# **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):

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## **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.

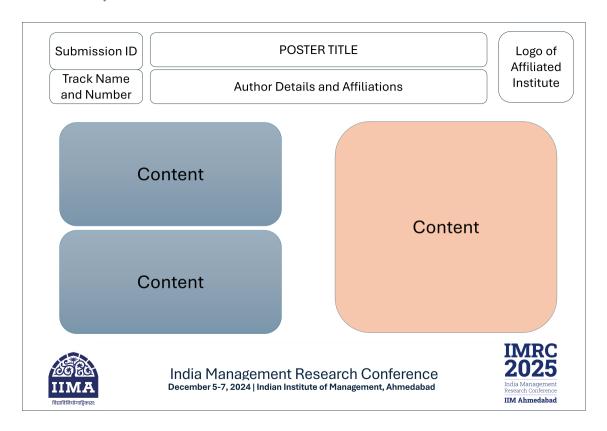
### **Conference Logos and Visual Identity**

- 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**



# **IMRC Related Logos**