



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

Investing in Seniors Housing & Care Properties

November 1–3 | Houston, TX

EVENT PROSPECTUS



# ••• 2021 NIC Fall Conference

November 1–3 | Houston, TX

The NIC Fall Conference is the most important annual national gathering of seniors housing and care leaders. The event draws thousands of senior decision makers from both the financial and operational sides of the industry who value the opportunity to explore opportunities, exchange ideas, and establish business relationships.

Attendees include national and regional capital providers, senior care, skilled nursing and post-acute care operators, and healthcare partners.



**A MUST-ATTEND INDUSTRY EVENT**

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## • • • Sponsorship Benefits

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 by supporting the NIC Fall 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.

### VISIBILITY | AWARENESS | CONNECTIONS

#### Pre-Event Marketing

- Electronic version of 2021 NIC Fall Conference Attendee Listing with mailing addresses (upon acceptance of Term & Agreement)
- Company logo and hyperlink on event website
- Company logo and profile in 2021 NIC Fall Conference Mobile App

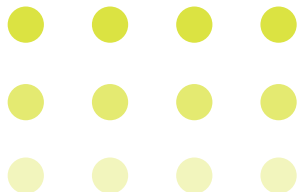
#### On-Site Marketing

- Company logo recognition in 2021 NIC Fall Conference Electronic Final Program\*
- Complimentary digital acknowledgment on monitors strategically located throughout the NIC conference

#### Post-Event Marketing

- Electronic version of the final 2021 NIC Fall Conference Attendee Listing with mailing addresses
- Company logo recognition in 2022 NIC Fall Conference Sponsorship Prospectus and 2021 Fall Conference Preliminary Program

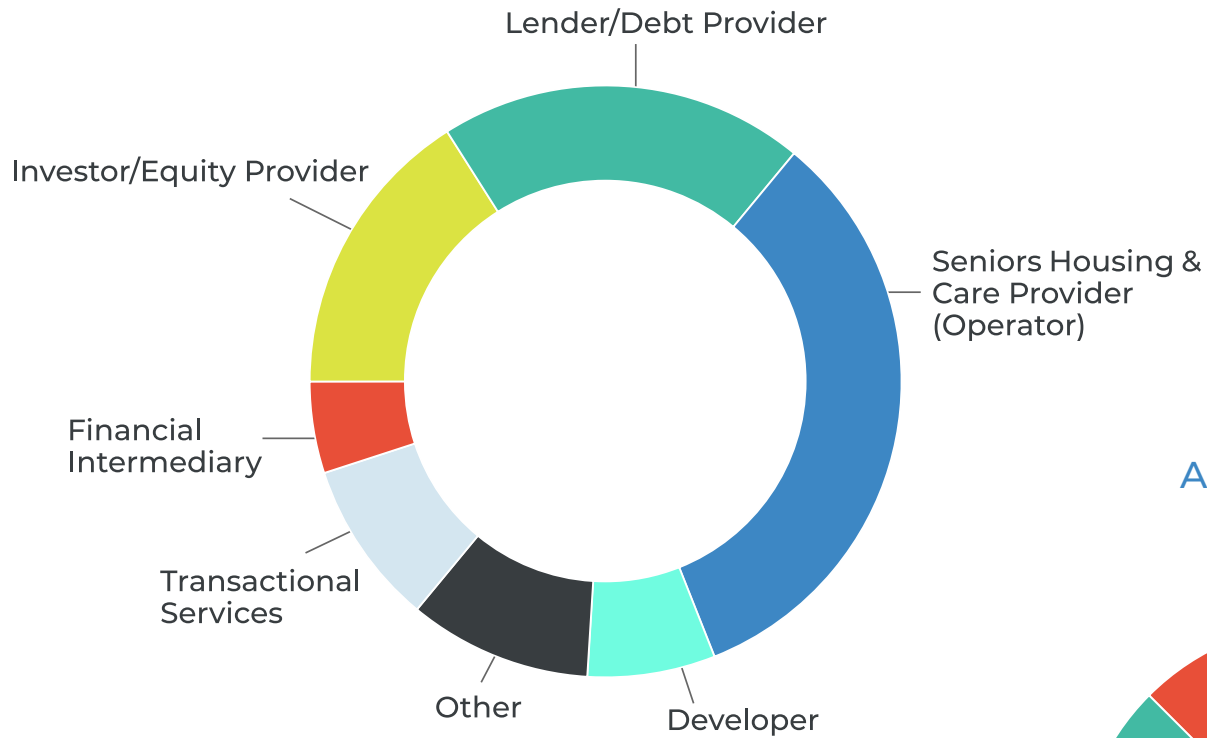
\*Deadlines apply – sponsorship must be purchased by **October 12, 2021** to be published in the NIC Fall Conference Final Program.



