

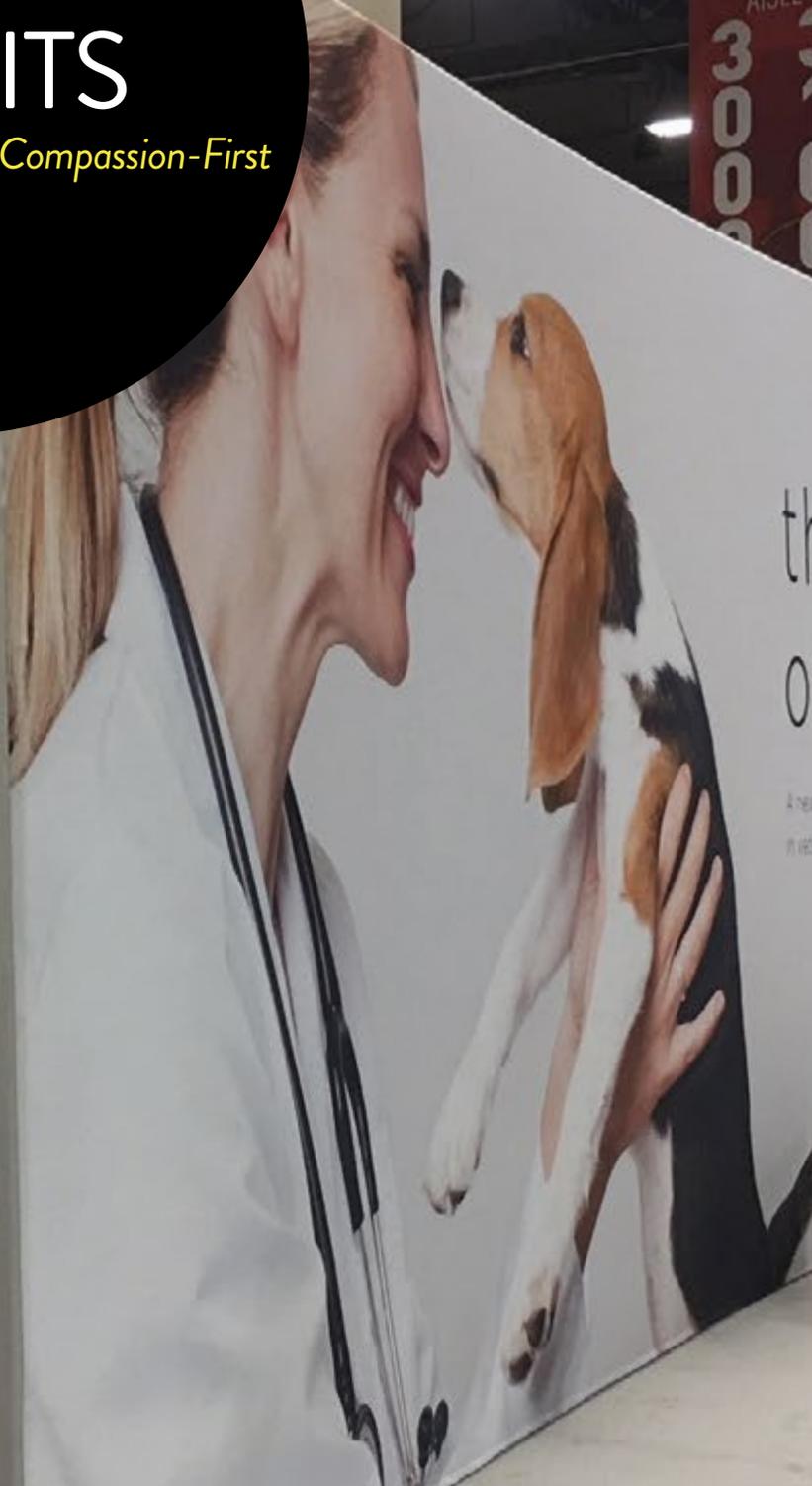
Case History:

# EXHIBITS

Shepherd Agency / Compassion-First

the power  
of us.

Compassion-First Pet Hospitals is revolutionizing how veterinary practices connect, collaborate and empower for the greater good of animal health.



the power  
of us.

A new approach to teamwork  
in veterinary medicine.



AISLE  
3000  
3100



## BACKGROUND

**Partner:** Shepherd specializes in integrated branding, marketing, digital and public relations services.

**Brand:** Compassion-First is a network of veterinary hospitals that's revolutionizing how member practices share knowledge, maximize resources and strengthen autonomy.





## CHALLENGE

- Help Shepherd develop a 40' x 40' island for the 2017 Western Veterinary Conference in Las Vegas.
- Provide an end-to-end solution that would enable Shepherd to produce their largest-ever trade show environment.



## ACTION

Dimension Design's creative team worked closely with Shepherd to:

- Communicate the nuances of grand-scale design.
- Design a configurable set of 11 multi-sided assets that can be mixed/matched based on the space available at future events.
- Incorporate storage, internal lighting, monitor mounting and other features into assets.
- Develop crisp, clean artwork that highlights messaging and triggers conversation.
- Produce frames and graphics—from round tube, specialty extrusions and multiple graphic substrates—for all assets and deliver direct to the show location.
- Direct installation in a single, smooth 12-hour shift.



## RESULT

Multiple, SEG light boxes and tube-built assets that provided options for turnkey configurations of up to 1,600 square feet.

- Two vinyl-wrapped, interactive walls which activated future vet clients with magnetic tags.
- One back wall that anchored the space and provided a lockable storage room so the environment can remain crisp and clean.
- Two double-sided, perimeter lit light boxes engineered for quick graphic changes.
- L-shaped towers positioned at the two front corners anchored the island presence and welcomed guests with eye-catching, animal imagery and logos.
- Two internally lit counters that hold collateral for visitors.
- Light-weight aluminum and fabric assets help save on shipping and drayage, installation and dismantle and storage and maintenance costs.
- Uniform frame and fabric components enable fast re-ordering throughout their lifecycle.



### About Dimension Design

We specialize in delivering “wow” wherever and whenever our clients require it. If you need an idea partner to help communicate the brand story, we’re your new best friend. See what we’ve done for others at [dimensiondesign.com/our-work](http://dimensiondesign.com/our-work).

