



Poster Guide

Thank you for sharing your research with ISPOR! We are looking forward to working with you and putting forward an impactful and successful conference. ISPOR Europe 2025 will feature HEOR scientists and stakeholders who work on these key challenges and highlight innovative solutions, advances in HEOR, as well as examples of how partnerships and dialogue with other disciplines are contributing to address these issues.

This document is filled with instructions for developing, uploading, and presenting your poster in-person. **If you are a session speaker or moderator, please visit the [Speaker Resources page](#) for separate conference deadlines and important information.**

IMPORTANT: For ISPOR Europe 2025, poster presentations must be made in-person at the Scottish Event Campus (SEC), Glasgow, Scotland, UK.

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➤ Meeting Time Zone	➤ ISPOR Contact
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SAVE THESE IMPORTANT DATES!

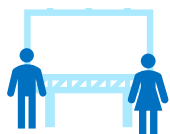
Monday, 8 September	Deadline: Last Day to Change Your Author Listing for Publication ○ <i>Note: You can make changes after this deadline, but they will not be reflected in the Value in Health publication</i> ○ Email conferences@ispor.org to update your listing.
Tuesday, 16 September	Webinar: ISPOR Europe 2025 Poster Presenter Training
Thursday, 2 October	Deadline: Early Registration Cut-off
Thursday, 9 October	Deadline: Poster upload will open and will remain open throughout the conference
Friday, 17 October	Deadlines: • Presenting Author Registration ○ Notify ISPOR of a Presenting Author change by emailing conferences@ispor.org. • Withdrawal Deadline (email conferences@ispor.org with withdrawal request). <i>*If you do not register by this date, your poster will be withdrawn and will not be eligible for presentation and publication.</i>
Sunday, 9 November – Wednesday, 12 November	ISPOR Europe 2025, Glasgow, Scotland, UK

POSTER PRESENTATION TYPES AND TIMES

ISPOR Europe 2025 is an in-person event where registrants will attend in-person at the Scottish Event Campus (SEC), Glasgow, Scotland, UK. Please refer to your abstract notification email for your assigned poster session.

Poster Sessions	Discussion Periods/ Poster Tours	Poster Set-Up Times	Poster Tear Down Times
Session 1: Monday, 10 November, 10:30 – 13:30	12:30 – 13:30 / 11:30 - 12:15	10:00 – 10:30	13:30 – 13:45
Session 2: Monday, 10 November, 16:00 – 19:00	18:00 – 19:00 / 16:00 - 16:45	15:30 – 16:00	19:00 – 19:15
Session 3: Tuesday, 11 November, 10:30 – 13:30	12:30 – 13:30 / 11:30 - 12:15	10:00 – 10:30	13:30 – 13:45
Session 4: Tuesday, 11 November, 16:00 – 19:00	18:00 – 19:00 / 16:00 - 16:45	15:30 – 16:00	19:00 – 19:15
Session 5: Wednesday, 12 November, 9:00 - 11:30	9:00 - 10:00	8:30 – 9:00	11:30 – 11:45

All times listed in Central European Time (CET)



Poster Discussions

Posters will be featured on the exhibit floor throughout the week. ISPOR Europe 2025 has 5 poster sessions containing 500+ research posters per session. Within each poster session, there is a 1-hour poster discussion period. Presenters are required to be present at their posters during their assigned discussion period.



Poster Tours (By Invitation Only)

We are excited to continue the ISPOR poster tour program. Each tour will feature high impact abstracts within a specific topical area. Please check your abstract notification email to see if your poster was selected for a poster tour.

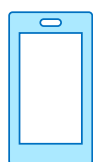
The poster tours will be a 45-minute experience comprised of:

- A designated poster tour area within the Exhibit Hall
- 1-2 Tour Guide(s) (poster tour host)
- Up to 6 selected posters

During the Poster Tours:

- Each poster presenter (one author per poster) will be asked to provide a brief overview of their poster (3-minutes)
- After each poster overview, there will be an interactive discussion between the poster presenter, attendees, and the tour guide (~5-minutes) before moving to the next poster.

In addition to the designated poster tour time, these posters will be available for viewing during the poster session.



In App Poster Gallery

Posters will be featured in the conference app for viewing. All poster presenters will upload a PDF of their poster prior to the conference. Attendees will be able to scroll through and search for posters before and during the conference. Enhance your poster experience by uploading a handout.

IMPORTANT: Only presented research will be published in *Value in Health* and the expectation is that your poster will be on display during your assigned poster session(s).

Please note: failure to present and/or upload your poster is considered a withdrawal. ISPOR requires notification of withdrawal in advance of the conference. Please send all withdrawal requests to conferences@ispor.org.