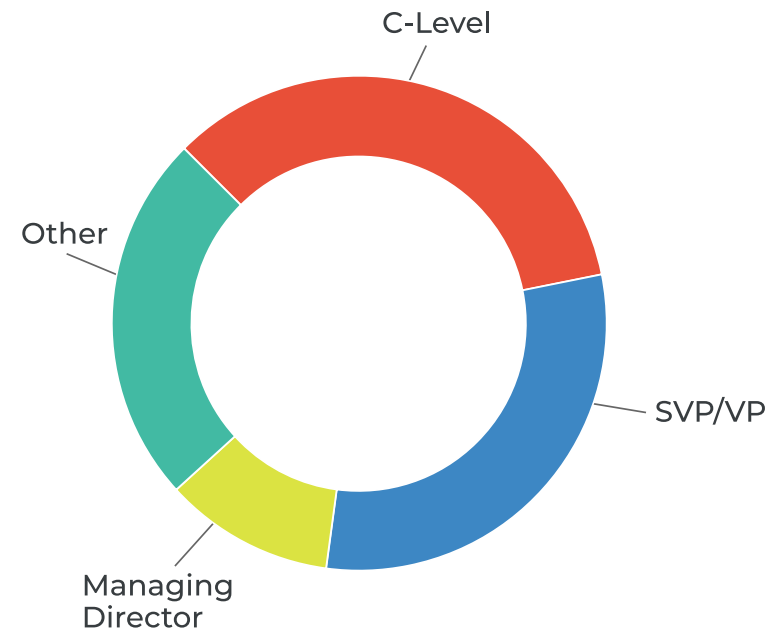


# Attendee Demographics

## Attendees by Company Type



## Attendees by Title



# Sponsorship Opportunities

Last Updated September 7, 2021

**Act Quickly!**  
Opportunities Sell Fast

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/ SOLD
Turndown Service	\$35,000 (Tier 1)	Exclusive Opportunity   <a href="#">2021 Fall Conference Sponsor – HJ Sims</a>	SOLD
<b>NEW!</b> Attendee Pre-Conference Mailing	\$35,000 (Tier 1)	Exclusive Opportunity   (1) Opportunity Open	(1) AVAILABLE
<b>NEW!</b> Market Café	\$35,000 (Tier 1)	Co-Sponsorship Opportunity   <a href="#">2021 Fall Conference Sponsors – Capital One Healthcare, Sector Financial, Inc. &amp; Ventas, Inc.</a>	SOLD
<b>NEW!</b> Educational Programming	\$35,000 (Tier 1)	Sponsorship Opportunity   (1) Opportunities Open	(1) AVAILABLE (still \$35,000)
Badges and Lanyards	\$30,000 (Tier 1)	Exclusive Opportunity   <a href="#">2021 Fall Conference Sponsor – Omega Healthcare Investors, Inc.</a>	SOLD
Interactive Touch Screen Displays	\$30,000 (Tier 1)	Exclusive Opportunity   <a href="#">2021 Fall Conference Sponsor – Jones Lang LaSalle</a>	SOLD
Networking Spaces	\$30,000 (Tier 1)	Co-Sponsorship Opportunity   <a href="#">2021 Fall Conference Sponsors – Lument and Locust Point Capital</a>	SOLD
<b>NEW!</b> NIC Chats Podcast - On The Road	\$30,000 (Tier 1)	Co-Sponsorship Opportunity   <a href="#">2021 Fall Conference Sponsor - VIUM Capital &amp; Ziegler Investment Banking</a>	SOLD
Welcome Signage	\$30,000 (Tier 1)	Exclusive Opportunity   <a href="#">2021 Fall Conference Sponsor – Blueprint</a>	SOLD
<b>NEW!</b> Sanitizing Stations	\$30,000 (Tier 1)	Exclusive Opportunity   (1) Opportunity Open	(1) AVAILABLE
Specialty Coffee Bar	\$30,000 (Tier 1)	Exclusive Opportunity   <a href="#">2021 Fall Conference Sponsor – KeyBank</a>	SOLD
Electronic Attendee Listing	\$25,000 (Tier 1)	Exclusive Opportunity   <a href="#">2021 Fall Conference Sponsor – Synovus</a>	SOLD
Conference Mobile App	\$25,000 (Tier 1)	Exclusive Opportunity   <a href="#">2021 Fall Conference Sponsor – Welltower</a>	SOLD
Graphic Recording	\$25,000 (Tier 1)	Exclusive Opportunity   (1) Opportunity Open	(1) AVAILABLE
Morning Newspaper Delivery	\$25,000 (Tier 1)	Exclusive Opportunity   <a href="#">2021 Fall Conference Sponsor – Huntington Bank</a>	SOLD
<b>NEW!</b> Touchless Tool	\$25,000 (Tier 1)	Exclusive Opportunity   <a href="#">2021 Fall Conference Sponsor - Midcap</a>	SOLD
