

Organizers:



Hong Kong Society for Transportation Studies



**Department of Civil & Environmental Engineering and
Department of Industrial Engineering & Logistics Management,
The Hong Kong University of Science & Technology**

POSTER SESSION GUIDELINES

1. INTRODUCTION

The poster session offers a valuable opportunity for authors to present papers and interact with interested attendees for in-depth discussions. It is important to design the poster in such a way that:

- It provides a clear overview of the study.
- It includes sufficient material to be self-explanatory and to initiate discussion and questions.

Designing effective posters requires careful thought and advanced preparation. Posters that are simply a PowerPoint presentation or short manuscript do NOT work.

2. DATE AND TIME

The Poster Session of the 17th International Conference of Hong Kong Society for Transportation Studies runs in the afternoon (14:00- 16:00) on 15 December 2012. All poster presentations will be open for exhibition in this session.

3. POSTER SESSION DETAILS

Authors should set up their posters 30 minutes before the poster session. The poster numbers are indicated on the conference program and a floor plan in the poster room will show the assigned poster location. At least one author of each paper should be present during the poster session to interact with participants. Authors are required to bring hard copies of their poster and post them themselves, and are responsible for promptly removing all posters at the end of the session or they will be trashed.

The Organizing Committee of the 17th International Conference of Hong Kong Society for Transportation Studies (HKSTS) will provide 1 display board (each 2 m in height and 1 m in width) for each paper. Each paper can use 1 standard A0 size (841 mm in width x 1189 mm in height) poster for display. The display boards are rented and may not be written on or defaced in any way. Therefore, you must use Blue Tape to mount the poster. The organizer will provide the blue tape. However, there are no provisions for making posters at the conference, receiving, storing, or returning poster to authors.

Telephone connections and other equipment will not be provided. Commercial advertising of products or services is not permitted.

4. LAYOUT SUGGESTIONS

- The material on the poster should be arranged in columns, typically starting at top left and ending at bottom right.
- Text and illustrations should be readable from 1 m away.
- Color is a good tool to highlight important points, however too many colors make poster look “busy” and make it difficult for viewers to find the critical points.
- Use pictures, graphs, and tables instead of text where possible – try for 50% graphics.

5. CONTENT SUGGESTIONS

- Title, poster and paper number, author names, institutional affiliation
- Introduction / Objectives
- Methodology, statistical or Analytical Methods
- Summary / Results
- Conclusions
- Future Directions
- Acknowledgements