

NIC ²⁰²²**FALL** **Conference**

Investing in Senior Housing & Care Properties

September 14-16 | Washington, D.C.

2022 NIC Fall Conference **Sponsorship Prospectus**

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Forward Together

With thousands of senior housing and care leaders in attendance, the NIC Fall Conference is the place to deepen existing relationships, create new partnerships, and discover innovative strategies to adapt to an evolving market.



The NIC' provides unparalleled opportunities to meet and engage with decision makers with senior level executives representing more than 70% of conference attendees. Connecting operators, investors, and care partners is crucial as the industry prepares for the next generation of residents and their families.

There are opportunities around every corner at this premiere event - don't miss your chance to make connections and build partnerships that will drive your business forward.

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 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.

Pre-Event Marketing

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

On-Site Marketing

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

Post-Event Marketing

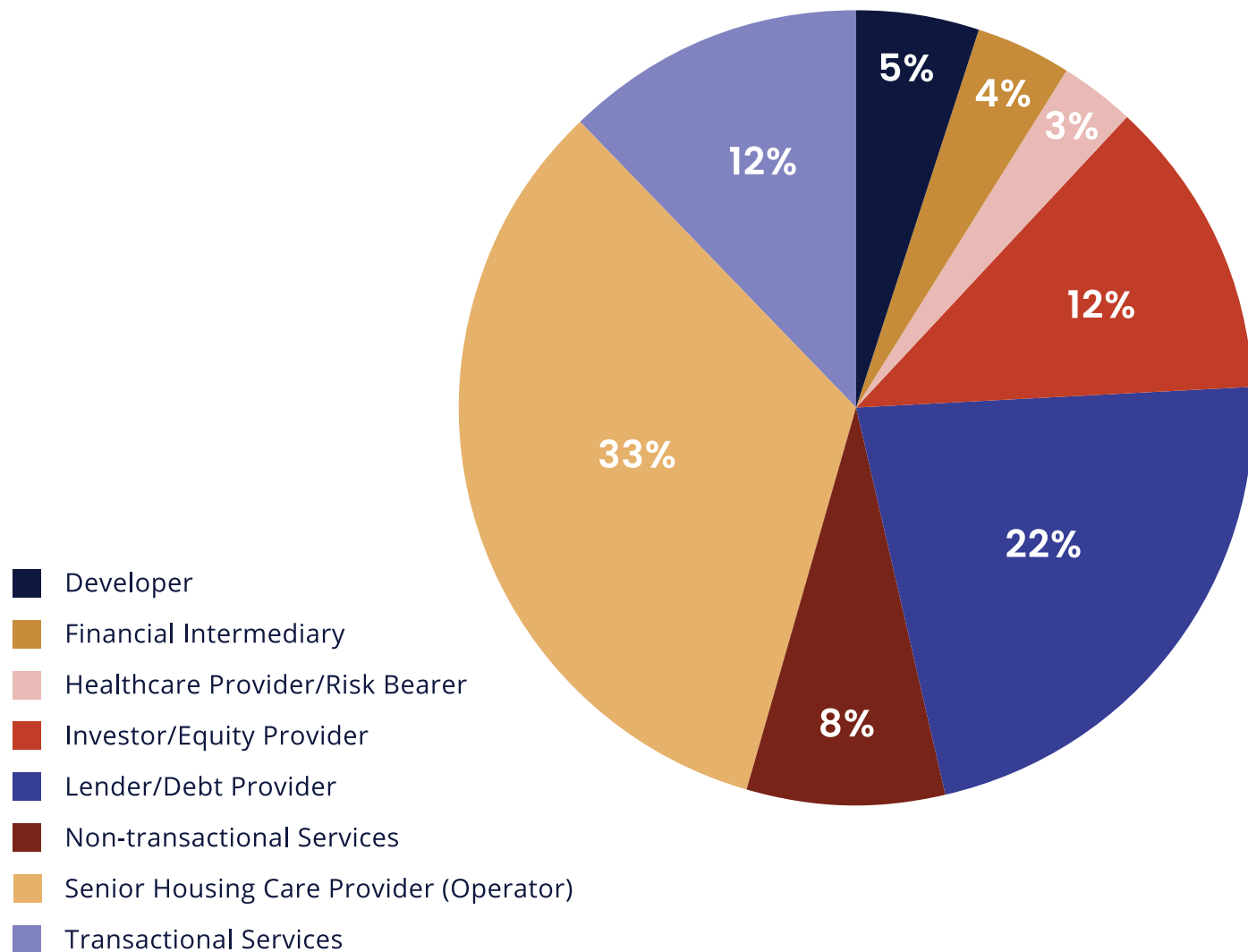
- Electronic version of the final 2022 NIC Fall Conference Attendee Listing with physical mailing addresses
- Company logo recognition in 2023 NIC Fall Conference Sponsorship Prospectus

