

Technology Showcase – Content & Format for Posters (PFI Grantees)

Posters should follow the format and content guidelines described below.

Header (mandatory):

PFI Award Number & Title PI & Key Personnel Names and Affiliations Lineage (underlying NSF Award Number and Title)

Sections (recommended):

Section #1: What are the societal problem and market need you are addressing?

Section #2: What technical and commercialization steps are you taking to address these?

Section #3: What sets you apart from your competition?

Section #4: What are the technical, educational and commercial payoffs?

We encourage you to take creative license in presenting the information recommended above in a way that best showcases your NSF-funded project. The poster should give a lay-person a clear understanding of your project and the market opportunity that you are targeting. Each section should not take more than 60 seconds for an observer to digest, meaning no more than two short paragraphs or perhaps no more than 5 short bullet points. We encourage you to include relevant images and graphics to better convey key information.

Remember, this is a Technology Showcase as opposed to an academic research-oriented poster session. Thus, the emphasis of your poster should be focused on the value proposition, the problem you are trying to solve, the benefit to customers, etc.

Confidential and Proprietary Information: The Technology Showcase is an open session attended by the general public. Information presented during the Technology Showcase is considered public disclosure. We caution you against disclosing proprietary information on the posters or by showing a prototype prior to filing the necessary patent applications.