



NIC 2022
SPRING
Conference

Care & Housing for Older Adults
March 23 – 25 • Dallas, TX

2022 NIC Spring Conference

Sponsorship Prospectus

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A New Day

Senior housing and care leaders are convening in Dallas to explore new models of community and care, build strategic partnerships, and stay ahead of industry disruption, as they shape a new era.



HELP SHAPE A NEW ERA OF OPPORTUNITY.

NIC Spring Conference attendees include national and regional capital providers; senior care, skilled nursing and post-acute care operators; and healthcare partners. These leaders are seizing new opportunities and developing the relationships and new partnerships on which to build the future.

No other event offers this level of access to the decision-makers, ideas, and connections that are shaping a new era of delivering community and care to a growing -and aging- population of older adults.

VISIBILITY | AWARENESS | CONNECTIONS

NIC offers partners and sponsors the opportunity to support the NIC mission while aligning their corporate brands with the most trusted and respected provider of research, analytics, and connections in the industry.

Achieve brand visibility, awareness, and meaningful connections at the 2022 NIC Spring Conference. From pre-event communications to on-site branded activities, in-hand promotions, and popular digital content, sponsorships offer meaningful, high-value exposure to your most important prospects, clients, and peers.

Pre-Event Marketing

- Electronic version of 2022 NIC Spring Conference Attendee Listing with mailing addresses (upon acceptance of Terms & Agreement)
- Company logo and hyperlink on event website
- Company logo and profile in 2022 NIC Spring Conference Mobile App

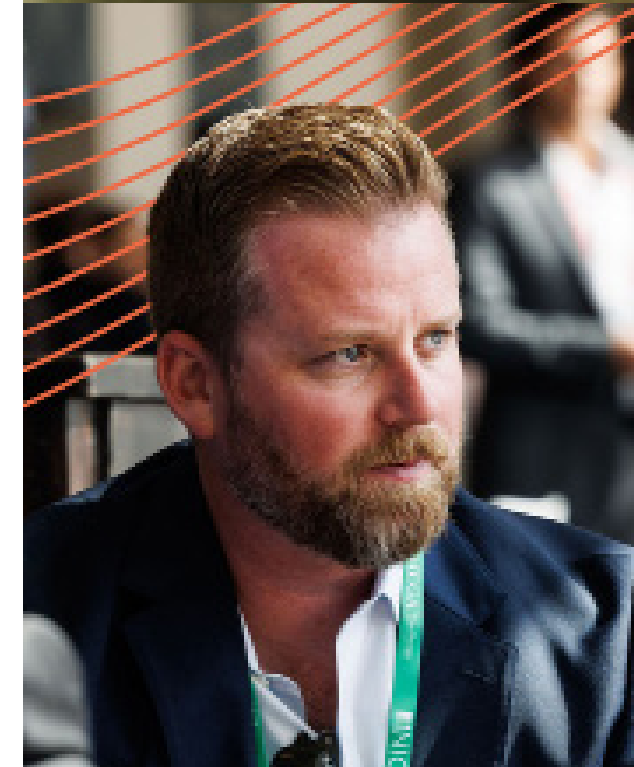
On-Site Marketing

- Company logo recognition in 2022 NIC Spring Conference Electronic Final Program*
- Complimentary digital acknowledgment on monitors strategically located throughout the NIC conference

Post-Event Marketing

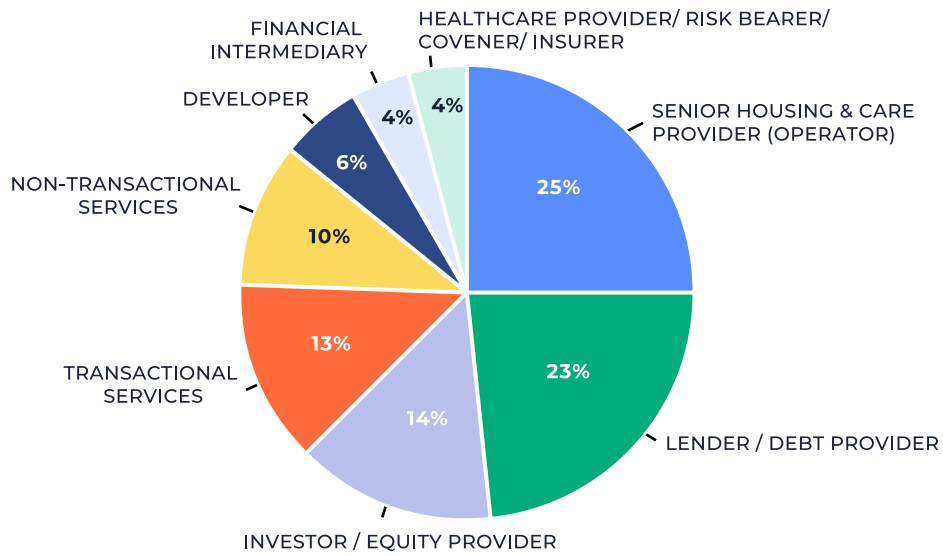
- Electronic version of the final 2022 NIC Spring Conference Attendee Listing with physical mailing addresses
- Company logo recognition in the 2023 NIC Spring Conference Sponsorship Prospectus

