

ACT Expo Las Vegas: What Exhibitors Should Know

A planning guide from Total Displays

About ACT Expo

ACT Expo is North America's leading advanced commercial vehicle and clean transportation event. It brings together fleet decision makers actively evaluating vehicles, fuels, infrastructure, and technology solutions.

Quick Facts

- Location: Las Vegas Convention Center, Las Vegas, Nevada
- Attendees: Thousands of fleet focused professionals from across North America
- Exhibitors: OEMs, technology providers, fuel and infrastructure companies
- Focus areas: Electric and hydrogen vehicles, alternative fuels, charging infrastructure, fleet software, automation

Who Attends ACT Expo

- Fleet owners, operators, and managers
- OEMs and vehicle manufacturers
- Clean energy, fuel, and infrastructure providers
- Technology and software companies serving commercial fleets
- Policy makers and industry stakeholders

Booth & Exhibit Design Tips for ACT Expo

ACT Expo is one of the most innovation driven trade shows in North America, which means your exhibit has to do more than look good. It needs to communicate your message fast, support meaningful conversations, and stand out in a highly competitive environment.

At Total Displays, we've seen firsthand what works on a show floor like ACT Expo, and the most successful exhibitors are the ones who plan early and design with purpose.

Design for Education, Not Just Attention

Your booth should clearly answer three questions within seconds:

- What do you offer?
- Who is it for?
- Why does it matter?

Make Your Technology Easy to Understand

Whether you're showcasing fleet software, charging infrastructure, alternative fuels, or vehicles, clarity wins.

We recommend designing your booth around:

- Large digital displays for demos and video content
- Clear product zones so visitors know where to look and what to ask
- Messaging that's readable from the aisle

Plan Early for Vehicles and Large Equipment

ACT Expo is known for vehicle displays and large scale equipment. If you're bringing a truck, charging unit, or heavy product into the hall, your exhibit needs to be designed around it.

At Total Displays, we help exhibitors plan for key details like:

- Weight limits and placement requirements
- Power access and cable management
- Safe, open traffic flow around equipment

Consider a Modular Exhibit That Can Grow With You

ACT Expo is rarely a one time show for exhibitors. A modular or hybrid exhibit allows you to reuse your investment and adapt your booth for future events.

Comfort Creates Better Conversations

Trade shows are exhausting. The exhibitors who win at ACT Expo are the ones who make it easy for visitors to stay longer.

Partner With an Exhibit Team Early

Custom builds, vehicle planning, show rules, and shipping logistics all take time. Starting early gives you more creative flexibility and helps avoid last minute rush costs.

Need Help Getting Ready for ACT Expo?

If you're exhibiting in Las Vegas this May and want a booth that performs as well as it looks, Total Displays can help you plan, design, and execute a trade show exhibit built for maximum impact.

Let's talk exhibit strategy.