

India Management Research Conference (IMRC 2025)

Poster Presentation Guidelines

December 5–7, 2025 | Indian Institute of Management Ahmedabad

Poster Layout and Size

- Orientation: Landscape (horizontal)
- Poster Stand Dimensions: 8 feet (W) × 37.5 inches (H)
- Recommended Poster Size: A0 (1189 mm × 841 mm)
A0 posters are recommended as A1 may appear small on the display stands.
- Poster Layout Structure:
 - Title, authors, and affiliations should be displayed prominently at the top section.
 - Include clear visuals, figures, charts, and graphics to maintain a visual flow of ideas.
 - Avoid lengthy text blocks - use concise explanations and bullet points.

Poster Content Requirements

Each poster must include the following items clearly displayed:

1. Submission ID
2. Track Name and Number
3. Logo(s) of Affiliated Institution(s)
4. Poster Title
5. Author Names and Affiliations
6. Conference Branding (at the bottom):
India Management Research Conference (IMRC 2025)
December 5–7, 2025 | Indian Institute of Management Ahmedabad

Display Setup

- Poster Mounting Boards Provided:
 - Each presenter will be assigned one poster stand measuring 8 ft × 37.5 in.
 - Mounting materials (clips or tape) will be available on-site.
- Furniture Provided:
 - One table and chair for each presenter.

Conference Logos and Visual Identity

- All posters should display the IMRC 2025 logo and IIM Ahmedabad logo at the bottom.
- Official logo files is provided at the end of this document.
- Please maintain uniform branding and avoid using unapproved variations of the logos.

Design Recommendations

- Keep your poster clean, readable, and visually engaging.
- Use large fonts (minimum 24 pt for text) and consistent formatting throughout.
- Maintain a clear visual hierarchy with bold titles and section headings.
- Use charts, images, infographics, and color highlights to emphasize results.
- Ensure all content is readable from a distance of 1–1.5 meters.
- Recommended sections: Introduction / Objectives – Methods – Results – Discussion – Conclusions / Implications.

Poster Sample

Submission ID	POSTER TITLE	Logo of Affiliated Institute
Track Name and Number	Author Details and Affiliations	
Content Content		Content
	India Management Research Conference December 5-7, 2024 Indian Institute of Management, Ahmedabad	 India Management Research Conference IIM Ahmedabad

IMRC Related Logos