*Deadlines apply - sponsorship must be purchased by August 12, 2022, to be published in the NIC Conference Electronic Final Program.

NEW! Increased Registration Benefits for 2022!



Over 70% of attendees are senior executive decision-makers.



Act Quickly! Opportunities Sell Fast

Last Updated August 17, 2022

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/ SOLD
Turndown Service	\$35,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsors - Signature Bank	Sold
Attendee Pre-conference Mailing	\$35,000 (Tier 1)	Exclusive Opportunity (1) Opportunity	Expired
NIC Café	\$30,000 (Tier 1)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsors - Sector Financial & HJ Sims	(1) Available
Main Stage	\$30,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Mom's Place	Sold
Badges and Lanyards	\$30,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Omega Healthcare Investors.	Sold
Networking Spaces	\$30,000 (Tier 1)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsors - Lument & JLL Capital Markets	Sold
NIC Chats On-the-Road Podcast	\$30,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - VIUM Capital	(1) Available
Welcome Signage	\$30,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Blueprint	Sold
NIC Welcome Reception	\$30,000 (Tier 1)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsors - CS Capital Advisors, Huntington Bank & Oxford Finance	Sold
NIC Networking Reception	\$30,000 (Tier 1)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsors - Capital One & Ventas	Sold
Evening Amenity	\$25,000 (Tier 1)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsors - Ally & M&T Realty Capital Corporation	Sold
Graphic Recording	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Eagle Arc Partners	Sold
Specialty Coffee Bar	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - KeyBank	Sold
Electronic Attendee Listing	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Synovus	Sold
Conference Mobile App	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - D.A. Davidson & Co.	Sold
Hotel Key Cards	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Midcap Financial	Sold

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Last Updated August 17, 2022

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/ SOLD
NIC Scholarship Program	\$25,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Welltower	Sold
Mobile Charging	\$22,500 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Provider CFO	Sold
Event Website	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Direct Supply	Sold
Education Break Station	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - ReNew REIT	Sold
Evening Car Service	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - White Oak Healthcare Finance	Sold
Electronic Final Program	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Seyfarth Shaw	Sold
Escalator Clings	\$20,000 (Tier 1)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsors - Greystone & LTC	Sold
Elevator Clings	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Yardi	Sold
Mirror Clings and Amenity Trays	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - BMO	Sold
Wireless Internet	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - CIBC	Sold
Conference Space Hydration Station	\$22,500 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - NewPoint Real Estate Capital	Sold
Guest Room Hydration	\$20,000 (Tier 1)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Forbright Bank	Sold
NEW! Street Fare Food Trucks	\$15,000 (Tier 2)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsors - NHI & Locust Point	Sold
Individual Private Workspace	\$17,500 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Berkadia	Sold
Meet-up Points	\$18,500 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - PNC Real Estate	Sold
Headshot Lounge	\$17,500 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - BOK Financial	Sold
Evening Dessert Cart	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsors - Capital Funding Group & Genesis Rehab Services	Sold
Welcome Area Gesture	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Wells Fargo	Sold

