



# NIC <sup>2021</sup> FALL Conference

Investing in Seniors Housing & Care Properties

November 1–3 | Houston, TX

## PRELIMINARY PROGRAM

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2021 NIC FALL CONFERENCE



For our first in-person convening of leaders in senior housing and care since the beginning of the COVID-19 pandemic, NIC's top priority is ensuring attendees' safety to facilitate networking and deal-making.

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# About the Conference

## 2021 NIC FALL CONFERENCE

### Introduction

NIC is reuniting thousands of senior housing and skilled nursing capital providers, operators, and sector stakeholders for the first in-person NIC event since the onset of COVID-19.

Year after year, attendees, 67% of whom are senior-level executives, flock to 'the NIC' for a productive, efficient, and impactful three days.

This is the opportunity to personally connect with the business relationships – and critical insights – that will drive your business forward in a post-COVID world.

### Connect

Now is the time to pursue new contacts, deepen existing relationships, and strengthen your network, face-to-face.

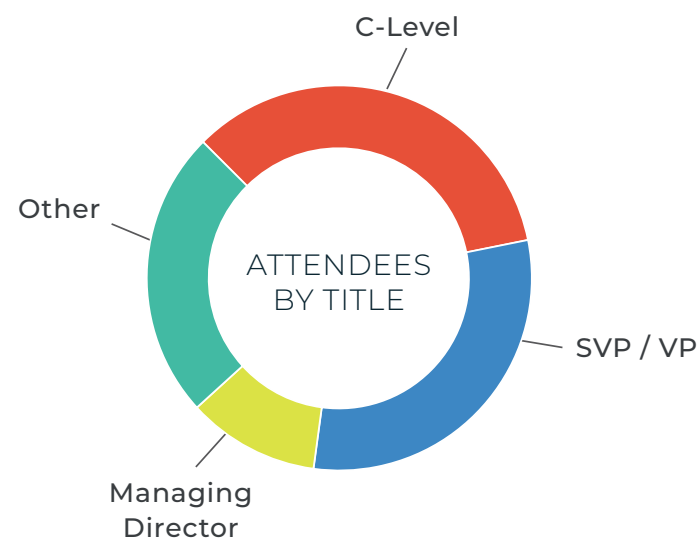
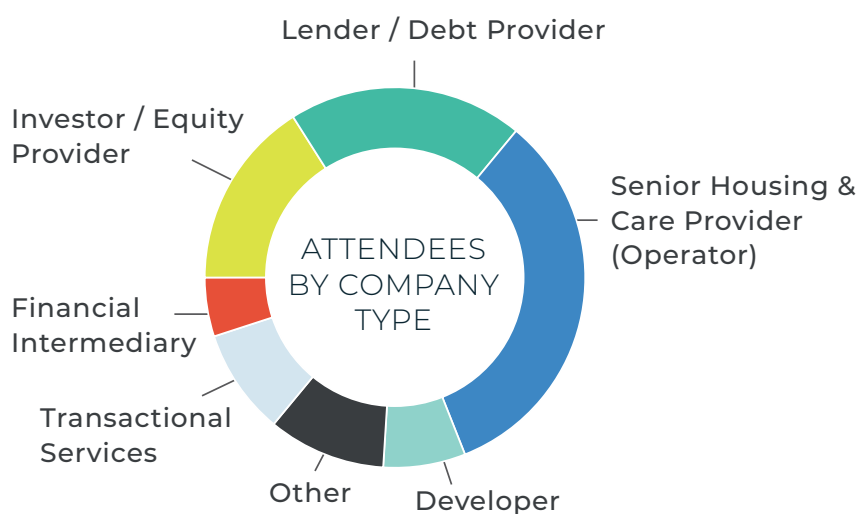
### Be Informed

Access the latest and most relevant data, expert analysis, and trends shaping the future of senior housing and care.

### Develop Your Business

Meet with decision-makers, prospects, and potential new partnerships – all under one roof.

### Why Should You Attend





# Safety

NIC takes the health and safety of all attendees seriously, which is why we are requiring every attendee to provide proof of vaccination and their photo, in a simple, secure online process handled by Safe Expo.

We are working in close partnership with Safe Expo and Marriott to best align with the latest guidelines for COVID-19 safety. To that end, circumstances may require us to revise our safety protocols as needed.

