



Marriott Marquis  
San Diego Marina



# NIC Sponsorship Prospectus

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# New Opportunities

The NIC Spring Conference is designed for anyone in the senior housing or healthcare industry looking to connect, develop long-range strategic partnerships, and innovate new models of care and housing on behalf of older adults.



Senior housing and care leaders are convening in San Diego to discuss new opportunities that provide better outcomes for older adults and the organizations that care for them by more fully integrating healthcare services and senior housing.



# Sponsorship Benefits

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 as a sponsor of the 2023 NIC Spring Conference. With on-site branded activities, in-hand promotions, and popular digital content along with options for pre- and post-event promotions, being a NIC sponsor provides meaningful, high-value exposure to your most important prospects, clients, and peers.

## ■ Pre-Event Marketing

- Electronic version of 2023 NIC Spring Conference Attendee Listing with mailing addresses (upon acceptance of Terms & Conditions)
- Company logo and hyperlink on event website
- Company logo and profile in 2023 NIC Spring Conference Mobile App
- Company logo recognition in the 2023 NIC Spring Conference Preliminary Program

## ■ On-Site Marketing

- Company logo recognition in 2023 NIC Spring Conference Electronic Final Program\*
- Complimentary digital acknowledgment on monitors strategically located throughout the NIC conference

## ■ Post-Event Marketing

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

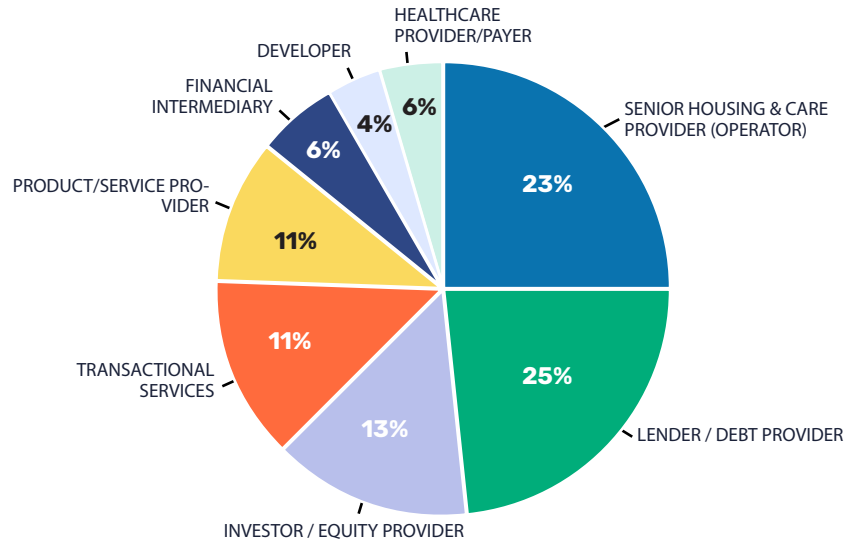
*\*Deadlines apply—sponsorship must be purchased by **February 3, 2023** to be published in the 2023 NIC Spring Conference Final Program.*

**For additional information, please email  
NIC's Relationship Development Manager, Staci Goff, at [sponsorships@nic.org](mailto:sponsorships@nic.org)**