MEETING TIME ZONE

ISPOR Europe 2025 will take place in **Greenwich Mean Time (GMT)**. ISPOR will not send calendar invites for your session.

POSTER FORMATTING REQUIREMENTS

For poster board dimensions, print layout, and virtual poster page preview, please visit the [Poster Resources page](#) for examples and more information.

- The poster orientation must be **Vertical/Portrait in A0 format**. A0 Format dimensions: 841 mm x 1189 mm (33.1 in x 46.8 in)
- The poster must be **one slide/page**.
- ISPOR-provided acceptance code must be added to the top right-hand corner of your poster (example, EPH1)
 - *See page 6 for further information on acceptance codes vs. poster board numbers.*

Poster Formatting Best Practice Tips

- **Design Tools**
 - You may use PowerPoint or any program to design your poster that can be converted to **PDF**.
 - If you are looking for poster template to help design your poster, you can find an A0 ppt template created by PosterSessionsOnline for ISPOR Europe 2025 here:
<https://www.ispor.org/docs/default-source/ispor-eu-2025/psa-poster-template.pptx>.
- **Important Reminders**
 - All poster presentations must be noncommercial and scientific in nature. Poster presentations may not be used as a marketing opportunity to promote any product or service.
 - Generic names should be used for technologies (drugs, devices), not trade names.
- **Less is More**
 - Avoid excessive detail in the text or complex graphs and tables with excessive numbers. An effective display is a series of brief statements and supporting illustrations that tell a story.
 - Provide clear labels or headings for each section of your presentation to avoid confusion. The flow of your research should be clearly indicated with distinct columns, letters, numbers, or arrows.
 - Remember, posters are not manuscripts. Limit text to the essentials.
- **Font**
 - Pay attention to your font size, text should be easy to read.
 - Recommended font types: Calibri, Arial, Times New Roman
 - For images/pictures or graphs, the suggested resolution is 300 dpi. It is better to use high quality images/graphs when creating the poster and then convert it to PDF (as PDF files can be compressed).
 - To check that they appear correctly on the final/printed version, zoom in at 100% and check the images, pictures, and graphs.
- **Background**
 - When choosing a background, remember that neutral or gray colors will be easier on the eyes than a bright color. In addition, color photos look best when mounted on gray.
 - Avoid "busy" slide backgrounds.
 - Always have high contrast between colors (e.g., background and text).
 - On light backgrounds (white, yellow, light blue) use dark fonts (black, navy blue, dark green).
 - On dark backgrounds (blue, purple) use light fonts (white, yellow, cyan).

- Balance text and images.
- *Try to Avoid*
 - Having a total file size that exceeds 10 MB.
 - The use of red or green in fonts or backgrounds as they are colors that are difficult to read.
 - Stretching the images manually, they will lose quality once zoomed in.
 - Full width sections. They are difficult to read when divided as a section, even zoomed in.

SUPPLEMENTAL MATERIALS

Presenters are also encouraged to upload supplemental materials to ISPOR's conference app to further display their research to attendees. Uploading supplemental material allows registrants to get the full experience of your research.



Handout (PDF only): Elaborate on your findings with additional information

- Share your contact information, links, data, or other resources that contributed to your research, but don't forget copyright rule.
- Create and upload as a .pdf file

WHAT TO EXPECT ONSITE



Shipping Your Poster

The presenter must organize any special shipping arrangements needed on their own. ISPOR will be unable to ship or store any material.



IF YOU ARE NOT USING POSTERSESSIONONLINE, DO NOT SHIP YOUR POSTER TO THE CONVENTION CENTER. ISPOR is not responsible for any lost or misplaced posters shipped to the venue.



Printing Your Poster

There is **NO** onsite poster printing service at the Scottish Event Campus (SEC). For your convenience, ISPOR has secured special rates with PosterSessionOnline.

PosterSessionOnline (Order Site)

PosterSessionOnline has created a specific link with rates for our ISPOR Europe 2025 poster presenters. PosterSessionOnline will ship all orders to the Scottish Event Campus (SEC), where you will be able to pick up your poster onsite Sunday through Tuesday.

Contact: Please reach out to PosterSessionOnline directly with any questions by email: customer@postersessiononline.eu or phone: +34 91 736 2385

PosterSessionOnline Order Deadline: Friday, 17 October 2025

Note: This is not a local printer, so there is not an option for pickup at the print shop.



