



# marchon

**Project type:** Custom Trade Show Exhibit

**Location:** Vision Expo East, New York, NY

**Services Provided:** Exhibit design, Custom fabrication, Graphics, Electrical, Installation and Dismantle, A/V, Logistics, Show supervision

When we were tasked with designing and creating a brand new booth for Marchon to debut at Vision Expo East 2016, we didn't take it lightly. The goal was to make Marchon's first new exhibit in over a decade into a heavenly dreamscape filled with easily interchangeable, airy elements. The monumental structure was created with an overhead made of sheer fabric drapery, drawing on theatrical ideas against the usual tension fabric – an exhibition staple.

The focus was on improving sales function, so we suggested creating columns along the perimeter that housed monitors used for licensing and could hold and showcase multiple brands on one column. We also implemented some RFID scanners, where visitors could pick up

a product, scan it, and a product-specific page would appear, making the booth interactive for those who use it.

We also developed a party space in front, fully equipped with a central DJ and reception station, two charging stations, and residential-feeling lounges where visitors could relax and enjoy the elegant vibe. In the back, you could find a luxurious selling space, driving home the idea of sales improvement.

This new space is the result of a close collaboration between the Marchon and Gilbert teams, and we are so proud of what we accomplished together.