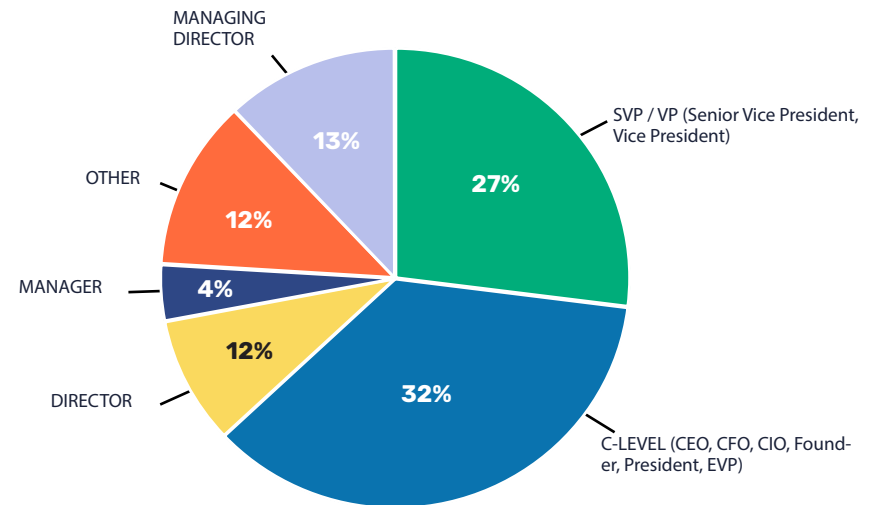


# Attendee Breakdown

ATTENDEES BY COMPANY TYPE



ATTENDEES BY TITLE



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





## Act Quickly! Spring Opportunities Sell Fast

Last Updated February 6, 2023

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/SOLD
Pre-conference Mailing	\$30,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Expired
Turndown Service	\$30,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Conference Sponsor - Capital Funding Group</a>	Sold
Main Stage Sessions	\$30,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
NIC Conference Mobile App	\$25,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - KeyBank</a>	Sold
Evening Amenity	\$25,000 (Tier 1)	Co-sponsorship Opportunity   <a href="#">2023 NIC Spring Sponsors- NHI &amp; LTC</a>	Sold
NIC Café	\$25,000 (Tier 1)	Co-sponsorship Opportunity   <a href="#">2023 NIC Spring Conference Sponsors - Sector &amp; Yardi</a>	1 Available, 2 Sold
Badges and Lanyards	\$25,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Omega Healthcare Investors, Inc.</a>	Sold
Hotel Room Keys	\$25,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Lument</a>	Sold
Electronic Attendee Listing	\$25,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
Specialty Coffee Bar	\$25,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Midcap Financial</a>	Sold
Hydration Station - Conference Space	\$22,000 (Tier 1)	Exclusive Opportunity   <a href="#">2022 NIC Spring Sponsor - NewPoint Capital</a>	Sold
Hydration Station - Guest Rooms	\$20,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
Welcome Signage	\$20,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - White Oak Healthcare Finance</a>	Sold
Event Website	\$20,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Berkadia</a>	Sold
Electronic Final Program	\$20,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Ally Bank</a>	Sold
Wireless Internet	\$20,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Ventas</a>	Sold
Graphic Recording	\$20,000 (Tier 1)	Exclusive Opportunity   <a href="#">Sold 2023 NIC Spring Sponsor - Direct Supply</a>	Sold

## Act Quickly! Spring Opportunities Sell Fast

Last Updated February 6, 2023

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/SOLD
Networking Spaces	\$20,000 (Tier 1)	Co-sponsorship Opportunity   <a href="#">2023 NIC Spring Sponsor - CIBC</a>	1 Available, 1 Sold
NIC Welcome Reception	\$20,000 (Tier 1)	Co-sponsorship Opportunity   <a href="#">2023 NIC Spring Sponsors - Capital One &amp; Greystone</a>	Sold
NIC Networking Reception	\$20,000 (Tier 1)	Co-sponsorship Opportunity   <a href="#">2023 NIC Spring Sponsor - Entegra</a>	1 Available, 1 Sold
Braindate™	\$20,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
NIC Scholar Program	\$20,000 (Tier 1)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Welltower</a>	Sold
First-time Attendee Webinar, Gathering & Meetup	\$18,500 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Meridian Capital Group</a>	Sold
Individual Private Workspaces	\$18,500 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - VIUM Capital</a>	Sold
Elevator Clings	\$18,500 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Oxford Finance</a>	Sold
Escalator Clings	\$18,500 (Tier 2)	Co-sponsorship Opportunity   <a href="#">2023 NIC Spring Sponsors - Marcus &amp; Millichap &amp; Locust Point</a>	Sold
Headshot Lounge	\$17,500 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - BOK Financial</a>	Sold
Welcome Area Gesture	\$17,500 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Ziegler</a>	Sold
Live Streaming Area	\$17,500 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Wells Fargo</a>	Sold
Women's Networking Meetup	\$17,500 (Tier 2)	Exclusive Opportunity   One (1) Opportunity	Available
"Know Before You Go" Email	\$15,000 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - JLL</a>	Sold
Electronic Preliminary Program	\$15,000 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Synovus</a>	Sold
Relaxation Station	\$15,000 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Powerback</a>	Sold
Meet-up Points	\$15,000 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Blueprint</a>	Sold