*Deadlines apply—sponsorship must be purchased by Wednesday, February 23 to be published in the 2022 NIC Spring Conference Final Program.

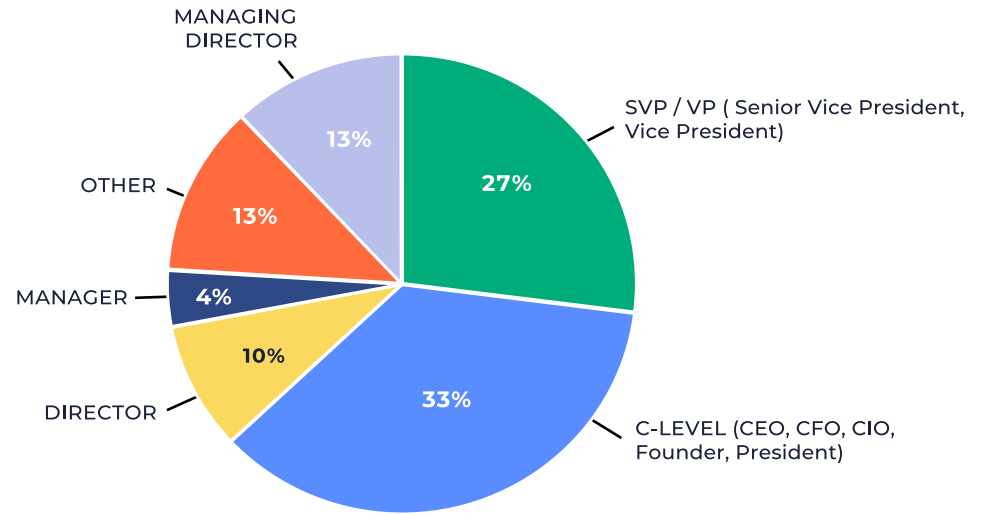


Attendee Demographics

ATTENDEES BY COMPANY TYPE



ATTENDEES BY TITLE



Act Quickly! Opportunities Sell Fast

Last Updated March 8, 2022

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/ SOLD
NEW! Pre-conference Mailing	\$30,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor - Walker & Dunlop	Sold
NEW! Braintree™	\$30,000 (Tier 1)	Exclusive Opportunity (1) Opportunity Open	Available
NEW! Educational Sessions	\$30,000 (Tier 1)	Exclusive Opportunity (1) Opportunity Open	Available
NEW! NIC Chats Podcast - On the Road!	\$30,000 (Tier 1)	Two Sponsorship Opportunities (2) Opportunities Open	Available
NEW! Sanitizing Stations	\$25,000 (Tier 1)	Exclusive Opportunity (1) Opportunity Open	Available
Evening Amenity	\$25,000 (Tier 1)	Two Sponsorship Opportunities 2022 NIC Spring Conference Sponsor – National Health Investors & LTC	Sold
Interactive Touch Screen Displays	\$25,000 (Tier 1)	Exclusive Opportunity (1) Opportunity Open	Available
Badges and Lanyards	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Omega Healthcare Investors, Inc.	Sold
Turndown Service	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Capital Funding Group	Sold
Electronic Attendee Listing	\$25,000 (Tier 1)	Exclusive Opportunity (1) Opportunity Open	Available
Conference Mobile App	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – KeyBank Real Estate Capital	Sold
NEW! NIC Café	\$25,000 (Tier 1)	Co-Sponsorship Opportunity 2022 NIC Spring Conference Sponsorship – Sector Financial Inc. & Yardi	(1) Available
Hotel Room Keys	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsorship – Lument	Sold
Specialty Coffee Bar	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsorship – MidCap Financial	Sold
Hydration Stations – Conference Space	\$22,500 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsorship – NewPoint Real Estate Capital	Sold
Hydration Stations – Guest Rooms	\$20,000 (Tier 1)	Exclusive Opportunity Unavailable	Unavailable
Event Website	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsorship – Berkadia	Sold

