

## Poster Compendia

In order to most effectively present your product's scientific data at medical and scientific sessions, it is important to provide solutions that reach the greatest number of "eyeballs" over the short duration of the typical congress. To add to the difficulty of this task, the typical congress has become a phrenetic beehive of attention deficit - ensuring that your desired eyeballs are mentally numbed and oversaturated by the time they are browsing your posters in a session.

PharmacoMedia provides a total congress solution for scientific posters and abstracts - when we provide complete scientific or design/layout support for a congress, we can provide a Poster Compendium on CD of all posters presented at the congress, as well as past congresses, for distribution at the general poster sessions or at the medical affairs portion of your booth. By distributing the full collection of your current posters on CD, you free attendees from the constraints of time, schedule conflicts, and sensory overload at congress time and allow them to review your data and messages on their own schedules.