## Act Quickly! Spring Opportunities Sell Fast

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OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/SOLD
LinkedIn® Corner	\$15,000 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - HJ Sims</a>	Sold
Shoe Shine	\$15,000 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Forbright Bank</a>	Sold
NIC Leadership Reception	\$15,000 (Tier 2)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Walker &amp; Dunlop</a>	Sold
Education Break Area	\$14,500 (Tier 3)	Exclusive Opportunity   One (1) Opportunity	Available
Conference Concierges	\$14,500 (Tier 3)	Co-sponsorship Opportunity   Two (2) Opportunities	Available
NIC Chats Podcast Interview	\$13,500 (Tier 3)	Exclusive Opportunity   Four (4) Opportunities	Available
Schedule at-a-Glance	\$11,500 (Tier 3)	Co-sponsorship Opportunity   <a href="#">2023 NIC Spring Sponsor - Nixon Peabody</a>	1 Sold, 1 Available
Kosher Accommodations	\$11,500 (Tier 4)	Co-sponsorship Opportunity   <a href="#">2023 NIC Spring Sponsors - OptimumBank &amp; Sabra</a>	Sold
NIC Senior Housing Boot Camp	\$10,000 (Tier 4)	Exclusive Opportunity   One (1) Opportunity	Available
Tip of the Week	\$7,500 (Tier 5)	Co-sponsorship Opportunity   <a href="#">2023 NIC Spring Sponsors - CITIZEN, Optum &amp; RSF Partners</a>	2 Available, 3 Sold
Daily Onsite Email	\$7,500 (Tier 5)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Optum</a>	Sold
Post-conference Recap	\$7,500 (Tier 5)	Exclusive Opportunity   One (1) Opportunity	Available
Coat & Item Check	\$7,500 (Tier 5)	Exclusive Opportunity   One (1) Opportunity	Available
NIC Notes Blog Interview Article	\$7,500 (Tier 5)	Exclusive Opportunity   Twelve (12) Opportunities	Available
Conference Countdown Clock	\$7,500 (Tier 5)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Colliers Mortgage</a>	1 Available, 1 Sold
White Paper Distribution	\$7,500 (Tier 5)	Exclusive Opportunity   Twelve (12) Opportunities	Available
Speaker Ready Lounge	\$5,500 (Tier 5)	Exclusive Opportunity   <a href="#">2023 NIC Spring Sponsor - Cambridge Realty</a>	Sold

# TIER 1

## \$20,000+

- 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.*



### ■ Pre-conference Mailing | \$30,000 | *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.

### ■ Turndown Service | \$30,000 | *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.

### ■ Main Stage Sessions | \$30,000 | *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.

### ■ Conference Mobile App | \$25,000 | *Exclusive to one (1) sponsor*

Put your company's brand right in attendees' hands with the NIC Spring Conference mobile app. This one-stop portal offers attendees the ability to network and schedule meetings in advance of the conference, and 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.

### ■ Evening Amenity | \$25,000 | *Two (2) opportunities available*

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





### ■ **NIC Café | \$25,000 | Co-sponsorship opportunity (3)**

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 café that offers a variety of food to nourish attendees for an efficient day at the conference.