A person is considered fully vaccinated to be admitted to the Conference if they are:

- **2 weeks** after their second dose in a **2-dose series**, such as the Pfizer and Moderna vaccines
- **2 weeks** after a **single-dose vaccine**, such as Johnson & Johnson's Janssen vaccine

**Final doses of your vaccination must be completed by Sunday, October 17, 2021** to gain entry to the 2021 NIC Fall Conference. If a conference registrant or NIC staff member does not meet these requirements, they are NOT considered fully vaccinated and will not be permitted to enter.

**IMPORTANT:** On-site registrations will not be accepted for the 2021 NIC Fall Conference. All registrants must register and provide proof of vaccination by October 28, 2021.

NIC will continue to monitor and align policies with safety guidelines and will inform attendees of mask mandates closer to the conference.

Pictured Left: City of Houston, TX





**NIC's current plans include numerous safety protocols to ensure attendee safety, from pre-event to onsite resources to post-show check-ins with attendees:**

- Pandemic Compliance Advisor through every stage of event planning
- Commitment to monitor and meet the latest safety guidelines
- Additional cleaning measures in frequently-used event spaces
- Mailing badges and PPE kits to early registrants to reduce queuing
- Additional hand-sanitizing stations
- Modifications to event settings that help mitigate risks, such as format of educational sessions, adjusted spacing of seating in session room and networking areas, and food/beverage service protocols.

**Safe Expo compliance:**

- Vaccine card uploads (deleted after verification)
- Onsite health safety liaison and ambassadors
- Outdoor respite spaces
- Contactless hotel check-in with the Marriott Bonvoy app

**Marriott "Commitment to Clean" protocols:**

- Hospital grade disinfectants
- Frequent cleanings of public spaces
- In-room disinfectant wipes
- Electrostatic sprayers
- Anti-viral air purifying systems
- Social distancing protocols
- Hand sanitizing stations
- Independent compliance audits
- Staff sanitation and disinfection training

## Code of Conduct as of September 15

NIC seeks to promote healthy behaviors and maintain healthy environments to reduce risk of the spread COVID-19 while at the 2021 NIC Fall Conference. We are working collaboratively with our partners Safe Expo and Marriott Marquis Houston to meet the guidelines for COVID-19 safety. We appreciate your cooperation in ensuring a safe and healthy environment for you, our attendees and others.

**By attending the 2021 NIC Fall Conference, you agree to all of the following:**

- I agree not to travel if I or a member of my household or a guest feel sick.
- I will not attend the NIC Conference if I or a member of my household or a guest feel sick.
- I will not attend the NIC Conference if I tested positive for COVID-19 or have been exposed to someone with symptoms or someone with suspected or confirmed COVID-19.
- I will use hand sanitization stations.
- I will follow social distancing guidelines and traffic flow signs.
- I will cover my mouth and nose with a tissue when coughing and sneezing or cough into my elbow and cover my mouth.
- I will wash my hands frequently and use hand sanitization stations.
- I will wash my hands with soap and water for at least 20 seconds.
- I will greet everyone in a safe, professional, and friendly way.
- I agree to follow safety protocols in place at the NIC Conference, the Hotel and all other local and state public health guidance and laws.
- I agree to cooperate with NIC, the Hotel and public health officials regarding investigations and reporting of COVID-19 infections or suspected infections prior to, during and after the Conference.
- I will be considerate, kind and safe (while at the Conference and otherwise).



# • • • Schedule At A Glance

## Monday, November 1

8:00 AM – 6:30 PM	Registration/ Safe Expo Attendee Check-in
1:00 PM – 2:00 PM	First-time Attendee Gathering
2:00 PM – 6:30 PM	Texas Ballroom + Biggio's Networking Lounge
2:30 PM – 3:30 PM	Main Stage Session
4:30 PM – 5:30 PM	Main Stage Session
5:30 PM – 6:30 PM	NIC Social Hour
6:00 PM – 8:00 PM	Evening Car Service
8:30 PM – 10:30 PM	Evening Dessert Cart

## Tuesday, November 2

6:00 AM – 6:30 PM	Registration/ Safe Expo Attendee Check-in
8:00 AM – 8:30 AM	First-time Attendee Morning Meet-up
8:00 AM - 6:30 PM	Texas Ballroom + Biggio's Networking Lounge
8:30 AM – 9:30 AM	Keynote Main Stage Featured Session
10:30 AM – 11:30 AM	Main Stage Session
12:30 PM – 1:30 PM	Main Stage Session
2:30 PM – 3:30 PM	Main Stage Session
4:30 PM – 5:30 PM	Main Stage Session
5:30 PM – 6:30 PM	NIC Social Hour
6:00 PM – 8:00 PM	Evening Car Service
8:30 PM – 10:30 PM	Evening Dessert Cart