Act Quickly! Opportunities Sell Fast

Last Updated March 8, 2022

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/ SOLD
Electronic Final Program	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Ally Bank	Sold
Welcome Reception	\$20,000 (Tier 1)	Co-Sponsorship Opportunity 2022 NIC Spring Conference Sponsors – Capital One & Greystone	Sold
Networking Spaces	\$20,000 (Tier 1)	Two Sponsorship Opportunities 2022 NIC Spring Conference Sponsors – CIBC & HJ Sims	Sold
Wireless Internet	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Ventas, Inc.	Sold
Graphic Recording	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Direct Supply	Sold
Welcome Signage	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – White Oak	Sold
First-time Attendee Webinar, Gathering & Meet-ups	\$18,500 (Tier 2)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Meridian Capital Group	Sold
Individual Private Workspaces	\$18,500 (Tier 2)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Harborview	Sold
Elevator Clings	\$18,500 (Tier 2)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Oxford Finance	Sold
Escalator Clings	\$18,500 (Tier 2)	Co-Sponsorship Opportunity 2022 NIC Spring Conference Sponsors – Marcus & Millichap & Locust Point Capital	Sold
Headshot Lounge	\$17,500 (Tier 2)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – BOK Financial	Sold
LinkedIn Corner	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Genesis	Sold
Meet-up Points	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Blueprint	Sold
NIC Leadership Reception	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – JLL	Sold
Shoe Shine	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Forbright Bank	Sold
NEW! Live Streaming Area	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor – Wells Fargo	Sold
Mirror Clings and Amenity Trays	\$14,500 (Tier 3)	Exclusive Opportunity (1) Opportunity Open	Available

Act Quickly! Opportunities Sell Fast

Last Updated March 8, 2022

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/ SOLD
Education Break Area	\$14,500 (Tier 3)	Exclusive Opportunity (1) Opportunity Open	Available
Welcome Area Gesture	\$14,500 (Tier 3)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor - Ziegler	Sold
Electronic Preliminary Program	\$14,500 (Tier 3)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor - Synovus	Sold
Conference Concierges	\$14,500 (Tier 3)	Co-Sponsorship Opportunity (2) Opportunity Open	Available
Kosher Accommodations	\$11,500 (Tier 4)	Co-Sponsorship Opportunity 2022 NIC Spring Conference Sponsor - Sabra	(1) Available
Schedule at-a-Glance	\$11,500 (Tier 4)	Co-Sponsorship Opportunity 2022 NIC Spring Conference Sponsors - VIUM Capital, LLC & Nixon Peabody	Sold
NEW! Skilled Nursing Boot Camp	\$10,000 (Tier 4)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor - Optum	Sold
NEW! Tip of the Week	\$7,500 (Tier 5)	Four Sponsorship Opportunities 2022 NIC Spring Conference Sponsor - RSF Partners & Liberty	(2) Available
"Know Before You Go" Email	\$7,500 (Tier 5)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor - BMO	Sold
Conference Countdown Clock	\$7,500 (Tier 5)	Co-Sponsorship Opportunity 2022 NIC Spring Conference Sponsor - American Healthcare REIT, Inc.	Sold
Daily Onsite Email	\$7,500 (Tier 5)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor - SHTAR	Sold
Post-Conference Recap	\$7,500 (Tier 5)	Exclusive Opportunity (1) Opportunity Open	Available
Coat & Item Check	\$7,500 (Tier 5)	Exclusive Opportunity (1) Opportunity Open	Available
Speaker Ready Lounge	\$5,500 (Tier 5)	Exclusive Opportunity 2022 NIC Spring Conference Sponsor - Cambridge Realty Capital Co.	Sold

TIER 1

\$20,000 +

Additional Tier 1 Sponsorship Benefits

- Opportunity to reserve one (1) suite or meeting room on a first-come, first-served basis**
- Two (2) complimentary registrations
- 10% off of a NIC Corporate Sponsorship Opportunity to be used in the 2022 calendar year

**Your sponsorship investment does not include suite, meeting room, and nightly fees. Suite and meeting room fees do not include beverage, taxes, electrical, audio visual, internet, furniture removal and storage, additional furniture or décor, or any additional fees and services within the space.