### ■ **Badges and Lanyards | \$25,000 | Exclusive to one sponsor**

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

### ■ **Hotel Room Keys | \$25,000 | 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.

### ■ **Electronic Attendee Listing | \$25,000 | 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.

### ■ **Specialty Coffee Bar | \$25,000 | Exclusive to one (1) sponsor**

Perk up attendees with a 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 and will appear on the Specialty Coffee Bar itself.





### ■ **Hydration Stations** | *Two (2) opportunities available*

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.

#### **Conference Space** | **\$22,000**

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

#### **Guest Rooms** | **\$20,000**

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

### ■ **Welcome Signage** | **\$20,000** | *Exclusive to one (1) sponsor*

Be the brand that welcomes attendees to the conference. As a sponsor, signage featuring your logo alongside NIC Conference branding will be prominently displayed at the entrance of the Marriott Marquis San Diego Marina that welcomes all guests as they walk through the door.

### ■ **Event Website** | **\$20,000** | *Exclusive to one (1) sponsor*

Traffic, traffic, and more traffic. In 2022, more than 1,700 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.

### ■ **Electronic Final Program** | **\$20,000** | *Exclusive to one (1) sponsor*

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

### ■ **Wireless Internet** | **\$20,000** | *Exclusive to one (1) sponsor*

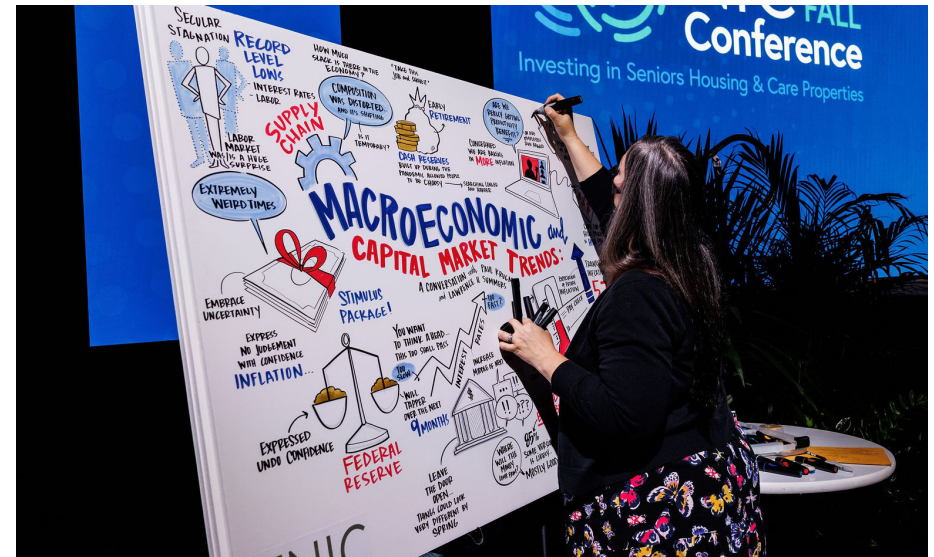
Get attendees connected by providing internet access throughout the conference space - with your company name as the password, your company will be recognized when attendees connect to the conference Wi-Fi.





- **Graphic Recording | \$20,000 | Exclusive to one sponsor**  
It's been said that a picture is worth a thousand words. Working during presentations, a graphic artist synthesizes spoken words into illustrative texts and visuals. Link your brand with the stunning results, which summarize the stories of keynotes and other select sessions. Your logo will be featured on signage adjacent to graphic storyboards, both onsite, and post-conference, wherever the visual summaries are shared.
- **Networking Spaces | \$20,000 | Two (2) opportunities available**  
Networking spaces are available throughout the conference, providing comfortable places for attendees to conduct meetings. As a sponsor, your logo will be prominently displayed on signage inside and outside of designated spaces – placing your brand where it will be seen repeatedly throughout the event.
- **NIC Scholar Program | \$20,000 | Exclusive to one (1) sponsor**  
The NIC Conference provides an excellent educational opportunity to learn key trends in the industry and discover potential career opportunities. This conference scholarship provides the selected students a complimentary conference registration, which includes meals, as well as a complimentary hotel stay. Your company will get branding on signage and on a scholar giveaway, and be credited with giving these students the opportunity to be the next leaders in the senior housing industry.

