ALA 2025 Annual Conference
Poster Proposal Submission Guide

OVERVIEW

The ALA 2025 Annual Conference & Exhibition takes place in Philadelphia, PA, June 26 - July 1, 2025. Alongside approximately 200 education programs, Poster Sessions are a key professional development opportunity at Annual.

Poster Sessions provide an opportunity to share innovative library programs, research on emergent issues, and strategic initiatives. Poster presenters take part in a 90-minute poster session during which they informally discuss their poster with attendees.

Poster proposals may be submitted to one of six categories: The Collectors; Diversity Fair; The Educators; Global Solutions; Infrastructure; and Outreach and Engagement. A poster proposal should be submitted to only one category (no duplicate submissions). Poster sessions take place on either Saturday or Sunday during the conference. Each poster category has its own committee for reviewing and selecting poster proposals.

SUBMISSION SITE AND DEADLINE

Poster proposals are submitted through an open call, and curation of the Annual Conference is led by members of the American Library Association. Proposals must be submitted through the designated submission site by the deadline noted below. ALA is not able to accept late submissions.

Submission site opens: August 19, 2024
Submission site closes: September 23, 2024, at 11:59pm Eastern
Final Decisions and Notifications: December 2024

POSTER PROPOSAL SELECTION CRITERIA

ALA provides a copy of the Poster Proposal Rubric in the call for proposals and on the submission site. The rubric describes the scoring for each criterion and guides the review committees’ evaluation of proposals.

Poster proposals will be evaluated on the following criteria:

- Poster Title and Description
- Learning Objectives
- Innovation
- Timeliness & Demand

POSTER PROPOSAL SUBMISSION OVERVIEW

All proposals must be submitted through the online submission site. Upon submitting a proposal, you will receive an automatic confirmation email if the proposal was successfully submitted.
Before You Begin

Familiarize Yourself with the Selection Criteria

ALA includes the Poster Proposal Rubric in the call for proposals and on the submission site for your use. Carefully review the selection criteria and keep the rubric available for reference when creating your proposal.

Select Your Poster Session Category

Proposals must identify one poster session category. While you may submit multiple poster proposals, you may not submit the same proposal to multiple categories.

The Collectors – posters on acquisitions; cataloging and classification; collection development and management; history; preservation; serials; and special collections (co-sponsored by Core: Leadership, Infrastructure, Futures).

Diversity Fair – posters highlighting library services, programs, and collections to underserved and underrepresented communities (co-sponsored by the Office for Diversity, Literacy and Outreach Services).

The Educators – posters on education, including but not limited to: library instruction; distance learning; continuing education; literacy; and research methodologies (co-sponsored by the Association of College and Research Libraries; Continuing Education; and ALA Editions | Neal Schuman).

Global Solutions – posters by international librarians and librarians working on international projects that highlight successful ideas, studies, a practical problem-solving effort, or an innovative library program (co-sponsored by the International Relations Round Table).

Infrastructure - posters on buildings and equipment, management, and technology (co-sponsored by Core: Leadership, Infrastructure, Futures).

Outreach and Engagement - posters on community outreach and engagement; programming and events; interlibrary loan and cooperation; cooperation with non-library institutions and agencies; public awareness; communication and marketing; library services to special groups; reference and information services; and user experience co-sponsored by the Public Programs Office and the Reference and User Services Association).

Poster Proposal Planning

The submission site consists of a series of tasks to complete for your proposal. A completed proposal includes the following:

- Initiate a Proposal
- Poster Title and Description
- Learning Objectives
- Library Type(s)/Audience(s)
- Identify Poster Participants
- Diversity Fair Supplemental Questions (if applicable)
- Acknowledgements and Agreements
- Submit the Proposal
Step by Step Instructions for Poster Proposal Submission Tasks

All proposals must be submitted using the online submission site. You must complete all tasks and click Submit upon completion of all tasks to submit a complete proposal for review. You may begin a proposal and complete it over time, just be sure to adhere to all deadlines. You will receive an automatic confirmation email when you have created an account, another when you have initiated a proposal, and a third confirmation email when you have submitted a completed proposal.