Tier 1 Opportunities | \$20,000+



Pre-conference Mailing | *Exclusive to one sponsor*

This exclusive mailing is being sent out with attendee efficiency in mind and will contain a message from you as well as the attendee's badge, lanyard, and schedule at-a-glance. This pre-conference mailing will go to attendees who registered three weeks before the conference in a mailer branded with your logo. The attendees will have shorter registration lines and be better prepared to get back to business—all thanks to you!

\$30,000



Braindate™ | *Exclusive to one sponsor*

Braindates are facilitated knowledge-sharing conversations that are scheduled with others either one-on-one or in small groups. They're a great way to connect with, learn from, and have meaningful conversations with others across the senior housing and care sector. This is a great opportunity to align your brand with thought leadership. Your company will receive recognition weeks leading up to the conference through the Braindate scheduling site while receiving plenty of onsite recognition during the conference!

\$30,000



Educational Sessions | *Exclusive to one sponsor*

Here is an opportunity to be associated with an event that has a lasting impression on attendees. As the sponsor of the suite of educational offerings, your brand will be visible in every session. Receive verbal and visual recognition in the session room as well as branding signage in the educational session foyer!

\$30,000



NIC Chats Podcast - On the Road! | *Two (2) opportunities available*

We have taken this new year-round sponsorship opportunity on the road! Sponsor one of two podcasts, hosted by Beth Mace, NIC's Chief Economist, being broadcast LIVE from the 2022 NIC Spring Conference. This podcast will live on after the conference and so will your branding!

\$30,000



Tier 1 Opportunities | \$20,000+



Sanitizing Stations | *Exclusive to one sponsor*

Placed strategically throughout the NIC Conference space and in the Networking Lounges, 30 touchless sanitizing dispensers will be branded with your logo and ready for attendee use. Attendees will appreciate this additional effort to have a safer in-person event experience!

\$25,000

Evening Amenity | *Two (2) opportunities available*

What better way to say good night than by sending each attendee a delightful evening amenity. As a sponsor, your company-branded gift will be delivered directly to the hotel rooms of registered attendees within the NIC room block. As they enter the room for the evening, their last waking thoughts will be of you.

\$25,000

Interactive Touch Screen Displays | *Exclusive to one sponsor*

Located in high traffic areas, these interactive touch screen displays serve as a resource to attendees on wayfinding, the conference and program schedule, and more. Your digital message will lend your brand high visibility to all attendees accessing these popular resources.

\$25,000

Badges and Lanyards | *Exclusive to one sponsor*

Attendees will do the advertising for you as they wear name badges and lanyards co-branded with your company name. As a sponsor, your logo will be on display for the entire event. We handle the production and distribution – your company gets the exposure.

\$25,000

Turndown Service | *Exclusive to one sponsor*

Sponsoring company will receive company logo recognition on a turndown service item upon arrival along with a cobranded NIC door hanger with your company logo or design. A branded item will be waiting for the guest in the room upon their arrival and the doorhanger will be available to use through the duration of the conference.

\$25,000



Tier 1 Opportunities | \$20,000+

Electronic Attendee Listing | *Exclusive to one sponsor*

This valuable mobile app resource is made available to all registered attendees for use before, during, and after the Conference. As a sponsor, your company logo will be displayed on the Attendee Listing splash screen every time it is accessed.

\$25,000

Conference Mobile App | *Exclusive to one sponsor*

Put your company's brand right in attendees' hands with the NIC Spring Conference mobile app. This one-stop portal offers attendees the ability to access the conference schedule, up-to-date attendee listing, speaker presentations, and much more. As a sponsor, your company logo will be prominently displayed each and every time attendees access this useful and popular tool.

\$25,000



NIC Café | *Co-sponsorship opportunity (3)*

Be a part of a NIC Spring first! New for 2022 Spring, NIC is offering the NIC Café, an all-day service that provides breakfast, lunch, and all-day snacks during conference hours. Attendees will enjoy this market-style offering, as we revamp our food offerings in the spirit of networking and efficiency!

