



Marchon



Project Type: Custom Trade Show Exhibit

Location: Vision Expo East, Jacob K. Javits Convention Center, New York, NY

Services Provided: Design, Fabrication, Graphics, Electrical, Installation & Dismantle, A/V, Logistics, Showsite Supervision

When we were tasked with creating a brand new booth for Marchon to debut at Vision Expo East, we did not take the challenge lightly. The goal was to design Marchon's first new exhibit in over a decade around airy, easily interchangeable elements. The impressive structure was polished with aerial drapery made of sheer fabric, backing oversized dimensional branding which gave visitors an ethereal atmosphere in which to peruse Marchon's appealing labels.

A key objective was to improve the exhibit's sales function, so we suggested creating columns along the perimeter that held monitors and displays showcasing multiple brands. We integrated RFID technology into both the display columns and the product, so that visitors could pick up a pair of frames and an interactive product-

specific page would automatically appear, making the booth a unique and memorable experience.

This new booth came complete with a contemporary lounge in front, fully equipped with a reception station that was also an elevated DJ booth, two charging stations, and intimate seating where guests could relax and enjoy the trendy atmosphere around them. In the back, we tucked away an expansive and luxurious selling space, which was a major upgrade for Marchon.

This exhibit was the result of a close collaboration between the Marchon and Gilbert teams, and is just the latest example of the incredible work we are able to do together.