Initiate a Proposal

To initiate a proposal and set up a user account you will need to complete certain initial steps. After setting up your user account, you will need to enter a title and indicate the Poster Session to which you are submitting the proposal. The person who initiates the proposal becomes the Primary Contact on the submission. ALA will email the Primary Contact for all communications, including proposal deadline reminders, selection notifications, and updates on selected programs. The Primary Contact should share information as needed with co-Poster Presenters and Authors.

Initial Steps

1) On the submission site, click Join Now to create an account. You will enter profile information and create an access key (password). You will receive a confirmation email from noreply@goCadmium.com with your account details.
2) On the landing page of the submission site, you will see a Proposals section and a section with Key Information. To start a proposal, click on the green link, “Click here to begin a new proposal.”
3) Enter a title (up to 15 words) for your proposed poster. You will have the opportunity to make edits to your title in the Poster Title and Description task.
4) Select the Poster Session to which you are submitting the proposal.
5) Click Submit.
6) You will receive a second confirmation email from noreply@goCadmium.com that includes the type (poster session), status, and title of your proposal.

*On a subsequent log in to the submission site, you will be asked to complete the Privacy Notice.*

Poster Title and Description

Once you have completed the initial steps for creating a proposal, you will see the Task List. The first task is to confirm your title and enter your poster description.

Poster titles should be descriptive and concise and effectively convey the proposed poster. Avoid long titles, and do not use all uppercase or all lowercase.

Poster descriptions (75 words minimum and 250 words maximum) should clearly and concisely describe the project, initiative, resource, innovative program, etc., that your poster is highlighting. Include in your description the impact and evaluation, if applicable, and how you will visually represent the project. *Given the anonymous review process, do not include poster presenter or author names or identifying information in the description.*

*ALA retains the right to modify titles and descriptions of selected posters for marketing purposes.*
Learning Objectives

A learning objective is a clear, measurable, and achievable statement of the anticipated behaviors, skills, knowledge, or attitudes participants demonstrate from their learning. See *A Primer on Learning Outcomes* for tips on creating learning objectives. Each proposal will need to include three learning objectives (with a maximum of 40 words each).

After entering each learning objective separately, click Continue.

Library Type(s)/Audience(s)

You will be asked to identify the library types/audiences for the proposed poster. If your poster is accepted, your selections will be used in the Conference Scheduler to assist attendees in identifying posters of interest.

When selecting from the list of Library Types/Audiences, please choose only those to which your poster is relevant. If you choose "Other" from the list of Library Types/Audiences, briefly describe the library type or audience. When you have entered all information, click Continue.

Identify Poster Participants

You will be asked to enter information about the presenters and authors of your proposed poster. Full names and emails are required for each person. This information will be used only if the poster is accepted and is not part of the review process. If the person submitting the proposal will also be a Poster Presenter or is an author on the poster, please make sure that person is identified as both a Poster Presenter or Poster Author and the Primary Contact per the steps below.

Due to space considerations at the poster session, you may include up to two Poster Presenters. Poster Presenters are those who will be attending the poster session in person and engaging with attendees about the poster. If additional people contributed to the poster, you may acknowledge up to six as Poster Authors.

Task Steps

1) Click Edit [your name] Profile under the Poster Participant List.
2) Complete as many of the profile fields as you can or at the minimum, the required fields.
3) Choose your role(s). You can select multiple roles, so mark all that apply (noting the limits of two Poster Presenters and six Poster Authors).
4) Enter a short biography of up to a couple paragraphs, with your name, title, and affiliation in the first sentence. This will be used only if your poster is accepted.
5) Click Continue.
6) Upload a photo as part of your profile. This will be used only if your poster is accepted. Click Continue. You may opt out of submitting a photo and click Continue to complete the task.
7) If your proposed poster will have additional participants, add each one separately by entering first name, last name, email, and role(s). Click Add Poster Participant.
8) Repeat the process outlined above to complete the profile for each participant you add. Or you may invite the others to complete their own profiles by clicking Invite [participant name]. This will send an email to the participant from noreply@goCadmium.com with their log in credentials and task list. They can then access the Identify Poster Participants task to complete their profile and the Acknowledgements and Agreements
task (outlined below). As submitter you will receive a confirmation email when the presenter has completed the tasks.

9) Click Save Poster Participants. You may revisit this task to add or remove participants.

