How to Submit your Poster Presentation

For this virtual event, you'll have the opportunity to submit your poster to be presented in a virtual exhibit hall just like in an in-person event. The process to submit your poster is slightly different for the virtual event, however, so please follow this guide. The first thing we would like to note is that once you land on the submission site, you will see that the system refers to poster presenters as "Exhibitors". Don't worry! We don't expect you to have products to sell. This system just uses "exhibitor booths" as the way to refer to poster boards. The other thing to note is that if you just read quickly through these instructions from beginning to end, the task will seem daunting. However, if you just go through one step-at-a-time, it's really no more complicated than following a menu for baking a batch of brownies.

Here is an overview in four steps: 1) You will create a Header Image (a sign in the main poster hall to direct visitors to your poster); 2) you will create a Logo Image to sit next to your short abstract; 3) you will upload your poster as a pdf file; and finally, 4) you will create a video (optional). Happy baking!

For a demo of the process, see: https://www.youtube.com/watch?v=WVAShOilrf8

Site Login & New Virtual Poster Number:
Either in the email to which these instructions were attached, or in another email you will receive from us in a few days, you will find some essential pieces of information: 1) your login information, including a password, and 2) your virtual poster number. You will use the poster number in several places (more details below). Poster numbers will consist of a three-letter code designating the content area of your poster, followed by one or two digits, for example: DEV19, SOC22, CLN4, etc. When a large content area (e.g., Clinical) has two poster sessions, then the code will consist of the three-letter code, a Roman numeral – I or II – and then the digits. For example, CLNI34, CLNII56 refer to the first and second clinical poster sessions, respectively. The email will also include a hyperlink that will take you to the site used to upload your poster content to your exhibitor booth. The "content development site" used to upload the poster material is *different* from the main event site. **Don't lose this email!** *You will need to access this content development site all the way through the event itself on June 17&18.*

We can get started developing your content by using the login link in the email to access the developer site. When you follow the link and login instructions provided, you will be brought to a main landing page in the development system that looks similar to this:

Name	Items	Sections	Preview	Admins	Edit
Jef Lamoureux	view	view	preview	admins	edit

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Editing Your Main Booth Info: The first thing you should do is click the bottom 'edit' on the far right, which will take you to the main booth edit page. A sample of the top of this page is shown on the right, below. On this page, you have access to several important features related to your booth, including your contact info, background options, and more. You MUST complete three of these features for your booth: 1) the Header image, 2) the Logo image, and 3) the Welcome text. Below, we provide specific instructions for completing these three required features, skipping other items on the page that you either will ignore or are optional. After describing these required items, we provide a bulleted list of the other (skipped) fields on the editing page.

Creating/Uploading a Header Image: The first thing we need for this page is a Header Image. You must create the Header Image using another application (see below). You can think of the Header Image as a sign in the Exhibition Hall directing you to your poster. The image will appear in the main exhibitor lobby, which attendees will then click on to immediately visit your booth. You may customize this image, perhaps adding the title of the poster or a small graphic.

Main Booth Edit Page (top half)

It is crucial in making your header that you MUST:
- Make the image 150x124pixels. (jpg and png file types work best)
- Include your virtual poster number and first author's last name in large fonts on the image
- Save the file with the filename format: [PosterNumber][1stAuthorLastName]_Header
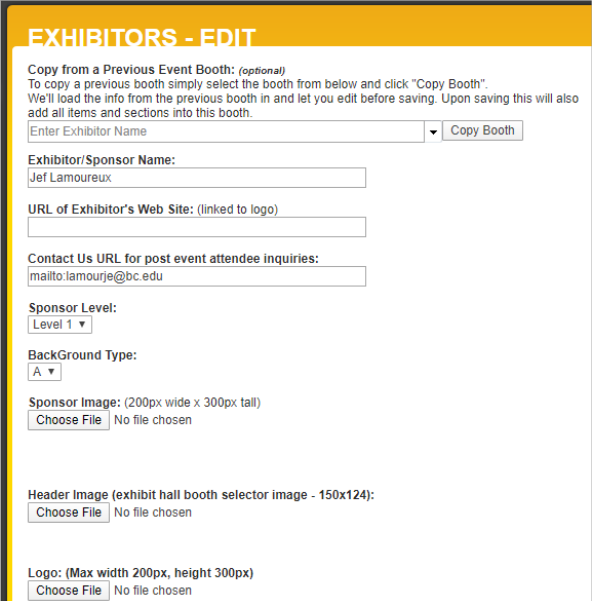 - Example: APL31Nelson_Header

Don't forget the underscore!

