



Poster Abstract Submission Form Guidelines

Please complete this form to submit a poster abstract for consideration as a poster presentation at the 2010 Marketing Disease Prevention in America Conference on Obesity, in Atlanta, GA at the Crowne Plaza Ravinia Hotel from October 19-21. Completed forms should be either mailed, faxed, submitted online, or e-mailed by **September 3, 2010**, to:

Scott Ehrlich
Director of Business Development
DTC Perspectives Inc.
30 Columbia Turnpike Suite 205
Florham Park, NJ 07932
Fax: 973-377-1106
Email: scott@dctperspectives.com

All poster abstracts will be reviewed by the MDPA staff, and a notification will be sent to your attention if accepted. If accepted, the primary poster presenter must be present during at least one of the poster sessions and will be responsible for travel/registration costs. Submissions will be considered for poster presentations only (no oral sessions). If you have any questions or concerns, please contact Scott Ehrlich at Scott@dctperspectives.com or visit www.mdpaconference.com for more info and a complete event agenda.

Poster Review Criteria

Poster abstract submissions will be reviewed on the following criteria.

Content

- 1 **Introduction:** clear objectives and background
- 2 **Relevance:** appropriateness to conference theme – *Obesity in America (can be studies on obesity, causes, marketing, communication, laws, policy, nutrition, obesity related diseases, minority prevalence, etc.)*
- 3 **Methodology:** clearly explained for general audiences
- 4 **Quality of Proposed Research/Results/Finding:** logical, clear, and pertinent
- 5 **Conclusion:** supported by presented information, clear summary

Presentation

- 6 **Display Aesthetics:** creativity in display, visually interesting, professional caliber presentation
- 7 **Format:** logical flow of sections, poster arrangement, and organization
- 8 **Understanding of Subject:** presentation shows good grasp of subject
- 9 **Ability to Stand Alone:** when author is absent, poster is thorough, understandable, and effective
- 10 **Originality and Significance:** provides evidence of novel, important work



Poster Abstract Submission Form

* Denotes required fields. Please complete all pages of this form.

Primary Author and Contact Information

All authors (primary author and coauthors) must be registered for the conference separately. Listing an author name below does not automatically register them for the conference.

Name of Primary Author (Last, First):* _____

Degree/Title:* _____

Organization:* _____

Address:* _____

Address Line 2: _____

City, State, and ZIP Code:* _____

Phone Number:* _____

Email Address:* _____

Poster Title*

Please complete the information below if you wish to acknowledge any coauthors of your poster abstract.

Coauthor Names (include suffix)	Affiliation



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Name of Primary Author (Last, First):* _____

Phone Number:* _____

Summary Statement*

Provide a brief summary of your research with key points highlighted that would provide a basis for discussion and interaction on site at the conference (50 words maximum). If your poster is selected, this statement will be included in the conference program.

Abstract Text*

Because of the large number of abstracts presented at the conference, the text of each abstract should consist of a maximum of 300 words and must include Aims, Method, Results, and Conclusions.

Poster Presentation Scheduling

Currently all poster displays are scheduled for October 19. If there is sufficient demand more time will be created on October 20. You will receive your specific poster display date within two weeks of notification of your abstract acceptance to assist you in the event registration process and your specific display time by the end of September.

Poster Presentation Judging

The MDPA staff is in the process of putting together an acceptable panel to judge poster displays and announce winners at our Awards Ceremony Cocktail Party on October 20. If and when this portion of the event is confirmed, details will be announced promptly through emails and all posters accepted for display will be defaulted into this competition.

Conference Registration Information

In the interest of getting as diverse a group of attendees as possible and in trying to make sure that no one is priced out of this important event, a limited number of passes are available for this event for just \$495 for government employees, non-profit organizations, professors, and students. This pass would include admission to all event speeches, meals, cocktail parties, and the awards dinner. Please register by September 3 or promptly after receiving your abstract approval to guarantee yourself a spot at this substantially discounted price. Anyone accepted for a poster display must register for the event to be able to attend the conference. You can register online at www.mdpaconference.com or by calling Debra Sander at 973-377-2106.