



FORMATTING AND CONTENT REQUIREMENTS: POSTERS

Create a poster to illustrate your project and support your pitch. At the Poster Showcase, judges and other visitors will circulate, view your poster, listen to your pitch, and ask questions about your project.

- **Content:**
 - The poster should clearly illustrate and promote your idea, but it does not need to include every single detail about the project.
 - Try to use *less* text and *more* images, making your poster visually appealing and illustrative.
 - As judges circulate through the room, be prepared to “pitch” your idea and answer questions, using the poster as a prop. The poster should be used to visually complement the “pitch”.

- **Format:**
 - Prepare one standard-sized poster (up to 24X36 inches)
 - The poster must be mounted on hard foam core so that it can be mounted on an easel for display. There will be no wall space for taping posters up. All posters must be mounted on foam core so that they can be displayed on easels!
 - The Georgia Tech Craft Center, located on the 3rd floor of the student center, will print and mount 20x30 posters on foam core for less than \$10: <http://studentcenter.gatech.edu/crafts/Pages/Posters.aspx>
 - At the Poster Showcase, all participants will be provided with an easel to use.
 - Only one poster per team will be allowed at the Poster Showcase.
 - Teams with a product may also bring a small model to display. This is an optional item that would have to be small enough to fit at the base of the easel provided for the poster.

A \$500 “Best Poster” prize will be awarded to the team whose poster is the most visually appealing and best illustrates their project.