## Wednesday, November 3

6:00 AM – 2:00 PM	Registration/Safe Expo Attendee Check-in
8:00 AM – 8:30 AM	First-time Attendee Morning Meet-up
8:00 AM – 3:00 PM	Texas Ballroom + Biggio's Networking Lounge
9:00 AM – 10:00 AM	Main Stage Session
11:00 AM – 12:00 PM	Main Stage Session
1:00 PM – 2:00 PM	Main Stage Session





# NETWORKING OPPORTUNITIES

## Facilitating Real Connections

Convening thousands of decision-makers from C-suites across the nation's senior housing and care landscape, the NIC Fall Conference is widely considered to be the most efficient and effective networking opportunity of the year. Join us to make the connections and build the relationships that will help drive your business goals well into the future.

## Networking Lounges

Extensive, unique, and comfortable networking areas are provided for you to conduct business with your industry peers.

Enjoy abundant networking opportunities available throughout the conference space including two areas specifically designated as official Networking Lounges:

The Texas Ballroom Networking Lounge on Level 4 has ample seating and tables for business meetings and contains the following Attendee Resources: Headshot Lounge, Specialty Coffee Bar, Shoe Shine Area, and LinkedIn® Corner.

Biggio's Networking Lounge on Level 2 offers a lively setting with floor to ceiling windows and an outdoor balcony.

## NIC Social Hour

On Monday and Tuesday evening, we are bringing the social hour to you! Continue your conversations in the networking lounges while the fun, food and fare emerge, creating a shift to a more relaxed happy hour-like atmosphere. This new approach for the 2021 NIC Fall Conference aligns with the enhanced conference safety measures and current best practices in food service.

## NIC Social Hour Location

Level 2, Biggio's Networking Lounge

Level 4, Texas Ballroom Networking Lounge & Texas Ballroom Foyer

Monday, November 1 5:30 PM – 6:30 PM

Tuesday, November 2 5:30 PM – 6:30 PM

## First-time Attendees

New to the NIC Conference? First-time attendees have access to activities and resources specifically geared to help you successfully navigate the conference, including an orientation webinar, a First-time Attendee Gathering and morning meet-ups.



## First-time Attendee Gathering

Level 6, Outdoor Event Pavilion

Monday, November 1 1:00 PM – 2:00 PM

## First-time Attendee Morning Meet-ups

Level 4, Texas Ballroom Foyer

Monday, November 1 8:00 AM – 8:30 AM

Tuesday, November 2 8:00 AM – 8:30 AM

## NIC Lapel Pin

Get the networking started before the conference by wearing your NIC lapel pin during your travels to Houston! All attendees who register and provide proof of vaccination by October 1 will receive a NIC pin in their pre-conference mailing. Wear the pin during your travels to stand out as a NIC attendee and make new friends and potential business partners.

MAKE  
CONNECTIONS  
EARLY!



## RESOURCES

### Attendee Listing

Access and export the registered attendee list



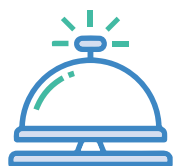
### Conference Mobile App

"Download the "NIC Conferences" App today



### Meet-up Points

### Evening Car Service



### Conference Concierges

### Conference Mobile App

"Download the "NIC Conferences" App today

### Evening Dessert Cart



### Headshot Lounge



### EMT & Medical Assistance

A licensed EMT is onsite



### Coat & Item Check



### Specialty Coffee Bar

### Individual Private Workspaces



### LinkedIn® Corner

Boost engagement and upgrade your profile with a LinkedIn® concierge

### Shoe Shine



Fresh meals & snacks  
– available all day





# ● ● Programming

The 2021 NIC Fall Conference educational programming spans across all three days of the conference.

Attend to hear **50+ industry experts and thought leaders.**

With sessions offered on a convenient, non-concurrent schedule, attendees needn't miss a single opportunity to gain practical, actionable insights. Attendees can also take advantage of live streaming areas during the conference.