\$25,000

Hotel Room Keys | *Exclusive to one sponsor*

This sponsorship literally lets you place your company's brand into the hands of the attendees. As a sponsor, your logo will appear on co-branded hotel guest room keys and coordinating sleeves. Place your logo in attendee's hands, every time they enter their hotel room.

\$25,000

Specialty Coffee Bar | *Exclusive to one sponsor*

Perk up attendees with complimentary specialty coffee crafted by baristas who are wearing your company logo. Your logo will also appear front and center on branded cups while they sip their coffee and network with other attendees, as well as on the Specialty Coffee Bar itself.

\$25,000

Hydration Stations – Conference Space | *Exclusive to one sponsor*

Help attendees stay hydrated throughout the NIC Conference. Here's a chance to maximize brand awareness and be remembered for quenching thirsts at the same time. Your company will be recognized with co-branded logo treatments on individual water bottles and coolers located throughout NIC Conference space.

\$22,500

Tier 1 Opportunities | \$20,000+

Hydration Stations – Guest rooms | *Exclusive to one sponsor*

Your company will be recognized with co-branded logo treatment on individual water bottles located in hotel guest rooms.

\$20,000

Event Website | *Exclusive to one sponsor*

Traffic, traffic, and more traffic. In 2020, more than 1,900 people registered for the conference through the online registration portal. This prime online real estate is available for an exclusive sponsorship. Sponsoring company will receive company logo recognition on the event website and on the bottom of the attendee registration e-mail confirmations.

\$20,000

Electronic Final Program | *Exclusive to one sponsor*

Put your brand in front of attendees during and after the conference with this valuable resource! In its new electronic format, the Final Program is the resource attendees turn to for information on sessions, attendee resources and services and schedules. As a sponsor, a page will be dedicated to your company's personalized marketing message.

\$20,000

Welcome Reception | *Co-sponsorship opportunity (2)*

Here's a chance to make a great first impression. Our Welcome Reception sponsorship offers your company the opportunity to welcome NIC Conference attendees on night one. To support your company presence, your company logo will be incorporated within the décor throughout the Wednesday evening reception.

\$20,000

Networking Spaces | *Two (2) opportunities available*

Networking spaces are available throughout the conference, providing comfortable places for attendees to conduct meetings. As a sponsor, your logo will be prominently displayed on signage inside and outside of designated spaces – placing your brand where it will be seen repeatedly throughout the event.

\$20,000



TIER 2

\$15,000 - \$19,999

Additional Tier 2 Sponsorship Benefits

- Opportunity to reserve (1) suite or meeting room rental on a first-come, first-served basis**
- One (1) complimentary registration
- One (1) discounted registration (50% off applicable registration fee)

**Your sponsorship investment does not include suite, meeting room, and nightly fees. Suite and meeting room fees do not include beverage, taxes, electrical, audio visual, internet, furniture removal and storage, additional furniture or décor, or any additional fees and services within the space.

Tier 2 Opportunities | \$15,000 – \$19,999

First-time Attendee Webinar, Gathering & Meet-ups | *Exclusive to one sponsor*

Connect your brand to the event that is designed to get them off to a great start on site. Your brand will be incorporated into the Power Hour's décor and will be prominently displayed on event signage. Two of your company representatives will have the opportunity to greet and network with attendees, who will leave the FTA Power Hour with a NIC-selected giveaway.

You will also receive signage recognition in the FTA Meet-up area and have the opportunity to put your company collateral in that space.

Your logo will be included in the beginning of the First-time Attendee Orientation Webinar, which offers FTA tips and insights on how to make the most of their time on site. As a sponsor, your company will receive logo recognition at the beginning of the presentation deck, and though verbal recognition by the presenter during webinar.

\$18,500

Individual Private Workspaces | *Exclusive to one sponsor*

Attendees sometimes need a quiet workspace to make a call or send personal correspondence. Here's a sponsorship opportunity that provides attendees with peace and quiet. As a sponsor, your company's logo and brand message will be prominently displayed on the private workspaces.

\$18,500

Elevator Clings | *Exclusive to one sponsor*

Have your elevator pitch on display for all conference attendees at the Omni Dallas Hotel. Your company's NIC-approved, personalized marketing message will appear on select elevator doors throughout the conference space and be visible to all attendees.