Evening Amenity	\$25,000 (Tier 1)	Co-Sponsorship Opportunity   <a href="#">2021 Fall Conference Sponsors – M&amp;T Realty Capital Corporation (Monday); Ally Financial (Tuesday)</a>	SOLD



# Sponsorship Opportunities

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OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/ SOLD
Mobile Charging Banks	\$22,500 (Tier 1)	Exclusive Opportunity   (1) Opportunity Available	(1) AVAILABLE
Hydration Station - Conference Space	\$22,500 (Tier 1)	Exclusive Opportunity   2021 Fall Conference Sponsor – Housing & Healthcare Finance, LLC	SOLD
Event Website	\$20,000 (Tier 1)	Exclusive Opportunity   2021 Fall Conference Sponsor – Direct Supply	SOLD
Education Session Audio Visual and Staging	\$20,000 (Tier 1)	Exclusive Opportunity   (1) Opportunity Available	(1) AVAILABLE
Education Break Station	\$20,000 (Tier 1)	Exclusive Opportunity   2021 Fall Conference Sponsor – ReNew	SOLD
Electronic Final Program	\$20,000 (Tier 1)	Exclusive Opportunity   2021 Fall Conference Sponsor – CS Capital Advisors	SOLD
Escalator Clings	\$20,000 (Tier 1)	Co-Sponsorship Opportunity   2021 Fall Conference Sponsors – Greystone & LTC Properties, Inc.	SOLD
Evening Car Service	\$20,000 (Tier 1)	Exclusive Opportunity   2021 Fall Conference Sponsor – White Oak Healthcare Finance	SOLD
Elevator Clings	\$20,000 (Tier 1)	Exclusive Opportunity   2021 Fall Conference Sponsor – Yardi	SOLD
Mirror Clings and Amenity Trays	\$20,000 (Tier 1)	Exclusive Opportunity   2021 Fall Conference Sponsor – BMO	SOLD
Wireless Internet	\$20,000 (Tier 1)	Exclusive Opportunity   2021 Fall Conference Sponsor – CIBC	SOLD
Hydration Station - Guest Rooms	\$20,000 (Tier 1)	Exclusive Opportunity   2021 NIC Fall Conference Sponsor Congressional Bank	SOLD
Individual Private Workspaces	\$19,500 (Tier 2)	Exclusive Opportunity   (1) Opportunity Available	(1) AVAILABLE
Meet-up Points	\$18,500 (Tier 2)	Exclusive Opportunity   2021 Fall Conference Sponsor – PNC Real Estate	SOLD
Headshot Lounge	\$17,500 (Tier 2)	Exclusive Opportunity   2021 Fall Conference Sponsor – BOK Financial	SOLD
LinkedIn Corner	\$15,000 (Tier 2)	Exclusive Opportunity   2021 Fall Conference Sponsor – PGIM Real Estate Finance	SOLD
Evening Dessert Cart	\$15,000 (Tier 2)	Co-Sponsorship Opportunity   2021 Fall Conference Sponsor – Capital Funding Group (Monday) & Genesis Rehab (Tuesday)	SOLD