**Ten stand-alone sessions**, all in one centrally located Main Stage ballroom.

## Topics Include:

- Macro and Economic Market Trends
- Property Valuations for Senior Housing and Skilled Nursing
- Policy Impacts
- Investment Market for Active Adult
- Solving for the 'Forgotten' Middle Market
- Capital for Operations
- Debt Market Trends
- Rethinking Community for Future Older Adults
- Investment Thesis for Senior Housing

## Keynote Main Stage Session

You won't want to miss hearing nationally prominent economists Lawrence H. Summers, former Secretary of the U.S. Treasury, and Paul Krugman, economist and New York Times columnist, discuss the outlook for the economy and the capital markets.



**PAUL KRUGMAN**  
*Economist & New York Times columnist*



**LAWRENCE H. SUMMERS**  
*Former Secretary of the U.S. Treasury*

## Session Formats

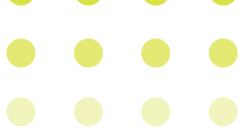
Moderated Discussions  
Fireside Chats  
Speaker Interviews  
Presentations

## Session Focus Areas

Whether your primary focus is financing or operations, this year's educational sessions offer relevant and expert insights to help attendees drive their business success in the years to come.

**Managing Margins (MM):** Insights into operational strategies, property operations and management

**Realizing Returns (RR):** Insights on capital markets, property investments and capital flow



# Session Highlights

## Monday, November 1

2:30 PM – 3:30 PM

### **The Investment Market for Active Adult (RR)**

Active adult communities are gaining increased interest among investors and developers as an opportunity to serve the aging baby boomer generation. An interactive panel discussion with industry experts will address key questions, such as: how is 'Active Adult' being defined; what is driving investor interest; what are pricing, deal structures and debt terms; who is building and where; how is this property type different from independent living and other traditional private-pay products; could Active Adult be the initial part of the care continuum for seniors and act as a feeder product; does Active Adult compete with or complement senior housing; and more. And of course, the elephant in the room—what happens to Active Adult properties as residents age in place—will be discussed as well.

4:30 PM – 5:30 PM

### **Capital for Operations: Aligning Incentives (MM)**

How does an investor derive the valuation of an operator—that of a cash-flow business? How can operators incentivize capital investors/partners to invest in operations, and what fee and/or incentive structures are available? Seasoned industry veterans will discuss the importance of aligning incentives to manage increased costs, fund growth, and improve operating efficiencies, as well as the value of building relationships with quality operations teams.



# Session Highlights

## Tuesday, November 2

8:30 AM – 9:30 AM

### Macroeconomic and Capital Market Trends: A Conversation with Paul Krugman and Lawrence H. Summers (RR/MM)

Nationally prominent economists Lawrence H. Summers, former Secretary of the U.S. Treasury, and Paul Krugman, economist and New York Times columnist, will discuss the outlook for the economy and the capital markets. The spectrum of topics includes the potential for rising inflation, the direction with interest rates, cost of capital, the direction of fiscal and monetary policy, rising deficits, and labor markets. The discussion will be moderated by Angela Mago, president, Commercial Bank & Real Estate Capital, KeyCorp.

10:30 AM – 11:30 AM

### Policy Impact and Outlook: A Conversation with Industry Leaders (RR/MM)

Industry association executives will share their insights into the key policy and funding proposals and the potential impacts for senior housing and skilled nursing providers. Does funding for integrated care and services result in new regulations? The Administration has pledged \$400B towards home health. Will skilled nursing receive the critical funding needed for advancing integrated care and services for America's seniors?

12:30 PM – 1:30 PM

### Demand at Your Doorstep: Who is Recovering Faster and Why? (MM)

As the sector experiences anticipated occupancy growth, an expert panel will take a deep dive into the market-by-market nuances to explain who is recovering. What factors, macro and regional, are influencing market trends that correlate to faster recovery? How is this recovery expected to compare to those of previous cycles?

2:30 PM – 3:30 PM

### The Thesis for Investing in Senior Housing (RR)

Join this forward-looking discussion as investors and industry experts use the latest market data and analyses to highlight the opportunities and challenges of investing in senior housing and the key investment considerations. Topics for discussion will include the short- and long-term impacts of the pandemic across commercial real estate property types, demographic factors, construction trends, underwriting assumptions, absorption, obsolescence, and other factors impacting investment decisions.