\$18,500

Escalator Clings | *Co-sponsorship opportunity (2)*

Watch your visibility climb while a captive audience ascends with your brand impression on the escalators between the floors where conference activities will be held.

\$18,500

Headshot Lounge | *Exclusive to one sponsor*

Attendees will associate your brand with their updated professional headshot portrait. Participants can review and email photos to themselves onsite for instant gratification!

\$17,500

Tier 2 Opportunities | \$15,000 – \$19,999

LinkedIn Corner | *Exclusive to one sponsor*

Achieve brand visibility by hosting the LinkedIn Corner. This valuable service offers attendees insight on how to use the social media network to market their businesses more effectively. As a sponsor, your company's logo will be displayed on event signage.

\$15,000

Meet-up Points | *Exclusive to one sponsor*

Link your brand to the resource that helps make meeting up easier. Meet-up Points are strategically placed throughout the conference space to help attendees locate each other. As a sponsor, your co-branded company logo will be prominently displayed on signage identifying convenient meet-up locations and will be seen countless times throughout the conference.

\$15,000

NIC Leadership Reception | *Exclusive to one sponsor*

Make a corporate statement and be part of the official NIC Leadership Reception. This well-attended event gives your company an opportunity to make a highly visible first impression. As a sponsor, two of your company representatives will be on hand to welcome attendees and be supported by the image of your company logo on

\$15,000

Shoe Shine | *Exclusive to one sponsor*

Help attendees put their best foot forward. Attendees will appreciate a polished look sponsored by your company. Sponsoring company will receive logo recognition on signage and a branded shoe-shine giveaway.

\$15,000



Live Streaming Areas

Want to help give attendees the opportunity to watch an educational session in a smaller group setting? Attendees will have you to thank for providing this additional space to view the NIC education sessions LIVE. A living room area will be located outside of the educational sessions. Sponsors receive signage in each area as well as around the television monitors.

\$15,000



TIER 3

\$12,500 - \$14,999

Additional Tier 3 Sponsorship Benefits

- Opportunity to Purchase a Huddle Space**
- One (1) complimentary registration

**Your sponsorship investment does not include the Huddle Space which is an additional fee.

Tier 3 Opportunities | \$12,500– \$14,999

Mirror Clings and Amenity Trays | *Exclusive to one sponsor*

One place we know every attendee at the Omni Dallas Hotel is sure to visit is the restroom! Guarantee your brand's visibility with full-color clings fixed on selected public space restroom mirrors, and signage on restroom amenity trays.

\$14,500



Education Break Area

A grab-and-go pick me up is just what the attendees might need as they're heading into an education session! If they didn't have time to hit up the NIC Café on their way to the session, no problem, we have them covered, and you get the credit! This break station will be available during session hours on and will include your logo displayed on signage. Help keep attendees nourished while they're on the move!

\$14,500



Welcome Area Gesture | *Exclusive to one sponsor*

We are so happy to be back to meeting face to face! Attendees will appreciate a welcome gesture to celebrate being in-person together. Distributed in the NIC Registration area upon entering the lobby of the hotel, attendees will receive a token of appreciation from you that is guaranteed to put a smile on their faces after traveling!

\$14,500

Electronic Preliminary Program | *Exclusive to one sponsor*

Start your 2022 Spring Conference marketing early with this sponsorship. The Preliminary Program is distributed to prospective and registered attendees and is an efficient way to learn about the conference's education program. As the sponsor, a page will be available for your company's personalized marketing message.