# Sponsorship Opportunities

Last Updated September 7, 2021

**Act Quickly!**  
Opportunities Sell Fast

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/ SOLD
First-time Attendee Orientation Webinar and Gathering	\$15,000 (Tier 2)	Exclusive Opportunity   2021 Fall Conference Sponsor – Nixon Peabody	SOLD
First-time Attendee Meetup Area	\$15,000 (Tier 2)	Exclusive Opportunity   2021 Fall Conference Sponsor – Meridian	SOLD
Know Before You Go Email	\$15,000 (Tier 2)	Exclusive Opportunity   2021 Fall Conference Sponsor – Bellwether Enterprise	SOLD
Shoe Shine	\$15,000 (Tier 2)	Exclusive Opportunity   2021 Fall Conference Sponsor – Bank Leumi	SOLD
Electronic Preliminary Program	\$15,000 (Tier 2)	Exclusive Opportunity   2021 Fall Conference Sponsor – Walker and Dunlop	SOLD
NEW! PPE Kits	\$14,500 (Tier 3)	Exclusive Opportunity   2021 Fall Conference Sponsor – National Health Investors	SOLD
NEW! Live Streaming Areas	\$14,500 (Tier 3)	Co-Sponsorship Opportunity   (3) Opportunities Open	(3) AVAILABLE
NEW! Welcome Area Gesture	\$14,500 (Tier 3)	Exclusive Opportunity   2021 Fall Conference Sponsor – Wells Fargo	SOLD
NEW! Fall Conference Overview Video	\$14,500 (Tier 3)	Exclusive Opportunity   2021 Fall Conference Sponsor – Berkadia	SOLD
NEW! Education Furniture Sponsor	\$14,500 (Tier 3)	Co-Sponsorship Opportunity   (2) Opportunities Open	(2) AVAILABLE
Daily Recap Email	\$14,500 (Tier 3)	Exclusive Opportunity   2021 Fall Conference Sponsor – The Nathanson Group	SOLD
Conference Concierge	\$14,500 (Tier 3)	Co-Sponsorship Opportunity   2021 Fall Conference Sponsor - Marcus & Millichap; (1) Opportunity Open	(1) AVAILABLE
Kosher Accommodations	\$11,500 (Tier 4)	Co-Sponsorship Opportunity   2021 Fall Conference Sponsor – Sabra; (2) Opportunities Open	(2) AVAILABLE
Schedule at-a-Glance	\$10,000 (Tier 4)	Co-Sponsorship Opportunity   2021 Fall Conference Sponsors – Seyfarth Shaw LLC & Alden Network	SOLD
Coat & Item Check	\$7,500 (Tier 5)	Exclusive Opportunity   (1) Opportunity Open	(1) AVAILABLE
Conference Countdown Clock	\$7,500 (Tier 5)	Exclusive to One Sponsor or Co-Sponsorship Opportunity (1) Exclusive Opportunity Open at \$14,500 or (2) Co-Sponsorship Opportunities Open at \$7,500	(2) AVAILABLE
Tip of the Week	\$4,500 (Tier 5)	Co-Sponsorship Opportunity   2021 Fall Conference Sponsor - Cambridge, GlynnDevins, RSF Partners, Ryan Companies & Medtelligent	SOLD



# TIER 1

\$20,000 +

## **ADDITIONAL BENEFITS**

- Opportunity to reserve one (1) suite or meeting room on a first-come, first-served basis\*\*
- Two (2) complimentary registrations

\*\*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+

Please find a listing of available and sold sponsorship's on page 6.

### Turndown Service

Sponsoring company will receive company logo recognition on a turndown service item upon arrival along with a co-branded 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 will be left in the room through the duration of the conference.

