



CASE STUDY

ADVANCING EYECARE - VISION EXPO

Overview

Advancing Eyecare approached Gilbert with the goal of exhibiting as a unified brand for the first time at Vision Expo East in Orlando—a strategic initiative to bring together their two leading brands, Marco Lombart and Santinelli, into one cohesive space under the AE identity.

The Challenge

From the outset, our focus was on creating a modular exhibit system that could adapt to evolving requirements while maintaining a cohesive brand presence. The project involved an evolving design and production process, with new opportunities identified throughout development. As the vision for the exhibit expanded, key elements such as counters, hanging signs, and logo components were refined and enhanced to ensure the strongest possible presentation. These changes required flexibility, quick turnarounds, and close coordination among all teams.

The Approach

To meet the demands of a dynamic project timeline, we partnered closely with our design and account teams through all phases of development. The exhibit was designed for flexibility, allowing key elements to be reconfigured and repurposed for future events such as Vision Source and AAO. This approach supported the immediate goals for Vision Expo East while setting a foundation for long-term efficiency. Notable deliverables included refreshed SEG frames, custom equipment tables, and integrated branded components showcasing both Marco Lombart and Santinelli under the Advancing Eyecare umbrella.

The Result

Despite the evolving scope and fast-moving timeline, the installation and dismantle in Orlando went smoothly. The modern design and illuminated structure and logos stood out amongst the crowd of other exhibitors at Vision Expo and welcomed attendees to enter and explore the Advancing Eyecare environment. This successful execution elevated Advancing Eyecare's presence at Vision Expo East and set the stage for continued partnership as they expand their brand portfolio and exhibit footprint.



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