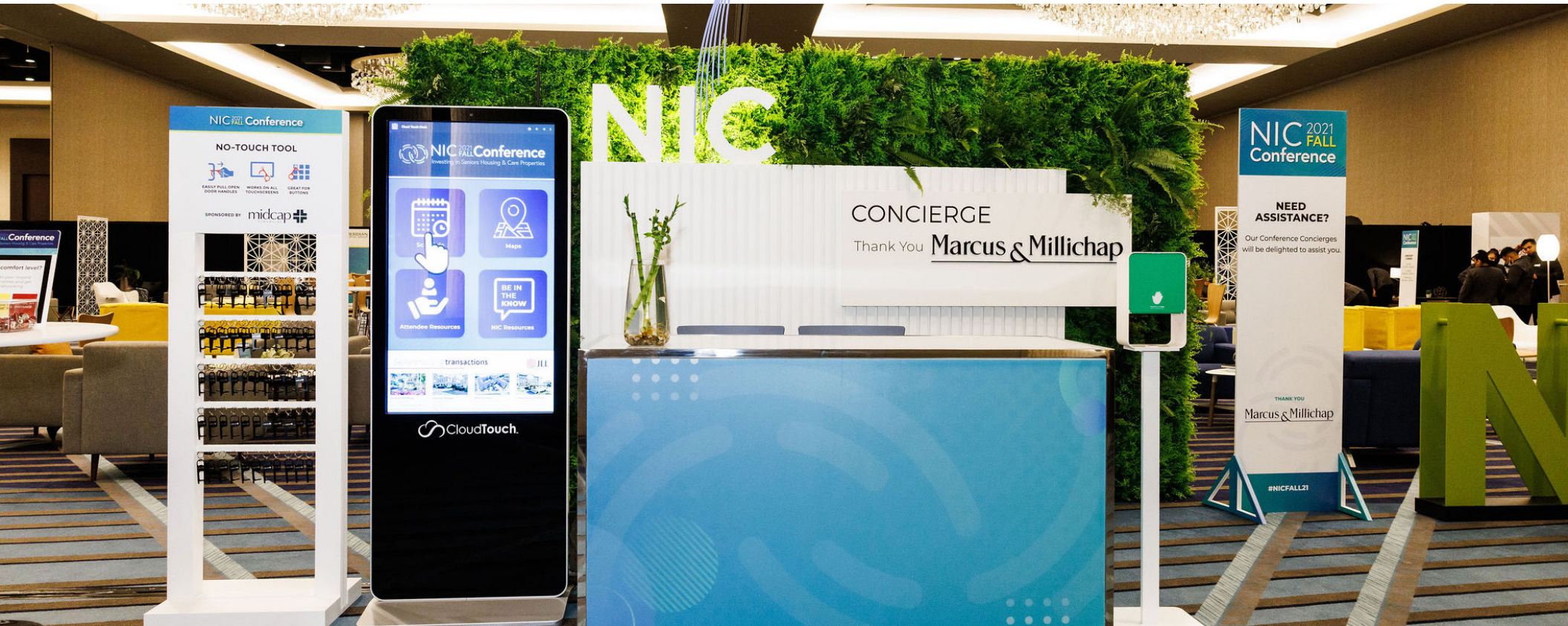
\$14,500

Tier 3 Opportunities | \$12,500–\$14,999

Conference Concierges | *Co-sponsorship opportunity (2)*

Concierges will be centrally located throughout the conference space to address questions about the who, what, where, when, and how to navigate the event. As a sponsor, you can link your corporate brand to this extremely popular personalized service. Your logo will be prominently displayed on signage.

\$14,500



TIER 4

\$10,000 - \$12,499

Additional Tier 4 Sponsorship Benefits

- Opportunity to Purchase a Huddle Space**
- One (1) discounted registration (50% off applicable registration fee)

**Your sponsorship investment does not include the Huddle Space which is an additional fee.

Tier 4 Opportunities | \$10,000–\$12,499

Kosher Accommodations | *Co-sponsorship opportunity (2)*

Enhance the experience for attendees within the Orthodox Jewish community who require kosher accommodations. Attendees will be able to enjoy hospitality that includes kosher meals and a dedicated space for Minyan. Sponsoring companies will receive company logo recognition on signage at stations offering kosher fare and at the room dedicated for Minyan.

\$11,500

Schedule at-a-Glance | *Co-sponsorship opportunity (2)*

You'll be front and center when you own the printed go-to guide that attendees reference numerous times a day to quickly identify daily activities, times and locations. As a sponsor, your company's logo will be prominently displayed on this high-visibility resource.

\$11,500



Skilled Nursing Boot Camp | *Exclusive to one Sponsor*

New to the extremely popular NIC Boot Camp series, the Skilled Nursing Boot Camp is designed to help those new to the industry (or in need of a refresh) to gain practical experience and expert insights on underwriting skilled nursing properties. As an exclusive sponsor, your brand will benefit from onsite verbal recognition and signage, as well as logo recognition in registered boot camp attendee emails.

