Guidelines & Parameters for Pharmaceutical Industry Poster Presentations

GASCO has added poster presentations to its benefit offerings available to Platinum, Level I, and Level II Corporate Partners. This benefit is included in the annual Corporate Partnership funding and there is no additional charge to participate.

Purpose of a Pharmaceutical Poster: Poster presentations on development of products and/or best practices are intended to:

- communicate clinical, scientific, or real-world evidence of data;
- support product value and safety profiles; and
- share outcomes with healthcare professionals, researchers, and regulators.

Number of Posters and Staffing:

- Platinum Corporate Partners – Up to 2 posters; 2 complimentary passes to staff the posters
- Level I Corporate Partners – Up to 2 posters; 2 complimentary passes to staff the posters
- Level II Corporate Partners – 1 poster; 1 complimentary pass to staff the poster

Poster Presentation Parameters:

1. Regulatory & Compliance Considerations

1.1 Key Principles

- Ensure accuracy, balance, and scientific integrity
- Avoid promotional bias (especially in medical congress settings)
- Present fair and balanced safety and efficacy data
- Clearly distinguish on-label vs. off-label information

1.2 Internal Sponsor Review and Approval

All posters must undergo:

- Medical review (scientific accuracy)
- Legal review (risk mitigation)
- Regulatory review (compliance with local/global guidelines)
- MLR approval documentation prior to submission or display

1.3 Disclosure Requirements

Include:

- Funding/sponsorship statement
- Author affiliations
- Conflict of interest disclosures

2. Content Structure

2.1 Standard Poster Sections

- Title – concise, informative, non-promotional
- Authors & Affiliations
- Background/Introduction – context and rationale
- Objectives – clear study purpose
- Methods – study design, population, endpoints
- Results – data presented clearly (tables, graphs)
- Discussion – interpretation of results
- Conclusion – key takeaways (non-promotional)
- References – scientific citations
- Acknowledgments & Disclosures

3. Scientific & Data Standards

3.1 Data Integrity

- Use validated and reproducible data
- Clearly define:
  - Sample size (n)
  - Statistical methods
  - Confidence intervals and p-values

3.2 Visual Data Presentation

- Use graphs over dense text
- Ensure:
  - Proper labeling of axes
  - Units clearly defined
  - No misleading scaling

3.3 Balance

- Present both efficacy and safety outcomes
- Avoid selective reporting

4. Design & Layout Parameters

4.1 Poster Dimensions

- Follow congress-specific requirements (commonly):
  - AO (841 x 1189 mm) or
  - 36” x 48” (landscape)

4.2 Layout Best Practices

- Use a 3-4 column format
- Maintain logical reading flow (left > right, top > bottom)
- Include sufficient white space

4.3 Typography

- Title: 72-120 pt.
- Section headers: 36-38 pt.
- Body text: 24-32 pt.
- Use clear, professional fonts (e.g., Arial, Helvetica)
- Use upper and lower case letters, do not use all capital letters
- Viewers should be able to read the poster(s) from approximately 2-3 feet away

4.4 Color Usage

- Use brand-compliant but non-promotional colors
- Ensure readability and contrast
- Avoid overly bright or distracting backgrounds

4.5 Use of QR Codes

- Inclusion of QR Codes is permitted, provided there are clear instructions to scan it

5 Branding & Promotional Restrictions

- Posters presented must be non-promotional, i.e., no brand logos beyond affiliation; no product claims or marketing language; no comparative superiority claims unless supported and balanced; scientific exchange only
- Avoid:
  - Product logos
  - Marketing slogans
- Use generic names where required by regulations
- Follow company brand guidelines carefully

6 Congress & Submission Requirements

6.1 Abstract Submission, Review, Approval/Denial, Criteria

- Submit Abstract by deadline provided; e-mail file(s) to Anne Marie Cahill (acahill@medicalmanagement.com) with a copy to Peter Lyle (pflsr@medicalmanagement.com)
- Upon receipt, abstracts will be reviewed by GASCO's Clinical Practice and Program Committee members
- Notification of approval or denial will be sent within 45 days of receipt of the Abstract
- Abstract word count should be 300-350 words. Text in tables counts towards word limit. Text in funding and permission statements and author list and affiliations do not count towards word limit.
- Title should not exceed 50 words
- Structured format: Objective, background, methods, results, and conclusions
- Drug names: Use non-proprietary (generic) names for pharmaceutical products rather than brand names
- Font: Use legible font (Arial or Times New Roman, 10-12 pt.)
- Margins: Use standard 1-inch margins
- Table/Graphs: No more than one small table or graph
- Abbreviations: Limit use and define all acronyms upon first mention
- Authorship: List all co-authors; if more than six do not list all and follow last named with "et al."
- No promotional content: Active promotion of products is prohibited
- No references: Citations, references and large bibliographies are prohibited
- Conclusion: The final sentence must reflect the study's findings and clinical implications

6.2 Poster Submission

- Upon notice of Abstract approval, submit electronic copy (.pdf) of poster(s) by deadline provided; the deadline will be no less than 30-days prior to the start of the conference/congress. E-mail file(s) to Anne Marie Cahill (acahill@medicalmanagement.com) with a copy to Peter Lyle (pflsr@medicalmanagement.com)
- TiPs posters are encouraged. For these, please ensure the focus is on the significance of the preliminary findings, ongoing methodologies, or the central clinical question being addressed, even if final data is not yet available
- Encore posters that have been previously presented are acceptable but must not be copyrighted and must be properly cited
- No unpublished proprietary data can be included without proper permission

*Important note: Corporate Partners engaging third parties to assist with abstract and poster submissions must inform the third party that all communications and submissions incoming to GASCO must identify the Corporate Partner by name. Unidentified incoming abstracts, communications, and posters will be delayed if GASCO staff needs to take time out of the workday to communicate with third parties not complying with the identification request.

7. On-site Presentation – Set-up, Presenter Expectations, Break-down

Printing, shipping, or transportation of the poster(s) is the responsibility of the Corporate Partner.

7.1 Poster Presentation Set-up

- All poster presentations may be set-up at beginning of the established time and at least 30 minutes prior to the start of only or first scheduled presentation time
- Placement/location of all participating Corporate Partners' posters in the display area will be identified by a floor decal(s) bearing the company's logo
- All posters must remain on display during all scheduled poster presentation times.
- Unless informed otherwise, all posters are to be displayed utilizing an easel stand. Easels cannot be supplied by GASCO, nor the hotel venue. Corporate Partners will need to provide their own easels for display.

7.2 Presenter Expectations

- Presenters should be the author or a co-author. If neither is available to present, the non-author presenter may be research scientists and investigators, medical directors/medical science liaisons, clinical research staff, or academic partners/principal investigators. Presenters must be well versed in the scientific findings and able to clearly and consisely convey the findings to viewers
- Sales and marketing staff are prohibited from presenting or assisting with the poster
- Presenter(s) must remain with their poster(s) in the presentation area for the duration of all scheduled presentation times
- Presenter(s) should be prepared to: Explain all data clearly; answer scientific questions; stay compliant (no off-label promotion)
- Presenter(s) should have an ample supply of business cards with their contact information on hand
- Optional: Presenter(s) may wish to have a hand-out summarizing the presentation(s) available to give to viewers

7.3 Poster Presentation Break-down

- At the end of the final scheduled poster presentation time, all posters must be taken down by the presenter
- Presenters will be responsible for the return shipping/transportation of any posters to be retained
- Any remaining posters at the end of the conference/congress will be discarded