Creating/Uploading a Logo Image: You must also create a Logo Image. This image will appear in the upper-left corner of your booth. You may customize this image in any way you wish, and since it is slightly larger and will only appear in your booth, you may wish to customize it a bit more. For example, you may want to include a picture of yourself, an institutional logo, the authors of the poster, or anything else that fits on the image. However, there are again some constraints on these images. **When creating your logo, you MUST:**
- Make the image 200x200pixels. (jpg and png file types work best)
- Include your virtual poster number on the image.
- Save the file with the filename format: [PosterNumber][1stAuthorLastName]_Logo
 - Example = COG24Schnur_Logo.png

You will upload the image using the 'Choose File' button under the Logo heading. You may then continue editing on the page, or click the "Save Exhibitor" button at the bottom of the page.

Note: Canva.com is a free and easy-to-use site on which you can create Header and Logo images. For a quick demonstration: https://www.youtube.com/watch?v=r4Kjtb4QQx0

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Here are some sample logos: (Note: they appear smaller than 200x200 to save space here.)
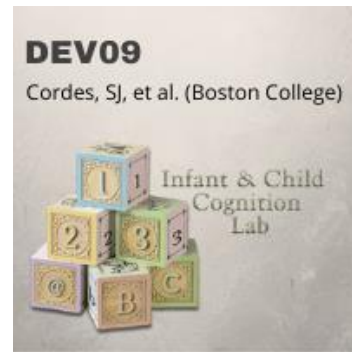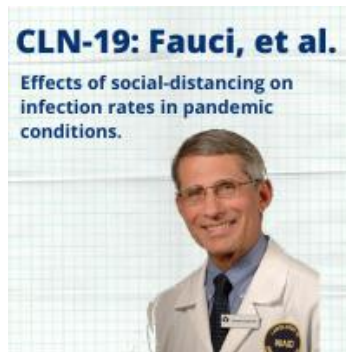
**Create your Booth Welcome Description:**
This text will show to the right of the logo when visitors first arrive at your booth. This text should include the a) title, b) authors and affiliations, and c) abstract for the poster. You may add more if you wish. The image below shows a sample with bold 16pt font for the title, 12pt all-caps authors and affiliations, and 12pt abstract (all simply copied and pasted from the conference program pdf).
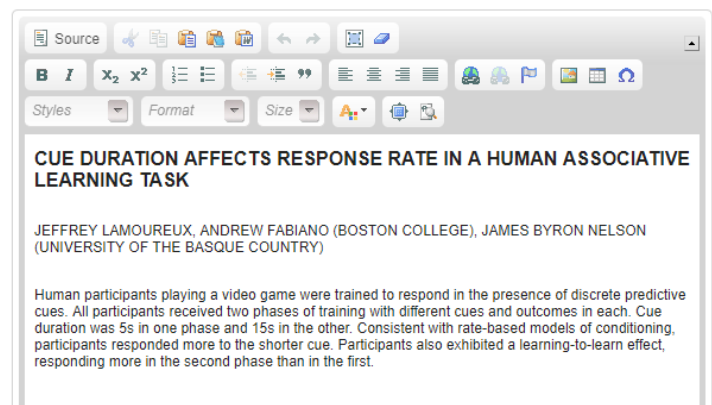
Important: As noted above, after any changes to your booth information, make sure to click on the large **SAVE EXHIBITOR** button at the bottom of the page. If you have already created your header and logo images, you could edit all three booth features above at one time, or do them one at a time. But always remember to click on the "Save Exhibitor" button at the bottom of the page when you want to save your work; this will also take you back to the main landing page.