\$10,000



TIER 5

\$9,999 and below

Additional Tier 5 Sponsorship Benefits

- Opportunity to purchase a Huddle Space

**Your sponsorship investment does not include the Huddle Space which is an additional fee.

Tier 5 Opportunities | \$9,999 and below



Tip of the Week | *Four (4) opportunities available*

Have your company's brand highlighted in an engaging video explaining helpful conference tips for attendees leading up to the NIC Spring Conference. Distributed to all registered attendees, emails that feature the tip of the week video will include your logo, an approved one-sentence message from your company, and a hyperlink to your company URL.

\$7,500

"Know Before You Go" Email | *Exclusive to one sponsor*

Get your company front and center in the What to Know Before You Go email! Prior to coming on site, attendees will receive a pre-event email that contains a video with helpful information about registration, badge pick-up, featured sessions, special events and more. As a sponsor, your company will receive logo recognition & URL hyperlink via the email footer.

\$7,500

Conference Countdown Clock | *Co-sponsorship opportunity (2)*

Here's a timely and highly visible sponsorship opportunity. You can display your company's logo on the Countdown Clock featured on the 2022 NIC Spring Conference event website using a widget we'll provide.

\$7,500

Daily Onsite Email | *Exclusive to one sponsor*

Place your brand in front of attendees while they're on site with sponsorship of the Daily Onsite email. The email will feature agenda highlights of the day, and key conference information. The sponsoring company will receive logo recognition with URL hyperlink and company description at bottom of email.

\$7,500

Post-Conference Recap | *Exclusive to one sponsor*

Extend your company's exposure beyond the event with this sponsorship! The Conference Recap offers all event attendees a summary of conference highlights and notifies them of available resources. The Sponsoring company will receive logo recognition in the post-conference email with a URL hyperlink on the NIC conference recap page.

\$7,500

Coat & Item Check | *Exclusive to one sponsor*

Be a star to NIC attendees by giving them a complimentary claim ticket to check their coats and items at the Omni Dallas. In addition, you receive extra exposure with your company logo featured on the claim ticket.

\$7,500

Tier 5 Opportunities | \$9,999 and below

Speaker Ready Lounge | *Exclusive to one sponsor*

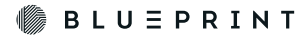
The Speaker Ready Lounge provides a comfortable setting to help speakers prepare for their sessions. As a sponsor, your company will enjoy a high-level of visibility with your brand logo featured on signage inside and outside the gathering place, as well as at the refreshment station. The Speaker Ready Lounge provides a comfortable setting to help speakers prepare for their sessions. As a sponsor, your company will enjoy a high-level of visibility with your brand logo featured on signage inside and outside the gathering place, as well as at the refreshment station.

\$5,500



Thank You to Our 2020 Spring Conference Sponsors

Our sponsors help lead the first-class NIC experience the industry has come to expect. Most importantly, they support the research, education, and increased transparency NIC is bringing to the industry.





The National Investment Center for Seniors Housing & Care (NIC), a 501(c)(3) organization, works to enable access and choice by providing data, analytics, and connections that bring together investors and providers. The organization delivers the most trusted, objective, and timely insights and implications derived from its analytics, which benefit from NIC's affiliation with NIC MAP Vision, the leading provider of comprehensive market data for senior housing and skilled nursing properties.

NIC events, which include the industry's premiere conferences, provide not only educational programs but also opportunities for the sector's stakeholders to convene, drive thought-leadership, and network.



NIC would like to gratefully acknowledge our Premier and Official Partners for their commitment and support to NIC and to our mission.

Premier Partners



GREYSTONE



Official Partners



Marcus & Millichap



Get Visibility Year-Round by Adding a NIC Corporate Sponsorship

NIC corporate sponsors enjoy a wide range of opportunities for year-round visibility, aligning their brand with the most trusted source of data, analytics, and connections in the senior housing and care industry. NIC reaches thousands of leaders across the sector every week, providing sponsors with an ideal means to deliver their message, and stay in front of industry decision-makers, while showing their support for the NIC mission.

NIC encourages event sponsors to extend the value of their investment with pre- or post-event NIC Corporate Sponsorship opportunities.

Get a discount on a 2022 NIC Corporate Sponsorship of your choice:

- NIC Premier Partners receive **two 20% discounts**
- NIC Official Partners receive **one 20% discount**
- Tier 1 and Tier 2 Spring Conference Sponsors receive **one 10% discount**

Interested in adding a corporate opportunity to your marketing strategy? Go [Here](#) to learn about NIC's year-round offerings!

Corporate Sponsorship →



