



PRESENTATION GUIDELINES FOR POSTER SESSIONS

60th Annual Meeting • June 23–26, 2009 • Napa, California

We offer the following to allow for a wide range of presentation experience. These guidelines are intended to aid you in a successful presentation at our Annual Meeting. The goal of a poster session is to convey information by the combination of a visual display, questions and discussion. This is a good opportunity for direct exchange between conference attendees and you, the presenter. It also provides more time for the reader to absorb the technical information in contrast to an oral presentation. Each presenter meets with those most interested in the poster topic and has a direct opportunity to answer questions and to describe his or her research.

All posters will be located in the Vintners Ballroom, Marriott Napa Valley Hotel, for set-up. The poster boards will be moved to a room for viewing. You will need to pre-register for the conference between March 30 and June 12. Online registration and housing will open March 30, 2009 at www.asev.org. If you are not an ASEV Member, please note that non-member registration rates are significantly higher. ASEV student member presenters are entitled to complimentary registration for the annual meeting.

We hope you will enjoy the wine reception that will be held during your presentation time.

PRESENTER MUST BE REGISTERED FOR THE ANNUAL MEETING (2-DAY REGISTRATION, WEDNESDAY & THURSDAY)

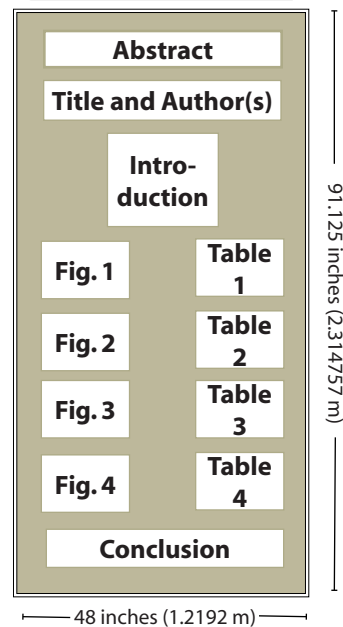
SCHEDULED PRESENTATION TIME - MARRIOTT NAPA VALLEY HOTEL

The assigned presentation time to attend your poster is 5:00 p.m. – 6:30 p.m. on Wednesday, June 24 in the Marriott Hotel Napa Valley Ballroom area. Please note that the presenter must be the same as identified in the Call for Abstracts Form.

POSTER SPECIFICATIONS

- The interior space of the poster boards are 91.125 inches (2.314575 m) by 48 inches (1.2192 m) in size. **This year, the poster boards will be displayed vertically in order to conserve space.**
- Avoid attaching pages, graphs or photographs on heavy board as these will be difficult to pin securely onto the poster board.
- Mounting white paper onto a colored paper as the background can be an effective visual presentation.
- The poster consists of the following separate pages:
 1. The "Abstract"
 2. A "Title" of the presentation, the names of the "authors," and their institutions
 3. An "Introduction" or "Aims" page
 4. Five to eight pages of tables, graphs, diagrams of photographs which describe the work and especially the results
 5. A "Conclusion(s)" page

Please note vertical format



LARGE FORMAT ALTERNATIVE

By adjusting the "page setup" option for a custom size in a page layout program, you can insert slides, graphs, charts, or images to create one large poster. These large posters are alternatives to the traditional poster presentation. The maximum size of your poster must not exceed 91.125 inches (2.314575 m) by 48 inches (1.2192 m) and we recommend that it be made slightly smaller to ensure a proper fit on the poster board. Large posters can be printed through several on-line services or through a local printing company. These large posters must meet the standards described for the traditional posters with respect to content and font readability. They have the advantage of easy installation and for providing direct hand-out print versions (please check font legibility first). Although lamination of large format posters is not required, it does reduce ink smearing and may add a professional finish.

PRINT SIZE

Lettering on the "Abstract, Title/Author, and Conclusion" pages should be a *minimum* of 18 point type, double spaced on an 11 x 8½ inch page then enlarged photographically to an 17 x 11 inch page (A3) or larger. Tables, graphs and diagrams should also be enlarged. All photographs should be at least 10 x 8 inches in size (254 mm x 203.20 mm).

This is an example of 18 point type size

SUMMARY

- Size of poster board: 91.125 inches (2.314575 m) by 48 inches (1.2192 m)
- Page size for text: 17" x 11" (A3)
- Suggested type size: Minimum of 18 point
- Enlarge graphs, figures and text so that they can be easily read.

IDENTIFICATION SIGNS

- Each poster board will have a professionally lettered sign with the assigned poster number. The identification sign will be placed on the top left hand corner of each poster board.

HANDOUTS

- Most conference attendees that visit your poster will expect a handout that includes supplemental information and a summary and conclusion. Some presenters opt to distribute a photocopy version of the poster material.

SET UP (Vintners Ballroom, Marriott Napa Valley Hotel)

- Obtain your badge and registration material at the ASEV conference registration.
- All presenters are required to set up their poster(s) on Tuesday, June 23, between 7:00 a.m. and 5:00 p.m. or Wednesday between 7:00 a.m. and 10:00 a.m.
- Push pins are provided and will be located in the poster board area.
- The posters will be on display for viewing in the Marriott Hotel in the Napa Valley Ballroom area on Wednesday, June 24 from 1:30 p.m. - 5:00 p.m. and Thursday, June 25 from 1:30 p.m. - 4:00 p.m. The conference organizers will move all posters to the display location from the set up room each afternoon.

DISMANTLE (Vintners Ballroom, Marriott Napa Valley Hotel)

- Presenters must dismantle their posters between 4:00 p.m. and 6:30 p.m. on Thursday, June 25. **We would appreciate your cooperation in not dismantling your material prior to these times.** If you are unable to do this in person, please ask a colleague to do so for you or contact a poster session chair.

PROGRAM COMMITTEE

- Christian Butzke, Purdue University, Indiana, Chair
- Linda Bisson, University of California, Davis,
- Leticia Chacón-Rodriguez, Foster's Wine Estates America
- John Clark, The Wine Group
- Tom Collins, Foster's Wine Estates America
- Monica Cooper, University of California Cooperative Extension
- Peter Cousins, Cornell University, USDA
- James Harbertson, Washington State University
- Tim Martinson, Cornell University, New York
- Glenn McGourty, University of California Cooperative Extension
- Patty Saldivar, Viticultural Consultant
- Chris Smith, Bogle Vineyards

POSTER SESSION CO-CHAIRS

- Monica Cooper, University of California Cooperative Extension, Napa County
- Chris Smith, Bogle Vineyards, California

Symposia Organizers:

High Brix Winemaking Symposium

- Jim Harbertson, Washington State University, Prosser Chair

Rootstock Symposium

- Andrew Walker, University of California, Davis Co-Chair

- James Wolpert, University of California, Davis Co-chair

Cabernet Symposium - A Global Perspective

- Christian Butzke, Purdue University, Indiana Co-Chair
- Michael Silacci, Opus One, California Co-Chair

Please check our web site, www.asev.org, frequently for Annual Meeting updates and to identify poster Co-chairs.

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