If you now click on the **preview** link on the entry page, you should see – in a new tab – a preview of your booth's front page, with your logo and welcome text. Here is an example:

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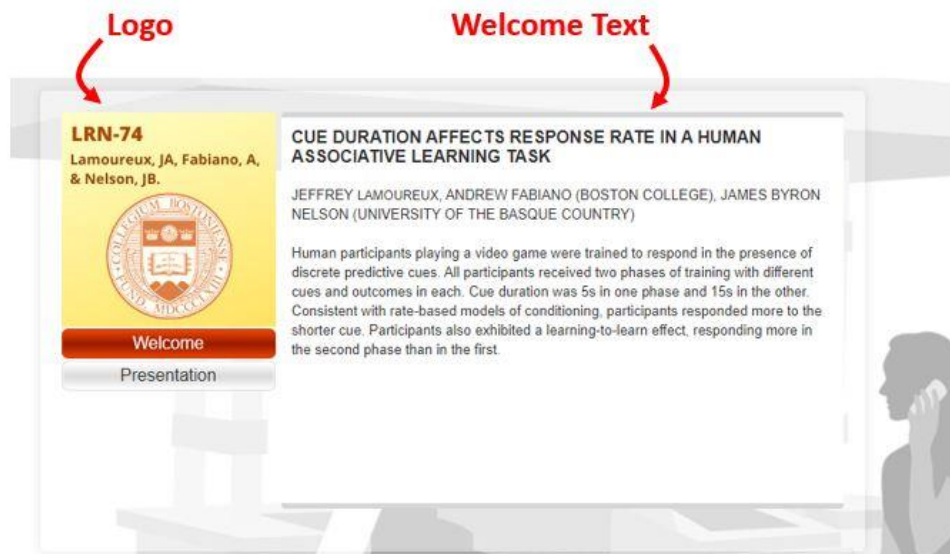
Other Editable Options on the Main Edit Page:
We skipped several fields on the main edit page. Hopefully that did not worry you. Here are details about all the bits that we skipped…

- Exhibitor Name – if there were any errors in your name, you can edit it here.
- URL to your site – If you have a lab page or personal site you would like attendees to be able to visit, enter the hyperlink here; it will link to your logo in your booth.
- Contact Us – When you are not chatting in your booth – both on the live days and the 90 days of 'on demand' content – visitors can click on a button to send you an email to ask a question. This field should be populated with a hyperlink for your email address. If you do not wish to have visitors email you, delete the text in this field.
- Sponsor Level – You cannot change this level. We will set it at Level 3 for you, which means that you will be able to see everyone who visits your booth, even if you weren't there to chat with them live.
- Background Type – Choose one from four options.
- Sponsor Image – Ignore this. Not used for our event.
- **No Chat** – **This toggle switch is very important!** It should be unchecked when you are monitoring your booth and available to chat with visitors. When you are watching other content at the conference, you should check the box (and click the SAVE EXHIBITOR button) so that the chat will close and instead visitors may email you questions. Proper attention to this checkbox will ensure that visitors are not 'screaming into the void' at your booth.
- Sponsor Description – Ignore this. Not used for our event.

Uploading Your Content:
Now for the main event... you may upload lots of content in your booth. However, we expect that most of you will simply upload two things: 1) your poster PDF (required), and 2) a video presentation of your project (optional). We will describe the basic process for uploading your PDF and video here. If you wish to add additional content you can do so by repeating these basic steps.

- We will start by creating a "Section", which is where you will put your content. Sections organize the content you upload to your booth. Think of them as folders on a computer.
- For the primary poster content (PDF, video), we ask that you **create a section titled "Presentation"** and then upload **BOTH** your PDF and your (optional) video URL to that one section. This will make the experience of visiting posters simple and *consistent*.