Act Quickly! Opportunities Sell Fast

Last Updated August 17, 2022

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/ SOLD
LinkedIn Corner	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - PGIM Real Estate	Sold
FTA Webinar and Gathering	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Nixon Peabody	Sold
"Know Before You Go" Email	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - BWE	Sold
Shoe Shine Station	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Regions Bank	Sold
FTA Morning Connections	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Meridian Capital Group	Sold
Relaxation Station	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Walker & Dunlop	Sold
Electronic Preliminary Program	\$15,000 (Tier 2)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Walker & Dunlop	Sold
NIC/ASHA/Argentum Leadership Reception	\$15,000 (Tier 2)	Sponsorship Opportunity 2022 NIC Fall Conference Sponsor - Ziegler	Sold
Live Streaming Areas	\$14,500 (Tier 3)	Exclusive Opportunity (1) Opportunity	Expired
Conference Countdown Clock	\$14,500 (Tier 3)	Exclusive Opportunity (1) Opportunity	Expired
Daily Recap Email	\$14,500 (Tier 3)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - Optum	Sold
Conference Concierge	\$14,500 (Tier 3)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsors - Marcus & Millichap & Lane Powell	Sold
Kosher Accommodations	\$11,500 (Tier 4)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsor - Sabra Health Care REIT & OptimumBank	(1) Available
NIC Skilled Nursing Boot Camp	\$10,000 (Tier 4)	Exclusive Opportunity (1) Opportunity	(1) Available
Schedule at-a-Glance	\$10,000 (Tier 4)	Co-sponsorship Opportunity 2022 NIC Fall Conference Sponsor - Cross River & Fynn	Sold
NIC Notes Blog & White Paper	\$9,500 (Tier 5)	Exclusive Opportunity (year long) 2022 NIC Fall Conference Sponsor - Paychex	Sold
Leadership Huddle Webinar	\$8,500 (Tier 5)	Exclusive Opportunity (year long) 2022 NIC Fall Conference Sponsor - Colliers Mortgage	Sold
Coat & Item Check	\$7,500 (Tier 5)	Exclusive Opportunity 2022 NIC Fall Conference Sponsor - CBRE	Sold
Tip of the Week	\$7,500 (Tier 5)	Exclusive Opportunity 2022 NIC Fall Conference Sponsors - Cambridge, Inspired Healthcare Capital, Regions Bank, RSF Partners & Ryan Companies	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**
- Three (3) complimentary registrations
- 10% off 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+

Turndown Service \$35,000 | Exclusive to one (1) sponsor

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

Attendee Pre-conference Mailing | Exclusive to one (1) sponsor

This exclusive mailing is being sent out with attendee efficiency in mind and will contain a message from you as well 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!

*Mailer contains items from other sponsors: badges/lanyard and Schedule at-a-Glance

\$35,000

NIC Café | Co-sponsorship — three (3) opportunities

New beginning in 2021, NIC is offering a NIC Market 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!

\$30,000

Main Stage | Exclusive to one (1) 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 brand recognition on signage.

\$30,000



Tier 1 Opportunities | \$20,000+

Badges and Lanyards | Exclusive to one (1) 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.

\$30,000

Networking Spaces | Two (2) opportunities

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 so company's brand will be seen repeatedly during the event.

\$30,000

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

We have taken this new year-round sponsorship opportunity on the road! Sponsor one of two podcasts, and your company representative will be led in discussion by Beth Mace, NIC's chief economist. The podcasts will be broadcast LIVE from the 2022 NIC Fall Conference. The podcasts will be included in the NIC Chats podcast lineup after the conference and so will your thought leadership!

\$30,000

Welcome Signage | Exclusive to one (1) sponsor

Be the brand that welcomes attendees to the conference. As a sponsor, co-branded signage featuring your logo will be prominently displayed in the conference space welcoming all guests.

\$30,000



Tier 1 Opportunities | \$20,000+

NIC Welcome Reception | Co-sponsorship — two (2) opportunities

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 corporate presence, your company logo will be incorporated within the décor throughout the Wednesday evening reception.

\$30,000

NIC Networking Reception | Co-sponsorship — two (2) opportunities

Among the most popular events, the Networking Reception brings together two distinct groups with a common interest: operators seeking financing and capital providers offering debt- and equity funding options. As a sponsor, your company logo will be prominently built into the event décor –they will remember your name. Your visibility may be raised even higher if you choose to take on a role at the reception entrance to greet guests.

\$30,000

Evening Amenity | Two (2) opportunities

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 at the headquarter hotel. As they enter the room for the evening, their last waking thoughts will be of you.

\$25,000

Graphic Recording | Exclusive to one (1) sponsor

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.

\$25,000



Tier 1 Opportunities | \$20,000+

Specialty Coffee Bar | Exclusive to one (1) 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 attendees sip their coffee and network with others, as well as on the Specialty Coffee Bar itself.