**\$35,000**



### Market Café

Be a part of a NIC first! New for 2021, NIC is offering the NIC Market Café, an all-day service outside the Texas Ballroom Networking Lounge that will provide nourishment during conference hours so attendees can eat at their convenience. Attendees will enjoy this efficiency, as we revamp our food offerings this year in the spirit of safety and social distancing.

**\$35,000**

### Badges and Lanyards

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. Badges and lanyards will be pre-mailed to attendees this Fall and also available on-site.

**\$30,000**



### Attendee Pre-Conference Mailing\*

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

*\*Box contains items from other sponsors: badges/lanyard, PPE kit, and Schedule at-a-Glance*

**\$35,000**



### Educational Programming

Here is an opportunity to be associated with an event that has a lasting impression on attendees. New, for this year, all educational sessions are taking place in one main session room. As one of the sponsors of the suite of educational offerings, your brand will be visible in every session—that's 10 sessions where you will receive verbal recognition and visual recognition in the session room as well as branding signage in the educational session foyer!

**\$35,000**



## ● ● ● Tier 1 Opportunities | \$20,000+

*Please find a listing of available and sold sponsorship's on page 6.*

### Interactive Touch Screen Displays

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

**\$30,000**

### Networking Spaces

Our networking spaces, available throughout the conference, provide comfortable places for attendees to conduct meetings. As a sponsor, your logo will be displayed on signage inside and outside of designated space – your company's brand will be seen over and over again during the event.

**\$30,000**

### Welcome Signage

Be the brand that welcomes attendees to the conference. As a sponsor, co-branded signage featuring your logo will be prominently displayed at the entrance of the North Tower of the Marriott Marquis Houston welcoming all guests as they walk through the door.

**\$30,000**



### NIC Chats Podcast - On the Road!

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 2021 NIC Fall Conference. This podcast will live on after the conference and so will your branding!

**\$30,000**



### Sanitizing Stations

Placed strategically throughout the NIC Conference space and in the Networking Lounges, 50 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!

**\$30,000**

### Specialty Coffee Bar

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.

**\$30,000**

# Tier 1 Opportunities | \$20,000+

Please find a listing of available and sold sponsorship's on page 6.

## Electronic Attendee Listing

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**

## Graphic Recording

It's been said that a picture is worth a thousand words. Link your brand with visual summaries that tell the stories of keynotes and other select sessions. While actively listening to presentations, a graphic artist synthesizes spoken words into illustrative texts and visuals. Speakers talk. They draw. It's awesome. Sponsoring company will receive logo recognition via signage adjacent to graphic storyboard.

**\$25,000**

## Morning Newspaper Delivery

How would you like to get your brand message in front of attendees first thing in the morning? That can be accomplished with this high-profile sponsorship. As registered attendees within the NIC room block prepare for morning sessions, they will find the Wall Street Journal outside their guest rooms co-branded with your logo and personal message. Here's a chance to say, "Good morning. Have a great day. We're here to serve your business needs."

**\$25,000**

## Conference Mobile App

Put your company's brand right in attendees' hands with the NIC Fall 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**



## Tier 1 Opportunities | \$20,000+

Please find a listing of available and sold sponsorship's on page 6.



### Touchless Tool

Contactless experiences will be made even more possible with the distribution of Touchless Key Carabiners. Prominently displayed on branded peg boards in areas of the conference, these takeaways will help you achieve year-round branding while helping attendees keep their fingers off of our interactive kiosks and elevator buttons!

**\$25,000**

### Mobile Charging Banks

Be the reason attendees can stay powered up at the conference! No more are the days of attendees tethering themselves to a wall or charging areas. Attendees don't need to run to their rooms to grab the charger that they forgot. Mobile charging banks (and cords!) will now be available to attendees during the educational sessions as well as available to attendees who request one at the Conference Concierge desk.

