



NIC²⁰²² FALL Conference

Investing in Senior Housing & Care Properties

September 14–16 | Washington, D.C.

Preliminary Program:
Planning Your Conference Attendance

FORWARD TOGETHER

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What to expect at the NIC Fall Conference



"The conference for senior living decision-makers to come together, build relationships, and do deals."
- 2021 NIC Fall Conference Attendee

Website: fallconference.nic.org



2021 NIC Fall Conference Attendees reported that the Conference helped them:

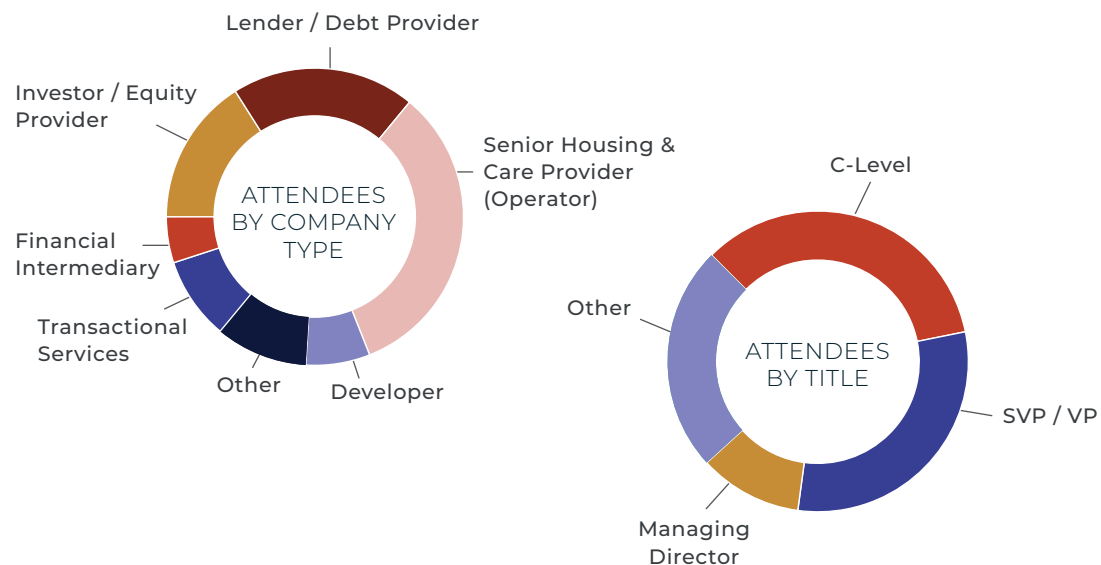
Maintain or build existing relationships	96%
Develop new relationships	88%
Learn more about the industry	86%



Meet the Decision Makers

The NIC Fall Conference – or ‘the NIC’ as prior attendees call it – is the preeminent annual gathering of senior housing and skilled nursing leaders to innovate, adapt, and strategize on some of the biggest challenges facing the industry. This unique conference offers ample and varied opportunities for strengthening and building new relationships and hearing from industry thought leaders on the latest drivers behind demand, new revenue sources, and operational efficiencies.

At the 2021 NIC Fall Conference, over 70% of the attendees were senior executives, making this event the most efficient and effective place to connect, secure deals, and explore new opportunities.



Hear From Prior Conference Attendees

Pro Tip:

Download the NIC Conference Mobile App a month prior to the event to help pre-plan your conference experience and schedule meetings.

"Best-in-class event to meet with developers, operators, owners, and funders of senior housing and care communities. I was able to meet people I didn't even realize I needed to know."

- 2021 NIC Fall Conference Attendee



Efficient, Effective Networking Opportunities

'The NIC' provides an abundance of networking opportunities to establish new relationships and foster existing ones. The conference features two receptions and numerous spaces configured for intimate discussions – all without the traditional tradeshow environment.

Networking Receptions

Welcome Reception, Wednesday, 5:30 PM – 7:00 PM
Networking Reception, Thursday, 5:30 PM – 7:00 PM

Networking Lounges

Wednesday, 10:00 AM – 5:30 PM
Thursday, 8:00 AM – 5:30 PM
Friday, 8:00 AM – 11:30 AM



Support for First-time Attendees

First-time attendees have access to activities and resources specifically designed to help prepare and quickly acclimate to the conference environment.