\$25,000

Electronic Attendee Listing | Exclusive to one (1) 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 (1) sponsor

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 time attendees access this useful and popular tool.

\$25,000

Hotel Key Cards | Exclusive to one (1) sponsor

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

\$22,500

Mobile Charging | Exclusive to one (1) sponsor

Keep attendees and their devices charged up and ready to go! The mobile charging tables will provide a valuable service that is always in demand by attendees. As the sponsor, you will receive co-branded company logo on the mobile charging tabletops throughout the conference space.

\$22,500



Tier 1 Opportunities | \$20,000+

Event Website | Exclusive to one (1) sponsor

Traffic, traffic, and more traffic. In 2021, more than 2,400 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

Education Break Station | Exclusive to one (1) sponsor

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

\$20,000

Evening Car Service | Exclusive to one (1) sponsor

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

\$20,000

Electronic Final Program | Exclusive to one (1) sponsor

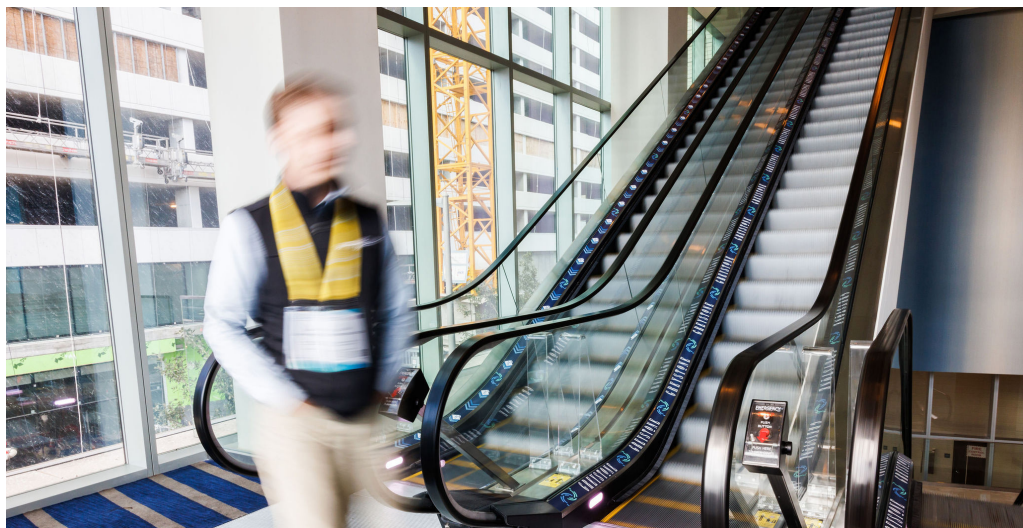
Get your name in front of attendees during and after the conference with this valuable resource! The Final Program is the resource attendees turn to for information on sessions, attendee resources and services and schedules. As the sponsor, a page of the program will be available for your company's personalized marketing message.

\$20,000

Escalator Clings \$20,000 | Co-sponsorship — two (2) opportunities

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

\$20,000



Tier 1 Opportunities | \$20,000+

Elevator Clings | Exclusive to one (1) sponsor

Have your elevator pitch on display for all conference attendees at the Marriott Marquis DC. 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

Mirror Clings and Amenity Trays | Exclusive to one (1) sponsor

One place we know every attendee at the Marriott Marquis DC 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

Wireless Internet | Exclusive to one (1) sponsor

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

Conference Space Hydration Station | Exclusive to one (1) sponsor

Your company will be recognized with co-branded logo treatments on individual water bottles and coolers located throughout NIC Conference space.

\$22,500

Guest Room Hydration | Exclusive to one (1) sponsor

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

\$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**
- 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 2 Opportunities | \$15,000 \$19,999



Street Fare Food Trucks | Two (2) opportunities

Attendees will enjoy this street fare offering as they look to experience a taste of D.C. without even leaving the conference! With proximity to both the Marriott Marquis and the Courtyard Marriott, this popular lunch option is only steps away from the action and will be sure to please. The sponsoring company will receive company logo recognition on the food truck.