**\$22,500**



### Evening Amenity

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**



### Hydration Station – Conference Space

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+

*Please find a listing of available and sold sponsorship's on page 6.*

### Education Session Audio Visual and Staging

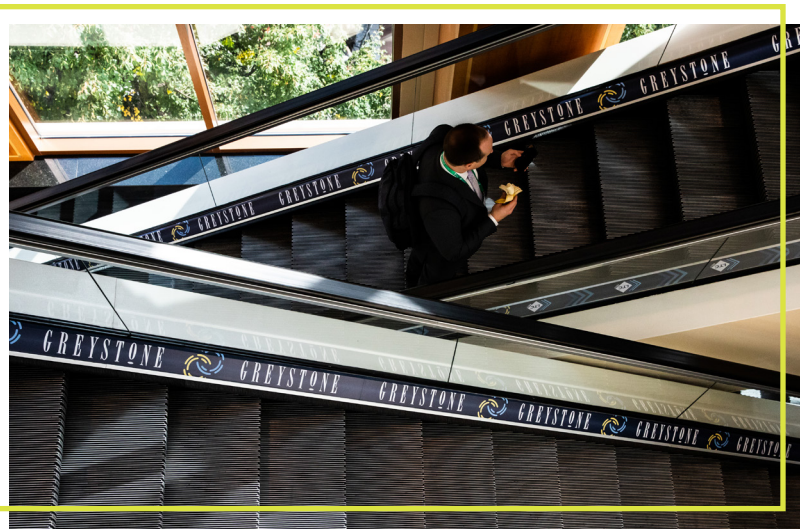
Sponsoring the audio-visual and staging of the main educational session puts your company in front of attendees while the action is hot. As a sponsor, your company logo will be prominently displayed inside the educational session room.

**\$20,000**

### Escalator Clings

Your visibility will ascend - along with a captive audience! Place your brand on highly trafficked escalators between our conference floors.

**\$20,000**



### Education Break Station

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 Market 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 Tuesday and Wednesday and will include your logo displayed on signage. Help keep attendees nourished while they're on the move!

**\$20,000**

### Event Website

Traffic, traffic, and more traffic. This prime online real estate is available for an exclusive sponsorship. Sponsoring company will receive company logo hyperlinked on the event website, registration confirmation acknowledgment page and confirmation email to all attendees as well as co-branded company logo added to the onsite registration signage.

**\$20,000**

### Electronic Final Program

Get your name 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 of the program will be available for your company's personalized marketing message.

**\$20,000**



## ● ● ● Tier 1 Opportunities | \$20,000+

*Please find a listing of available and sold sponsorship's on page 6.*

### Elevator Clings

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

**\$20,000**

### Hydration Station – Guest Rooms

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 treatment on individual water bottles located in hotel guest rooms.

**\$20,000**

### Wireless Internet

Get attendees connected by providing internet access throughout the conference space - with your company name as the password, your company will be recognized when attendees connect to the conference Wi-Fi.

**\$20,000**

### Evening Car Service

Attendees will not forget who got them to their evening out on the town in Houston on Monday and Tuesday evenings! Your company brand will be the first thing they see when they leave the Marriott Marquis Houston. Sponsoring company will receive co-branded company logo recognition via signage and company branded bottled water in the cars.

**\$20,000**



### Mirror Clings and Amenity Trays

One place we know every attendee at the Marriott Marquis Houston 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.

**\$20,000**

# TIER 2

\$15,000—\$19,999

## **ADDITIONAL BENEFITS**

- Opportunity to reserve one (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)

\*\*The cost of suite or meeting room and fee per night are not included in your sponsorship investment. Not included in your suite or meeting room fee: food and beverage, fees, taxes, electrical, audio visual, internet access, furniture removal, furniture storage, additional furniture or décor, or any additional services within the space.

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

*Please find a listing of available and sold sponsorship's on page 6.*

### Individual Private Workspace

Sometime during the conference, attendees may need a quiet workspace to make a call or send personal correspondence. As a sponsor, your company's logo will be prominently displayed at designated phone booths and individual modular settings.

**\$19,500**

### Meet-up Points

Where should we meet? To make it easier for NIC Conference attendees to find colleagues, we've identified strategic Meet-up Points. As a sponsor of this clever networking resource, your co-branded company logo will be prominently displayed on signage identifying convenient gathering locations. As a result of this highly visible strategy, your brand will be seen countless times throughout the conference.