Make a "Section" to Organize Your Content:
Back on the main booth developmental page, click on the "view" link under "Sections". Enter the word "Presentation" for the Section Name, and then paste your short abstract in the Section Text editor window, as shown at the right. Scroll to the bottom, and click on the 'Save Section' button. This will create the Presentation button on the main page for your booth as shown in the sample image above.
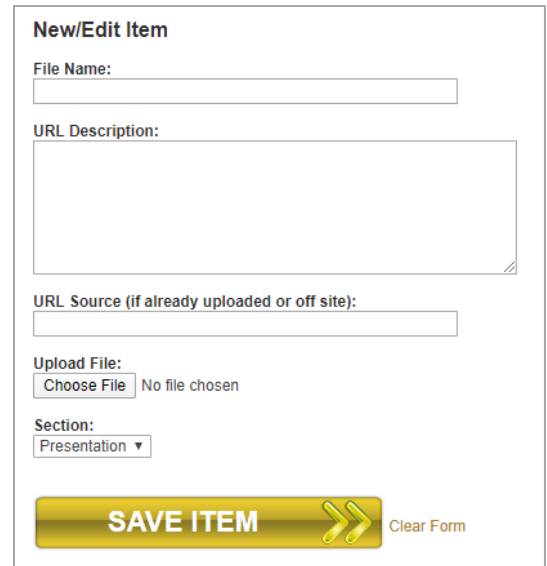
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Lastly, note that to return to the main page from either the Section editor or the Item editor (see below), you must click on the "Return to the Exhibitor" link in the top left of the screen, above your name (see sample to the right). (This detail confounded our beta testers for a while. ☺)
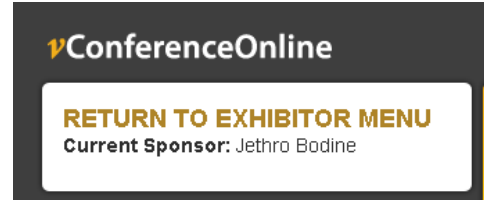
Uploading your Poster PDF using the "Item" tool:
We will now describe how to upload both your poster and video to the Presentation section. Back on the starting edit page, click the "view" link under "Items". This is where you will (finally!) upload your poster PDF and (optionally) your video of you presenting your research. The image to the right shows a sample of the Item edit page. Adding your poster is simple! Enter a file name in the top field, and then **click on 'Choose File' to upload your file**. Leave the URL Description and URL Source fields blank. Then click on the "Save Item" button.

A few more notes about uploading your poster PDF:
- **File Name:** Unlike the rigid formatting we demanded for the header and logo images, you have more flexibility with what you choose to name this file. Note, though, **that this name will be the text on the screen that visitors will click on to see your actual poste**r. We have just one request: Please start the name with the text [PDF -] (no brackets). The rest is up to you. We suggest using the author list for the poster, the title of the poster, or just a short phrase describing the study.
  - Example: PDF – Schnur et al 2020 EPA Presentation.
- URL Source: If you have a static image of your poster somewhere online, you could link to it by entering the hyperlink (starting with http://) in the URL Source filed instead of uploading the PDF file. Otherwise, leave both this field, and the URL Description field, blank.
- Note that the "Section" is set at Presentation. If you only have one section (very likely for most of us), you will have no other options. If you have expanded your booth (see details near the end of the instructions), please make sure that your poster PDF and video are in the Presentation section.

After uploading your PDF, you can either stay on the Items page to add your video, or click on "Return to Exhibitor Menu" to get back to the starting page.

Linking to a Video Presentation:
Although optional, we hope you will present your poster in a video. Like the header and logo images above, you will *not* create the video using the conference development software. You can create your video using any software that you like (see below). Further, please note that **your video file itself will not be uploaded to the development site**. Rather, once you create your video, you will upload your video to Youtube, and include a link to your Youtube video in your booth.

