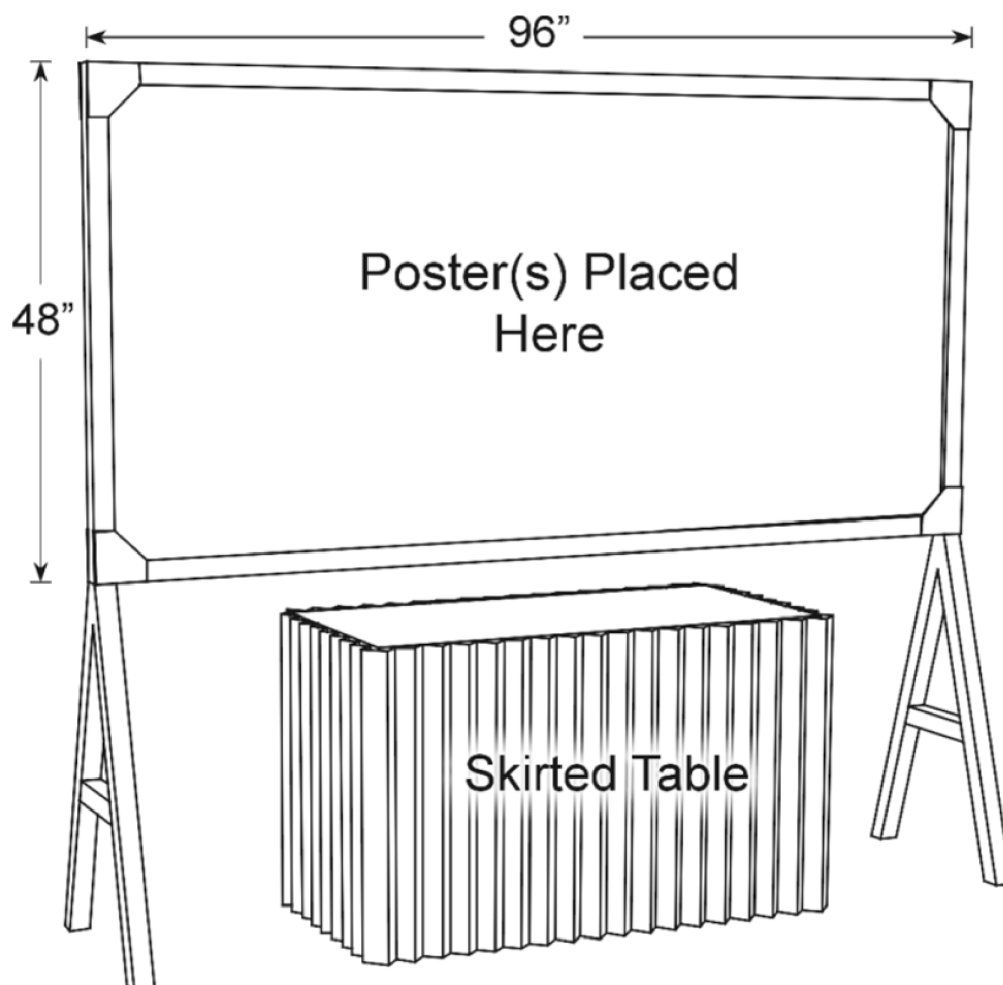
A successful poster session provides a two-dimensional display that is visually engaging enough to stand on its own by incorporating images (graphs, maps, or other illustrations) with concise textual support. The second component to a poster session is the presentation, where you flesh out the visual aspect of your presentation and engage an audience by answering questions and holding a dialog. Poster sessions provide a more intimate forum for discussion and exchange than “traditional” sessions.

Posters should be self-explanatory for viewing when you are not present. Your discussion should focus on further amplification or explanation of the core ideas.

Tips

- Bear in mind that your poster and the illustrations will be viewed from a distance of 3’ or more.
- Provide a clear sequence for viewing the information. Use numbers or arrows. Make certain the captions link clearly to the graphic.

Do not design your poster as a set of slides or pages. Posters must be printed on a single sheet of paper.





Rules for Technical Posters

Technical Poster Format

Technical Posters must be formatted as one large poster.

Technical Poster Content Rules

- 1) All Poster abstracts will be reviewed by CPI's legal counsel. Please adhere to the rules below when developing your Poster.
- 2) Poster abstracts will be considered final after CPI legal review is complete.
- 3) Your poster is a technical poster, not a sales or marketing poster. Stick to the facts and avoid competitive comparisons with competing products.
- 4) Do not use the names or images of competitors' products without their explicit permission.
- 5) Avoid general sales or marketing claims that one product is generally superior to another in your technical paper and presentation.
- 6) Provide accurate citations in your final poster in support of your company positions and research.
- 7) Always clarify that your company, not CPI, makes any claims in the poster.
- 8) Do not include any company's confidential or proprietary information.
- 9) Do not include suggestions that certain competitors supply certain customers or product/geographic markets and that other competitors supply other customers or product/geographic markets.
- 10) "Green" claims must comply with FTC Green Guidelines. See:
(<https://www.ecfr.gov/current/title-16/chapter-I/subchapter-B/part-260>)
- 11) Do not include trademarked or copyrighted language or images that you have not received prior approval to include in your poster.

Authors must comply with the American Chemistry Council Antitrust Guidelines by NOT including the following in your Poster:

PRICES, INCLUDING:

- Individual company prices, price changes, price differentials, markups, discounts, allowances, credit terms, etc.
- Individual company data on costs, production, capacity, inventories, sales, etc.
- Industry pricing policies, price levels, price changes, differentials, etc.

PRODUCTION, INCLUDING:

- Plans of individual companies concerning the design, production, distribution or marketing of particular products, including proposed territories or customers
- Changes in industry production, capacity or inventories

TRANSPORTATION RATES:

- Rates or rate policies for individual shipments, including basing point systems, zone prices, freight equalization, etc.

MARKET PROCEDURES, INCLUDING:

- Matters relating to actual or potential individual suppliers or customers that might have the effect of excluding them from any market or influencing the business conduct of firms toward them.

Other Guidelines:

Presenter commitment: We understand that emergencies and intervening events can arise with respect to presenting engagements. By submitting a poster, however, you commit to advise us promptly should such a conflict arise and to arrange for a suitable alternate presenter. You must inform us immediately with the alternate presenter's contact information.