**\$18,500**

### LinkedIn Corner

Achieve branding visibility by hosting the LinkedIn Corner. Your company's brand will be connected to this valuable service that 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**



### Headshot Lounge

Attendees will associate your brand with their updated professional headshot portrait. Participants can instantly review and email photos to themselves in the headshot lounge. In addition to branded headshot photographer attire, sponsor will receive recognition on the emails containing the attendees' digital headshots.

**\$17,500**

### Evening Dessert Cart

Help attendees top off their evenings with sweet treats on Monday or Tuesday evening. Sponsoring company will receive logo recognition on signage.

**\$15,000**

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

*Please find a listing of available and sold sponsorship's on page 6.*

### Electronic Preliminary Program

Start your 2021 Fall 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, the back cover will be available for your company's personalized marketing message.

**\$15,000**

### First-time Attendee Meet-up Area

The first-time attendee morning meet-up offers new-to-the NIC attendees the opportunity to meet at the start of their day. As a sponsor, it offers you the opportunity to get your brand in front of them as your company logo will be displayed on signage. A branded promotional item will also be available to attendees in this area.

**\$15,000**

### “Know Before You Go” Email

Get your company front and center in the What to Know Before You Go email! Prior to arriving onsite, attendees will receive a pre-event email with helpful information about registration, featured sessions, special events and more. As a sponsor, your company will receive logo recognition via the email footer.

**\$15,000**

### First-time Attendee Webinar and Gathering

Make an impression on first-time attendees as they prepare for the conference. The Orientation Webinar offers first-timers tips and insights on how to make the most of their time onsite. As a sponsor, your company will receive logo recognition via signage, at the beginning and end of our presentation deck, and via the moderator's verbal recognition during the webinar.

**\$15,000**



### Shoe Shine

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**



# TIER 3

\$12,500—\$14,999

## **ADDITIONAL BENEFITS**

- One (1) complimentary registration
- Opportunity to reserve a Huddle Space if available\*\*

\*\*The cost of a Huddle Space is not included in your sponsorship investment. These areas are reserved for your company and are not able to be customized nor do they allow for ordering of additional food and beverage. They are reserved spaces within one of our two networking lounges.

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

Please find a listing of available and sold sponsorship's on page 6.



### PPE Kits

Get your brand out in front of attendees before the event by sponsoring the PPE kits. As a part of the pre-conference mailing, attendees will receive a kit that contains your personalized message on a printed card, N-95 masks, hand sanitizer, and travel wipes.

**\$14,500**



### Fall Conference Overview Video

Have your brand associated with this useful video that will give attendees all the tips they need as they prepare for a successful conference. From the layout of the space to an overview of the event schedule, attendees will want to see this! The video will be sent to all registered conference attendees and will be available for viewing on the conference web site within a few weeks leading up to the event.

**\$14,500**



### Live Streaming Areas

Want to help give attendees the opportunity to watch an educational session in a smaller group setting—or even outdoors? Attendees will have you to thank for providing this additional space to view the NIC education sessions LIVE. Two living room areas will be located outside of the educational sessions and a third area will be located in an outdoor covered event pavilion. Sponsors receive signage in each area as well as around the television monitors.

**\$14,500**



### Welcome Area Gesture

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**



### Educational Session Furniture

Attendees will enjoy comfortable seating with social distancing in mind as this year's education session is going beyond banquet rounds and theater seats! Have your brand associated with this classy and inviting aesthetic. Your logo will be prominently placed on signage in the educational session room.

**\$14,500**

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

*Please find a listing of available and sold sponsorship's on page 6.*

### Conference Concierge

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**

### Daily Recap Email

Reach attendees while they're onsite. Daily Recap Emails include daily conference highlights and key conference information for the following day. Sponsoring company will receive company logo recognition with URL hyperlink and company description at bottom of email.

**\$14,500**



# TIER 4

\$10,000– \$12,499

## ADDITIONAL BENEFITS

- One (1) discounted registration (50% off applicable registration fee)
- Opportunity to reserve a Huddle Space if available\*\*

\*\*The cost of a Huddle Space is not included in your sponsorship investment. These areas are reserved for your company and are not able to be customized nor do they allow for ordering of additional food and beverage. They are reserved spaces within one of our two networking lounges.