To include a video of your poster presentation, simply repeat the instructions above for adding your PDF file in the Items edit window, with the following changes:
- In the **File Name** field, enter "VIDEO - [whatever text you want to show for the link]". As with the PDF filename, we suggest that you use the author list for the poster, the title of the poster, or just a short phrase describing the study. This is the text that visitors will see and click on when they want to view your video.
    - Example: VIDEO – Cognitive effects of sleep deprivation
- In the **URL Source** field, simply insert the link to your Youtube video. Note that all URLs *must* start with http:// as a prefix.
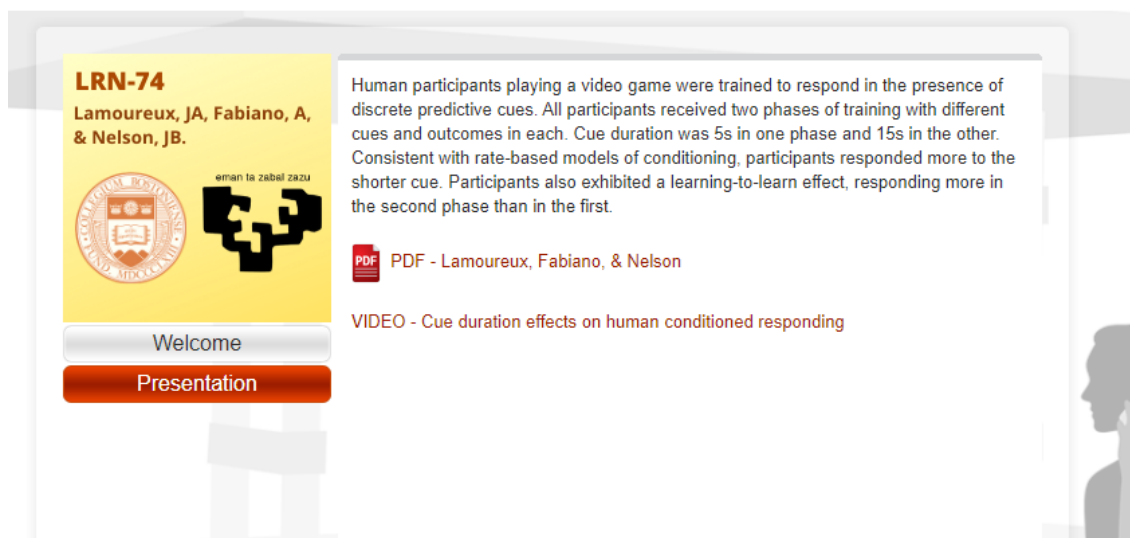   - Example: https://www.youtube.com/watch?v=94lWxsfKErM

Creating the Video Presentation:
How do you create the video presentation? Any way that you like! We have all become rather good with digital media in the last couple of months. Use those skills! Record yourself standing in front of your poster using a smartphone. Or create a short ppt slide presentation and share your screen in Zoom to record the main points of your presentation. You can even record a slideshow in Powerpoint with your voiceover. However, one crucial detail is that **you will need to save your video file as an mp4 file** before uploading to Youtube. Once you have that m4 file, you can upload it to Youtube very easily. Detailed instructions can be found here:
https://support.google.com/youtube/answer/57407?co=GENIE.Platform%3DDesktop&hl=en

All Done!
Now that your content is uploaded, you can click on the "Preview" link on the main development page to see your booth. Click "Presentation" and you should see something like this…

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A visitor to your booth who clicks on the Presentation button on the first page of your booth will see this same image. If the visitor (or you) clicks on the PDF or VIDEO links, your content will open in a new tab.

Adding Extra Content:
Although we expect most poster presenters will only include the PDF and videos in their booths, you *could* add extra content. For example, if your main poster PDF was full size, you might have a smaller version that visitors could download as PDFs. Or perhaps you have preprints related to the project, or something along these lines. To add additional content, simply repeat the steps above by creating a new Section (e.g., Handouts), and then add these additional Items to that section. We do ask that you only include your PDF and optional video URL in the main Presentation section.

Important! Monitoring your Booth & the No Chat Toggle:
We hope you will be attending the event live and wish to answer questions about your poster during the event using live chat. In that case, please use the Edit section to turn on/off the live chat (see toggle button below) during the times you are attending your booth.

No Chat: (Will disable chat, activate email contact option)
☐
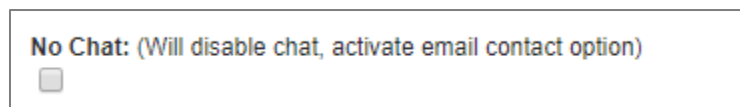
We hope that all poster presenters will monitor their booths at least during their designated presentation times. Your scheduled presentation time is the same time as it was for the physical conference, now translated to the new virtual conference days. For example, if you were scheduled to present on Friday March 13 at 9am, you will now present on Wednesday, June 17 at 9am. You can see the updated schedule for the virtual meeting here: https://www.easternpsychological.org/files/DOCUMENTLIBRARY/EPA%20virtual%20Program%202020.pdf

Good luck creating your poster booth!
If you have any questions, please contact the following persons:

For event issues and minor technical issues:

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