**Diversity Fair Supplemental Questions**

If you are submitting to the Diversity Fair category, you will be asked if you are submitting the poster proposal on behalf of an ALA Office for Diversity, Literacy and Outreach Services (ODLOS) member group or affiliate organization. Affiliation with a group or organization is not required, and you should name a group or organization only if you have been officially designated to submit a poster proposal on their behalf.

**Task Questions**

1) Are you submitting this poster proposal on behalf of an ODLOS member group or affiliate organization?
2) If you answered yes, please name the ODLOS member group or affiliate.

**Acknowledgements and Agreements**

This task consists of acknowledging that you have reviewed the ALA 2025 Annual Conference Poster Proposal Rubric, the Agreements noted below, and the ALA 2025 Annual Conference Poster Proposal Submission Guide in its entirety, as well as any additional agreements that may be noted in the submission site. Agreements are subject to change. Please review this task thoroughly in the submission site for the most up to date agreements.

**Task Steps**

1) Carefully review the Poster Proposal Rubric and the Agreements listed below.
2) Click Edit [your name] Form to read and agree to the above terms and conditions, sign the acknowledgement, and submit agreement.
3) If you have co-participants, you may click the Invite [Name] button to send them a link to review and sign the acknowledgement if you did not invite them while completing the Identify Poster Participants task.
4) Once all participants have submitted agreements, click Complete Task at the top right. Please note that agreements must be completed for all participants before the proposal can be submitted.

**Submit the Proposal**

Once all tasks are completed, the Task List becomes the Proposal Summary. At the bottom of the completed tasks, you will see “Click here for a preview of your proposal.” The Proposal Preview that opens allows you to print the proposal (or save as PDF). Click your browser’s back button to return to the Proposal Summary.

*Please wait until you have finalized your proposal to click Submit as you will no longer be able to edit the proposal once it is submitted.*

When you are ready to submit the proposal for review, click **Submit** on the Proposal Summary page. This step is essential. You will receive a confirmation email upon submitting the proposal to let you know it was successfully received. If you do not receive the confirmation email, your proposal was not submitted and will be considered
incomplete. *Incomplete submissions will not be reviewed.* Be sure to check your spam folder if you do not see the email in your inbox.

**AGREEMENTS**

**Deadlines**

All participants of accepted programs must adhere to published deadlines. You must be committed and responsive to working with ALA to deliver an exceptional attendee experience by meeting deadlines.

**Multiple Acceptances**

If you are the submitter or a co-presenter for more than one accepted poster, please consider limiting yourself to two posters, so that you can spend more time learning from others and to open up opportunities for other posters and presenters. Please contact confcontent@ala.org if you want to make any changes to your acceptances.

**Intellectual Property Rights**

All participants of accepted posters must observe intellectual property rights. Poster Presenters and Authors must ensure that information, illustrations, images contained in posters, related materials or visual aids shall be factual and not misleading and will not violate the intellectual property or copyrights of any third party.

**ALA Membership**

ALA encourages those submitting proposals to be members of the Association.

**Conference Registration and Expenses**

All Poster Presenters of accepted posters must register to attend the Annual Conference and are eligible for a reduced Presenter rate. Registration may be handled differently in the event of exceptions such as Exhibitor staff or unit-sponsored registration. Poster Presenters are responsible for all of their own expenses, including travel, accommodations, meals, and registration fees. Poster Presenters are also responsible for the printing and transport/shipping of their poster(s).

**International Attendees**

If you are an international attendee and need a Letter of Invitation before you register for the conference, please complete the Letter of Invitation Request or send a request to the International Relations Office at intl@ala.org. Please include your full employment information and mailing address. The official ALA Letter of Invitation will be used to facilitate the processing of any visas or documents needed for you to attend the conference. ALA is unable to provide financial support for your participation.

**Event Format & Recording**

Annual Conference may be held virtually, in-person, or as a hybrid of both. Presenters/Moderators should be prepared to present in all formats and consent to recording as needed.
QUESTIONS

• For general questions regarding the proposal submission or review process please contact ALA Conference Services at confcontent@ala.org.

• For technical issues on the submission site please contact Cadmium Tech Support at Support@cadmiumcd.com or click on Technical Support at the top right of the submission landing page.