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

Please find a listing of available and sold sponsorship's on page 6.

### Kosher Accommodations

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 in “Kosher Meal” area of the NIC Market Café as well as signage in the space dedicated for Minyan.

**\$11,500**



### Schedule at-a-Glance

You'll be front and center when you sponsor the go-to guide that attendees will 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, which many attendees reference throughout the entire three-day event.

**\$10,000**



# TIER 5

\$9,999 and below

## **ADDITIONAL BENEFITS**

- Opportunity to reserve a Huddle Space, if available\*\*

\*\*The cost of a Huddle Space is not included in your sponsorship investment. These areas are reserved for your company and are not able to be customized nor do they allow for ordering of additional food and beverage. They are reserved spaces within one of our two networking lounges.

## ● ● ● Tier 5 Opportunities | \$9,999 and below

*Please find a listing of available and sold sponsorship's on page 6.*

### Coat & Item Check

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

**\$7,500**

### Conference Countdown Clock

Here's a timely and highly visible sponsorship opportunity. You can display your company's logo on the Countdown Clock featured on the 2021 NIC Fall Conference event website using a widget we'll provide.

**\$14,500**

*(Exclusive Opportunity)*

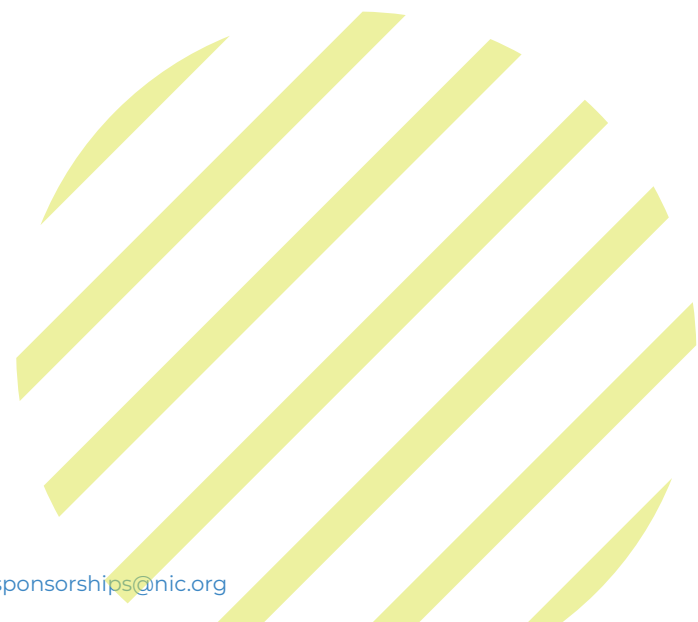
**\$7,500**

*(Co-Sponsor Opportunity)*

### Tip of the Week

Have your company's brand associated with helpful conference tips for attendees leading up to the NIC Fall Conference. Distributed to all registered attendees, these emails will contain a graphic that includes your logo, an approved one-sentence message from your company, and a hyperlink to your company URL.

**\$4,500**



# ... New Corporate Sponsorship Opportunity

With Featured Promotion at the NIC Fall Conference



## **Align your brand with innovation by sponsoring *Innovations That Work!***

These inspiring presentations share real-world examples of cutting-edge solutions to everyday issues that are experienced by senior living and post-acute solution seekers, as well as their capital partners.

As a sponsor, you will receive company recognition by way of buffer slides before and after the presentation, promotional videos at the NIC Fall Conference, and promotional emails leading up to the release of this on-demand video series. This video series is offered at no charge to industry professionals thanks to you!



**Sponsorship Cost: \$10,000**



# • • • Thank You to Our 2019 Fall 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.



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## Collaborating Sponsors



## Contributing Sponsors



## ... About



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.



ntl\_invctr



@Nat\_Inv\_Ctr



**It's important for the industry to come together through opportunities like the 2021 NIC Fall Conference. There have been great examples of resilience and agility throughout the industry over the past year, and collaborating and sharing best practices will help us come out stronger post-COVID-19.**

—Chris Taylor, Managing Director, Capital One Healthcare

## NIC Partners

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

### Premier Partners



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