Poster payment and pickup/delivery arrangements are the responsibility of the presenter. This vendor is not an official ISPOR partner, and ISPOR is not responsible for any lost, misplaced, and/or damaged posters. Due to the high volume of onsite poster printing requests, we strongly advise presenters to adhere to the order submission deadline as noted above.



Poster Session and Poster Tour Location

Posters will be in the Poster & Exhibit Hall of the Scottish Event Campus. This location is a high traffic area where attendees will be taking part in networking opportunities while transitioning between program offerings, exhibit booths and refreshments. The Poster Help Desk will also be located near the posters area to answer questions.

Accessing the Exhibit Hall

- **Presenters MUST arrive at the poster area, in the Poster & Exhibit Hall, at least 15 minutes prior to their presentation time.**
- Poster presenters are required to wear their name badge to access the Poster & Exhibit Hall. You will not be able to gain access without a name badge.
- Set-up times are scheduled after the Poster & Exhibit Hall opens. Presenting authors will not be granted early access to the Poster & Exhibit Hall.
- Once the Poster & Exhibit Hall closes and the poster presenter leaves, they will not be permitted to access the exhibit hall again. ISPOR strongly encourages poster presenters participating in Poster Sessions 2, 4 and 5, to gather all their materials before the Poster & Exhibit Hall officially closes.

NOTE: ISPOR is not responsible for posters, poster tubes, or belongings left in the Exhibit Hall at any time. Posters left up after the poster removal period ends will be discarded.

ISPOR will provide the following for poster presenters:

- Freestanding **VERTICAL/PORTRAIT** poster board
 - Poster Board Visible Area Dimensions: 2340mm high (7.67 ft) x 950mm wide (3.12 ft).
- Adhesives. **NOTE: Presenters are only permitted to use the adhesives provided on poster boards.**
- Staffed Poster Help Desk to help answer questions during exhibit hall hours.
- Poster board numbers

What's the difference between poster board numbers and acceptance codes?

Poster Board numbers are assigned and printed by ISPOR. This number indicates where you should hang your poster during your session. Presenters will receive their assigned poster board numbers approx. 2 weeks before the conference.

Acceptance codes are assigned by ISPOR in your acceptance notification emails. Presenters are required to print their acceptance code on the top right corner of their poster. This helps attendees find your poster in the ISPOR Europe 2025 mobile app.

Poster Set Up and Removal

All poster presenters are expected to set up and tear down their own posters for their designated poster times. Posters should only be set up 30 minutes before their assigned poster session. **ISPOR will not be able to accommodate requests to set up early for later or next day sessions.**

Poster Set-up

Posters should be mounted on their assigned poster board at least **15 minutes before** the start of the assigned poster session. Posters remain on the boards for the full session period. Again, to enter the Exhibit Hall for set-up, **you will need your registration badge.**

- Posters must be set up on the day of your presentation between the following times:

Session 1 and 3 | 10:00 – 10:30

Session 2 and 4 | 15:30 – 16:00

Session 5 | 8:30 – 9:00

The poster area (including floor) must remain clean and clear of tubes. ISPOR is not responsible for posters or poster tubes left on the exhibit floor.

Poster Removal

- Posters must be dismantled after the poster session between the following times:

Session 1 and 3 | 13:30 – 13:45

Session 2 and 4 | 19:00 – 19:15

Session 5 | 11:30 – 11:45

Any posters that are not removed are not the responsibility of ISPOR or the Scottish Event Campus (SEC) and will be discarded.

UPLOADING YOUR POSTER PDF AND SUPPLEMENTAL MATERIALS

Poster PDF upload will open on 9 October and remain open through the conference, making the final deadline 12 November. More information on poster upload/instructions is coming soon! Posters must be in .pdf format.

Supported File Type for Upload:

- PDF: Poster and Handout supplement file
- ISPOR can no longer support MP3 (audio) file uploads.

DIVERSITY AND INCLUSION

ISPOR is strongly committed to diversity. The Society's Strategic Plan and core values embrace excellence through encouragement and acceptance of diverse ideas, cultures, and disciplines. Research submissions are encouraged from all stakeholders and are evaluated based on merit. ISPOR also aims to reflect the diversity of its membership in all endeavors and encourages consideration of diversity in abstract submissions. Diversity dimensions include (but not limited to) gender, career stage, ethnicity, race, education, sexual orientation, region/geographic location, disabilities and religion. Additional information can be found at the Society's Diversity Policy at www.ispor.org/diversitypolicy.

QUESTIONS?

Have a question? We have an answer! Our FAQ guide (available on the [Poster Resources page](#)) lists our most frequently asked questions. Or you can reach out to Bianca Kovalenko at conferences@ispor.org.

We look forward to working with you!