


POSTER PUBLICATION RULES

Authors are also allowed to submit posters. The posters must be submitted via the conference website www.marketing-trends-congress.com. The posters will be assessed for both content and visual impact.

- **Poster Format rules:**

- **Font:** Arial
- **Title:** Should be in bold, at least 36 points / Authors' names, affiliations and e-mail addresses should be included.
- **Text:** At least 24 points / Should be easily readable from a distance of 1 to 2 metres.
- **Headings:** 30 points or more (25% larger than text). Bold or other colours may be used.
- **Visual impact:** The amount of text should be kept to a minimum, and each block of text should include no more than a few sentences. Illustrations (tables, graphs and colors) are important.
- **A4 Format:** The posters should also be readable in A4 format in order to be included in the conference proceedings.
- **Printing and Size:** 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.

- **Poster Template:** A template for the poster is provided below:

 International Marketing Trends Conference	POSTER SESSION
Title of research project	
Description of research project	
Name of author(s) and contact information	