\$15,000

Individual Private Workspaces | Exclusive to one (1) 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

Meet-up Points | Exclusive to one (1) sponsor

Where should we meet? To make it easier for NIC Conference attendees to find colleagues, we've identified strategic Meeting 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

Headshot Lounge | Exclusive to one (1) sponsor

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 | Two (2) opportunities

Help attendees top off their evenings with sweet treats on Wednesday and Thursday evening. Sponsoring company will receive logo recognition on signage.

\$15,000



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

Welcome Area Gesture | Exclusive to one (1) sponsor

Attendees will appreciate a welcome gesture to celebrate our next few days 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!

\$15,000

LinkedIn Corner | Exclusive to one (1) sponsor

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

First-time Attendee Webinar and Gathering | Exclusive to one (1) sponsor

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

"Know Before You Go" Email | Exclusive to one (1) sponsor

Get your company front and center in the What to Know Before You Go email! Prior to coming 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



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

Shoe Shine Station | Exclusive to one (1) sponsor

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

\$15,000

First-time Attendee Morning Connections | Exclusive to one (1) sponsor

The first-time attendee morning connections 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

Relaxation Station | Exclusive to one (1) sponsor

Courteous, professional massage therapists help attendees relax and unwind, while you get all the credit through high-profile signage and creative ways to promote your feel-good sponsorship. The sponsoring company will receive company logo recognition on massage personnel apparel.

\$15,000

Electronic Preliminary Program | Exclusive to one (1) sponsor

Start your 2022 NIC 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, a page of this program will be available for your company's personalized marketing message.

\$15,000

NIC/ASHA/Argentum Leadership Reception | Exclusive to one (1) sponsor

Make a corporate statement and be part of the official joint 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 signage and reception décor.

\$15,000



TIER 3

\$12,500 - \$14,999

Additional Tier 3 Sponsorship Benefits

- One (1) complimentary registration
- 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.

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

Live Streaming Areas | Exclusive to one (1) sponsor

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.

\$14,500

Conference Concierge | Co-sponsorship — two (2) opportunities

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 | Exclusive to one (1) sponsor

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 with URL hyperlink.

\$14,500

Conference Countdown Clock | Exclusive to one (1) sponsor

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 Fall Conference event website.

\$14,500



TIER 4

\$10,000 - \$12,499

Additional Tier 4 Sponsorship 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.

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

Kosher Accommodations | Co-sponsorship — three (3) opportunities

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 Café as well as signage in the space dedicated for Minyan.

\$11,500

NIC Skilled Nursing Boot Camp | Exclusive to one (1) 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

Schedule at-a-Glance | Co-sponsorship — two (2) opportunities

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

\$10,000



TIER 5

\$9,999 and below

Additional Tier 5 Sponsorship 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.

Tier 5 Opportunities | \$9,999 and below

Tip of the Week | Five (5) opportunities

Have your company's brand highlighted in an engaging video explaining helpful conference tips for attendees leading up to the NIC Fall 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

Coat & Item Check | Exclusive to one (1) sponsor

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

\$7,500



New Opportunities

Additional Year-long Opportunities - Now With Event Benefits!

NIC produces and publishes timely, original content every week of the year. NIC content is often quoted in industry and national news outlets and is widely trusted and relied upon across the industry. Your sponsorship aligns your brand with the most trusted source of insight and thought leadership available in senior housing. We also offer sponsors the opportunity to submit their own original content, from white papers to thought leader interviews.

- Pre-event marketing, on-site marketing, & post-event marketing apply to opportunities
- Registration benefits outlined in the above Tiers apply to year-long opportunities
- Opportunity to reserve a Huddle Space if available (Tier 5 requirement must be met)

**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.

NIC Insider Newsletter Acknowledgment | Brand Recognition

Graphic acknowledgement in the NIC Insider newsletter distributed to a NIC list monthly. (Each edition of the NIC Insider includes multiple acknowledgements.)

\$2,500

NIC Insider Newsletter Interview | Thought Leadership

Article featured in first placement in the NIC Insider based on an interview conducted by NIC subject matter expert with sponsoring company's subject matter expert. NIC will provide the interview questions in advance.

\$3,500

New Opportunities

Additional Year-long Opportunities Now With Event Benefits

NIC Notes Blog Interview | Thought Leadership

Article featured in the NIC Notes blog based on interview conducted by NIC subject matter expert with sponsoring company's subject matter expert. NIC will provide the interview questions in advance.

\$3,500

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