

TVPPA POSTER SESSIONS

WHAT ARE POSTERS AND WHY ARE WE BEING ASKED TO PROVIDE THEM? It goes without saying that sponsors like you are extremely important to the success of TVPPA conferences. Truly, without your financial support, our events wouldn't exist in the format they are today. That said, TVPPA's goals are well beyond financial. We recognize the importance of two equally, if not more so, important factors: relationships and education.

For you, relationships and networking are vital to your business. We recognize that. From the attendee perspective, those relationships are important, too. But they also come to these events seeking information. That's where the educational aspect comes in.

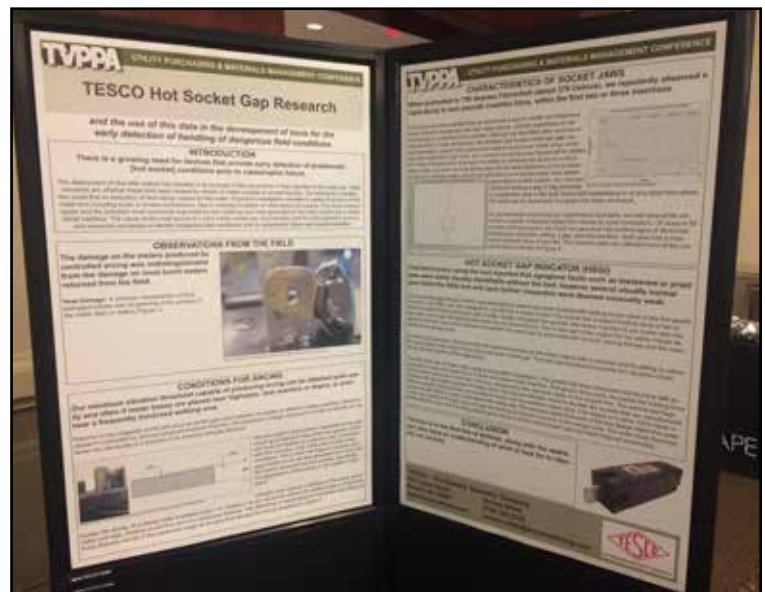
TVPPA has adopted Poster Sessions to help both sponsors and attendees alike. For you, it helps drive more leads by generating discussions, enhancing the knowledge of your existing customer base, and helps establish your company representatives as subject matter experts. For the attendee, it adds another layer of information that they can digest at any time during the conference. Think of it as having a company representative on-duty at all times during the event!

OK, BUT WHAT ARE THEY? Very simply, they are a visual tool used to convey information. Our format has them in two panels roughly 2' x 3' in size. Each will likely have photographs, graphics, charts or other diagrams and supporting text – though they are not intended to be text heavy. An example from a TVPPA conference is shown at right.

This example is still pretty text heavy but conveys information on new technology and how a problem was solved using it. *Note...it's not a marketing piece (not directly, anyway).*

TIPS FOR A SUCCESSFUL POSTER DESIGN

- 1. Define the overall purpose.** What's that "take away" from your poster? Are you providing a solution to a common problem? Are you enhancing knowledge of something that many of your customers ask about? Are you identifying a change in technology or process that the viewer needs to be aware of? Knowing this in advance will help drive your information.
- 2. Be Short!** I often mention this for email communications and the same holds true here. The viewer isn't going to spend a ton of time reading your poster – at least not initially. Make sure they can glean information within 10 to 15 seconds.
- 3. Apply #2 to the Title.** It's one of the most important elements and should sell your poster quickly. *(Continued on next page)*



WHO DOES WHAT?

YOU email us your layout file (PDF is preferred) no later than three weeks prior to the event – the sooner the better.

WE take your file and have a hard copy printed.

WE bring your poster to the event and put it on display.

WE will select some to present at next year's TVPPA Annual Conference (we'll have at least one from each conference on display at that event)

YOU enjoy the added traffic and exposure!

FAQs

• **Do we print them?**

No, we'll handle that for you.

• **How many are you printing?**

Just one that we'll put on display for you.

• **How does this impact my exhibit?**

It doesn't. This doesn't impact anything you display at your exhibit.

• **Is there a template?**

Yes! A link will be provided in your confirmation email or you can contact TDaugherty@tvppa.com to request it.

• **I can't do the layout. Can you help?**

Yes! Just send us your images and information and we'll help put something together.

• **Do we need to staff the poster?**

Not at this time. In the future we hope to have an allocated time for Poster Sessions so attendees can come and interact with your rep.

Have questions? Please email us and let us help.

4. Shallow or Deep? Knowing your audience will help determine your content, too. Is this on display in front of engineers? That information may be different than when your audience isn't as much into the weeds.

5. Don't Clutter Things. Keep in mind that your poster is probably going to be seen from a distance first. Grab their attention with a great title, some graphical elements like captivating images and draw them in. Leave some white space so their eyes can digest the information.

6. Don't Ignore Our Template. We've got some branding to do, too! Be sure to use the template so you know where the spaces are that you can't place information in the layout. We aren't using much and uniformity helps not only our branding of each event but allows the viewer to instantly know where to find information – like your contact information!

7. Apply Some Personality. If you use social media channels, you already know that some (Twitter) are less strict while others (LinkedIn) are a bit more professional. Same goes here – but let some of the personality of your respective company come through. It's going to help build that relationship even further.

8. Knowledge Is Power. Make sure your company representatives at the event know about the poster and its content. While the poster is going to convey information itself, there's a good chance someone is going to have follow-on questions. Remember, your staff are subject matter experts! Don't let them fail.