



July 20 - 23, 2026
SAN ANTONIO, TEXAS



EXHIBITION DISPLAY RULES & REGULATIONS

The following rules are based on **IAEE (International Association of Exhibitions and Events)** best practices. These rules, in effect since the 2022 IMIS Summit, are in place to ensure that every exhibitor, regardless of booth size, has a fair opportunity to be seen by attendees walking the floor. Any booth found in violation during move-in will be required to modify their display at their own expense.

1. Linear (In-Line) Booths

Definition: Booths arranged in a straight line with neighboring exhibitors on the left and right.

- **Maximum Height:** The maximum back-wall height is **8 feet**.
- **Line-of-Sight Rule:** To ensure visibility for all neighbors, the 8-foot height is restricted to the **rear 5 feet** of the booth.
- **Front Setback:** Any display materials in the **front 5 feet** of the booth (the half closest to the aisle) must not exceed **4 feet** in height.
- **Corner Variation:** Corner booths must follow the same height rules but are permitted to have the side aisle open for traffic.

2. End-Cap Booths

Definition: A booth exposed to aisles on three sides, typically 10' deep by 20' wide or 20' deep by 20' wide.

- **Back-Wall Restriction:** The 8-foot height is only permitted in the **center 10 feet** of the back-wall.
- **Side Visibility:** Within **5 feet of the two side aisles**, the back-wall and all display materials must drop to a maximum height of **4 feet**. This prevents the end-cap from "boxing in" the linear booths located directly behind it.

3. Island Booths

Definition: A booth 20' x 20' or larger, exposed to aisles on all four sides.

- **Maximum Height:** The maximum height for all structures is **25 feet**.



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- **Cubic Content:** Islands may utilize the entire "cubic content" of their space. However, we encourage "breathable" designs to maintain the professional aesthetic of the hall.
- **Transparency Rule:** Solid walls that span more than **50%** of any side of the booth are discouraged. If solid walls are used, they must be finished on both sides and include a **5-foot setback** from the aisle if they exceed 8 feet in height.

4. Peninsula & Split-Island Booths

Definition: A booth exposed to aisles on three sides that backs up to other exhibitors or another peninsula.

- **Back-to-Linear:** When a Peninsula backs up to Linear booths, the back-wall must be restricted to **4 feet high within 5 feet of each aisle** to maintain the neighbor's line-of-sight.
- **Double-Sided:** If backing up to another Peninsula (Split-Island), the full height is permitted across the shared back-wall as no sightlines are being blocked.

5. Perimeter Booths

Definition: Linear booths located against the facility's exterior walls rather than backing up to another booth.

- **Extended Height:** Because there are no neighbors behind these spaces, the maximum back-wall height is increased to **12 feet**.
- **Front Setback:** The standard **4-foot height restriction** still applies to the front 5 feet of the booth to protect the sightlines of neighboring exhibitors in the same row.

6. General Requirements (Apply to All)

- **Aisle Integrity:** No booth element—including carpet, lead-retrieval stands, or product—may extend into the public aisles.
- **Unfinished Surfaces:** All backs of displays must be finished (no exposed wood, wires, or framing) if they are visible to attendees or other exhibitors.
- **Structural Integrity:** All displays over 10 feet in height must be professionally designed and able to withstand local seismic or wind-load requirements if applicable.



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7. Marketing & Promotional Activities

- **Booth Confines:** All promotional activities, demonstrations, and the distribution of literature or "swag" must take place strictly within the confines of the assigned booth space.
- **Prohibited Areas:** Distribution of materials outside of the booth, including all API-designated spaces and Henry B. Gonzalez Convention Center (HGBCC) public areas, is strictly prohibited.

8. Sound, Noise, and Disruptions

- **Volume Control:** If a booth's noise level is deemed particularly disturbing or disruptive to neighbors or attendees, Show Management will direct that the volume be lowered.
- **Speaker Placement:** All audio speakers must face **inward** toward the booth and not out toward the aisles or neighboring exhibits. Non-compliant exhibitors will be required to reposition equipment immediately.
- **Discretion:** Show Management reserves the right to discontinue any booth activity deemed too disruptive to the overall event.

9. Anti-"Suitcasing" & Ancillary Event Policy

API IMIS Management maintains a zero-tolerance policy regarding "suitcasing" and unauthorized solicitations:

- **Solicitation:** Any attendee observed soliciting business in the aisles, public spaces, or another company's booth will be asked to leave the Summit immediately.
- **Out-of-Boarding:** Ancillary events may **not** take place during official Summit or Exhibit hours, including evening receptions.
- **Off-Site Activity:** Suitcasing includes commercial activity conducted from hotel guest rooms, hospitality suites, restaurants, or clubs during official IMIS hours. Please report any observed violations to API IMIS Management.

10. Booth Attendance & Early Tear-Down

- **Attendant Required:** Exhibitors must have at least one attendant present in their booth during all official show hours. Failure to staff a booth may result in the removal of the exhibit at the company's expense.



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- **Early Tear-Down:** Exhibitors are prohibited from dismantling their booths before the official close of the show. **Any exhibitor that tears down early will be banned from participating in the 2028 Summit.**

11. Freight, Logistics & Material Handling

- **Exhibit Hours:** The delivery or removal of any portion of an exhibit is strictly prohibited during active exhibit hours.
- **Official Handler: Freeman** is the official freight handler for IMIS. API and the HGBCC strongly encourage all exhibitors to utilize Freeman for logistics.
- **Support Limits:** Please note that API, Freeman, and the HGBCC are unable to assist with any material handling that is not managed via Freeman.

Important Note for Exhibitors

By occupying your booth space, you agree to adhere to the rules above. API IMIS Management reserves the right to modify these rules to ensure the safety and success of the event.