4:30 PM – 5:30 PM

### Debt Market Trends and The Pace for Deal Making (RR)

As the senior housing and skilled nursing debt markets continue to evolve, lenders are demonstrating their commitment to the sector through transparency and flexibility. Hear leading debt capital providers discuss expectations for inflation and interest rates, the pace of deal making in today's market, how to look at performance, and the increased demand for bridge products.



# Session Highlights

Wednesday, November 3

**9:00 AM – 10:00 AM**

**Rethinking Community: Places That Will Attract Future Older Adults** ([MM](#))

What are older adults seeking for their future housing needs? A certain type of housing or amenities? Or is it more about a sense of place—community and lifestyle? Industry thought leaders and experts in the fields of aging and longevity will discuss the lifestyle values and preferences of adults in their 60s and 70s—innovative approaches to meet their needs and new ways of thinking about housing models and choices. Join this interactive discussion as they examine practicality, scalability, and ‘invest-ability’ of future housing for older adults.

**11:00 AM – 12:00 PM**

**Solving for the 'Forgotten' Middle Market** ([MM](#))

Neither able to afford current private-pay senior living options, nor qualify for Medicaid, millions of Americans, many of whom would be able to afford care and housing at a lower price-point, will be left without options unless new models arise. Following a presentation of the data on the ‘forgotten middle,’ innovators in the space will discuss how they are developing solutions, including delivering care at reduced cost, renovating or repurposing existing buildings, achieving economies of scale, and more. Hear details on the latest ideas and innovations for a product expected to experience high demand in coming years.

**1:00 PM – 2:00 PM**

**Property Valuations for Senior Housing and Skilled Nursing** ([RR](#))

An enduring favorite and staple topic at NIC conferences, this interactive session will feature expert analysis and perspectives from seasoned valuations experts representing a public REIT, operating companies and brokers. Hear the latest trends, emerging factors for consideration, the impact of the pandemic on value, views on operational management, and short and long-term outlook for valuations.



# Sponsorship

## 2021 NIC FALL CONFERENCE SPONSORS (As of 9/15/2021)

The support of our sponsors helps NIC deliver its mission through research, analytics, data, education, and connections that increase transparency in the senior housing and care sector.





# Sponsorship

## THANK YOU TO OUR 2019 AND 2020 NIC FALL CONFERENCE SPONSORS

The support of our sponsors helps NIC deliver its mission through research, analytics, data, education, and connections that increase transparency in the senior housing and care sector.



### QUESTIONS?

#### NIC Sponsorship

Phone: 301-956-4291

Email: [sponsorships@nic.org](mailto:sponsorships@nic.org)

#### Conference Website

Visit the 2021 NIC Fall Conference Website for more information or to reserve your sponsorship.

[Learn More](#)

#### Sponsorship Prospectus

Download the 2021 NIC Fall Conference Sponsorship Prospectus.

[Download Here](#)





# • • Register to Attend

Visit [www.fallconference.nic.org](http://www.fallconference.nic.org) for more information about the 2021 NIC Fall Conference.

## Operators: Bring Your Team & Save!

### Multi-Registration Discount

NIC offers a discount to operators registering three (3) or more people from the same company. Registrations must be processed at the same time in the same transaction to be eligible to receive the group discounts. The discounts will be applied during the final step of the registration process:

3–5 operator registrations = **\$100 off/each**

6+ operator registrations = **\$150 off/each**

Registrations must be processed at the same time in the same transaction to be eligible to receive the group discounts.

### Small Operators

A discount rate is available for small providers of care/care management. Contact us to inquire about pricing.

**Questions?** Contact NIC Registration  
Phone: 410-267-0504 | Email: [registrar@nic.org](mailto:registrar@nic.org)





# About NIC

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 premier conferences, provide sector stakeholders with opportunities to convene, network, and drive thought-leadership through high-quality educational programming.

## DATA

NIC promotes transparency in the sector for the more efficient flow of capital through its cultivation of comprehensive, accurate, and timely data on America's senior housing and skilled nursing property markets.

## ANALYTICS

The NIC Research & Analytics team assesses data and garners input from leading industry practitioners to produce and publish thought-leadership, analyses, and insights on market trends in senior housing and skilled nursing.

## CONNECTIONS

NIC convenes senior industry decision-makers to build relationships, explore new partnerships, and share insights, through a full schedule of events, including the industry's marquee annual conferences.

### PREMIER PARTNERS



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### OFFICIAL PARTNERS



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