First-time Attendee Webinar

Learn how to maximize the efficiency of your conference attendance from prior attendees

Wednesday, August 17
1:30 PM – 2:15 PM ET

First-time Attendee Gathering

Meet other first-time attendees, NIC senior staff, and volunteer leaders
Wednesday, 1:15 PM - 2:15 PM

First-time Attendee Morning Connections

Build relationships with other first-time attendees and NIC staff
Thursday, 8:00 AM – 8:30 AM
Friday, 8:00 AM – 8:30 AM



"The conference was one of the most powerful, informative, and invigorating experiences of my career. The ability to foster relationships with peers, along with strategizing on the future of our industry was invaluable!"
- 2021 NIC Fall Conference Attendee



Impactful Thought Leadership

Educational programming at the 2022 NIC Fall Conference offers 10 non-concurrent sessions over the three-day event. Whether you listen in from the coffeehouse-style main stage session room or one of the live streaming areas outside of it, you'll gain relevant and actionable insights.

Featured Session Topics

- CEO Panel Discussion
- Valuations and Debt & Equity
- Investing in Seniors Housing
- Active Adult
- Consumer Demographic
- Environmental Sustainability
- Market Maturation and Segmentation
- Scaling Your Business



Marquee Session | *Visions, Insights, and Perspectives: A Discussion with Industry CEOs*

The 2022 NIC Fall Conference's marquee session features a panel of prominent CEOs whose companies reflect the evolving and diverse product offerings of senior living communities. These industry leaders will share their outlooks for the future of the sector, including the opportunities and challenges associated with meeting the needs of residents and addressing staffing dynamics.

Brenda Bacon, President & CEO, Brandywine Living | **Lucinda ("Cindy") Baier**, President & CEO, Brookdale Senior Living | **Sevy Petras**, CEO, Priority Life Care | **Greg Smith**, President & CEO, Maplewood Senior Living

"The educational sessions cover current trending topics that are a good representation of the present market."
- 2021 NIC Fall Conference Attendee

For the most up-to-date information on education sessions and speakers, refer to the conference website: fallconference.nic.org/sessions



Schedule At-A-Glance

The following schedule of events will help you plan your travel.

The conference officially kicks off on Wednesday at 10:00 AM and concludes Friday at 11:30 AM.

WEDNESDAY, SEPTEMBER 14	
7:00 AM – 6:30 PM	Conference Registration
8:30 AM – 2:00 PM	Skilled Nursing Boot Camp (prior registration required) <small>*Courtyard Washington Downtown</small>
10:00 AM – 11:00 AM	NIC Café Morning Break
10:00 AM – 5:30 PM	Networking Lounges Open (NIC Café and Attendee Services available)
12:00 PM – 2:00 PM	NIC Café Lunch
1:15 PM – 2:15 PM	First-time Attendee Gathering <small>*Courtyard Washington Downtown</small>
3:00 PM – 4:00 PM	NIC Café Afternoon Break
3:00 PM – 4:00 PM	Main Stage Session: Why Now is a Good Time to Invest in Senior Housing
4:15 PM – 5:30 PM	Main Stage Session: Rational Exuberance: Investing in the Rapidly Growing Active Adult Segment
5:30 PM – 7:00 PM	Welcome Reception

THURSDAY, SEPTEMBER 15	
7:00 AM – 6:30 PM	Conference Registration
7:30 AM – 9:30 AM	NIC Café Breakfast
8:00 AM – 5:30 PM	Networking Lounges Open (NIC Café and Attendee Services available)
8:00 AM – 8:30 AM	First-time Attendee Morning Connection
8:30 AM – 9:45 AM	Main Stage Session: Economic and Financial Market Outlook
10:00 AM – 11:00 AM	NIC Café Morning Break
10:00 AM – 11:00 AM	Main Stage Session: Rediscovering Our Identity: Repositioning and Making the Most of Senior Housing Properties
11:30 AM – 12:45 PM	Main Stage Session: Visions, Insights, and Perspectives: A Discussion with Industry CEOs
12:00 PM – 2:00 PM	NIC Café Lunch
1:30 PM – 2:30 PM	Main Stage Session: How to Effectively Scale, and Grow Your NOI
3:00 PM – 4:00 PM	NIC Café Afternoon Break
3:00 PM – 4:00 PM	Main Stage Session: What Senior Living Needs to Know About the Importance of ESG

THURSDAY, SEPTEMBER 15 (continued)	
4:30 PM – 5:30 PM	Main Stage Session: Paying Attention to Consumers' Behaviors to Innovate Your Product
5:30 PM – 7:00 PM	Networking Reception














FRIDAY, SEPTEMBER 16	
7:00 AM – 9:00 AM	Conference Registration
7:30 AM – 9:30 AM	NIC Café Breakfast
8:00 AM – 11:30 AM	Networking Lounges Open (NIC Café and Attendee Services available)
8:00 AM – 8:30 AM	First-time Attendee Morning Connection
9:00 AM – 10:15 AM	Main Stage Session: Deal or No Deal: Trends in Senior Housing Capital Markets
10:30 AM – 11:30 AM	Main Stage Session: Valuing Skilled Nursing and Sourcing Capital in a Turbulent Market

"It is a fast-paced, busy event if you pre-plan your meetings well and take advantage of the networking events."
- 2021 NIC Fall Conference Attendee



Resources

With efficiency in mind, conference registration includes a variety of attendee resources. Quickly update your personal brand with a new professional headshot and refreshed LinkedIn® profile. Stay nourished and hydrated easily at the NIC Café and Specialty Coffee Bar. And if you find yourself in need of anything from a pain reliever to a phone charger, visit a Conference Concierge.

Relaxation Station  It's back!	 Conference Mobile App with Attendee Listing Download the "NIC Conference" App to access and export the attendee list.	 Meet-up Points	Evening Car Service 
 Conference Concierges	Evening Dessert Cart 	Headshot Lounge 	Individual Private Workspaces 
 EMT & Medical Assistance A licensed EMT is onsite	 Coat & Item Check	 Specialty Coffee Bar	 Fresh meals & snacks – available all day
LinkedIn® Corner Boost engagement and upgrade your profile with a LinkedIn® concierge	Shoe Shine 		



Gain Company Recognition with Sponsorship

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.

Become a Sponsor

- Learn about sponsorship opportunities before, during, and after the event
- Enhanced registration benefits for 2022
- Download the [2022 NIC Fall Conference Sponsorship Prospectus](#) to learn more



NIC Skilled Nursing Boot Camp



The **Skilled Nursing Boot Camp: Evaluating the Investment Landscape** course will define how value is created in skilled nursing. It is designed both for people who are new to the industry and those who desire to stay current in underwriting skilled nursing properties. This course will orient participants to the nuances of skilled nursing. Participants will be able to understand the unique risks associated with skilled nursing and how they may be mitigated.

Similar to the Senior Housing Boot Camp course, participants will engage in a case study grounded in today's reality that will expound on options of the operator's perspective. It will include mock offers and term sheets. Participants will hear pitches for consideration and determine if they should sell the property, hold, and/or retain a new operator.

The course is scheduled to take place on **September 14, 2022, from 9:30 AM – 2:00 PM.** Participants will engage in a four-hour discussion while gaining new networking connections in the skilled nursing sector.

Prior Registration Add-on Required



Travel Information

The host hotel, Marriott Marquis Washington, D.C., is within easy access to three airports and numerous downtown restaurants.

There are three major airports in the Washington, D.C. region:

- Ronald Reagan Washington National Airport (DCA)
- Washington Dulles International Airport (IAD)
- Baltimore/Washington International Thurgood Marshall Airport (BWI)

Don't miss the best senior housing networking event of the year!

Register Now!

"This is an event I will always have on my schedule.
The opportunities abound in building new and building
on previous relationships. FaceTime in its truest form!"
- 2021 NIC Fall Conference Attendee



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.

Visit [NIC.org](https://www.nic.org) and [subscribe](#) to stay up to date on:

- Executive Survey Insights
- Insights from NIC MAP® data, powered by NIC MAP Vision
- Skilled Nursing COVID-19 Tracker
- COVID-19 Impact Study (NORC at the University of Chicago)
- Lending Trends Report
- The Forgotten Middle: Middle Market Senior Housing Study
- Access to Capital in the Nursing Home Industry Study (ATI Advisory)

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.



2022 NIC FALL CONFERENCE SPONSORS (AS OF 6/20/2022)



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Looking Forward. Giving Back.



Partner Acknowledgement

The support from premier and official partners helps NIC deliver its mission through research, analytics, data, education, and connections that increase transparency in the senior housing and care sector.

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As one of the leading seniors housing and healthcare teams in the country, we have financed \$5 billion in seniors properties and brokered \$10 billion in sales.*
We have the experience to help you excel.

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SUPPORTIVE LIVING | CONTINUING CARE | LONG-TERM CARE | TRANSITIONAL CARE | LAND | PHARMACIES

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CA loans made or arranged pursuant to a California Financing Law license.

*Transactions completed while at another brokerage firm.



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