- **Welcome Reception | \$20,000 | Co-sponsorship opportunity (2)**  
Here's a chance to make a great first impression. NIC's Welcome Reception sponsorship offers your company the opportunity to welcome conference attendees on night one. To support your company presence, your company logo will be incorporated within the décor throughout this Wednesday evening reception.
- **Braindate™ | \$20,000 | Exclusive to one (1) sponsor**  
Braindates are facilitated knowledge-sharing conversations that are scheduled with others either one-on-one or in small groups. They're a great way to connect with, learn from, and have meaningful conversations with others across the senior housing and care sector. This is a great opportunity to align your brand with thought leadership. Your company will receive recognition weeks leading up to the conference through the Braindate scheduling site while receiving plenty of onsite recognition during the conference!
- **NIC Networking Reception | \$20,000 | Co-sponsorship opportunity (2)**  
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.



# TIER 2

## \$15,000 - \$19,999

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

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

### ■ **First-time Attendee Webinar, Gathering & Meetup** | \$18,500 | *Exclusive to one (1) sponsor*

Connect your brand to the special offerings designed to allow first-time attendees to make the most of all that the event has to offer. Your brand will be incorporated into the Gathering's décor and will be prominently displayed on event signage. Two of your company representatives will have the opportunity to greet and network with attendees.

### ■ **Individual Private Workspaces** | \$18,500 | *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.



### ■ **Elevator Clings** | \$18,500 | *Exclusive to one (1) sponsor*

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

### ■ **Escalator Clings** | \$18,500 | *Co-sponsorship opportunity (2)*

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

### ■ **Headshot Lounge** | \$17,500 | *Exclusive to one (1) sponsor*

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

### ■ **Women's Networking Meetup** | \$17,500 | **NEW!** *Exclusive to one (1) sponsor*

First held at the 2022 NIC Fall Conference, this new networking event is now being offered at the 2023 NIC Spring Conference! Created with the purpose of connecting and celebrating women in the industry, participants will have you to thank for this opportunity! Your brand will be visible on signage, décor, and a special giveaway item.



### ■ **Welcome Area Gesture | \$17,500 |**

*Exclusive to one (1) sponsor*

Distributed upon entering the conference space, attendees will receive a token of appreciation from you that is guaranteed to put a smile on their faces after traveling!

### ■ **Live Streaming Area | \$17,500 |** *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. A living room area will be located outside of the educational sessions. Sponsors receive signage in each area as well as around the television monitors.

### ■ **“Know Before You Go” Email | \$15,000 |**

*Exclusive to one (1) sponsor*

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

### ■ **Electronic Preliminary Program | \$15,000 |**

*Exclusive to one (1) sponsor*

Start your 2023 Spring Conference marketing early with this sponsorship. The Preliminary Program is distributed to prospective and registered attendees and is an efficient way to learn about the conference program. As the sponsor, a page will be available for your company's personalized marketing message.

### ■ **Relaxation Station | \$15,000 |** *Exclusive to one (1) sponsor*

Courteous, professional massage therapists help attendees relax and unwind. You will receive high profile signage and brand recognition on massage personnel apparel.





### ■ LinkedIn® Corner | \$15,000 | *Exclusive to one (1) sponsor*

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

### ■ Meetup Points | \$15,000 | *Exclusive to one (1) sponsor*

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



### ■ NIC Leadership Reception | \$15,000 |

*Exclusive to one (1) sponsor*

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

### ■ Shoe Shine | \$15,000 | *Exclusive to one (1) sponsor*

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





# TIER 3

## \$12,500 - \$14,999

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

*\*\*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 our networking lounge.*

### ■ Education Break Area | \$14,500 |

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



### ■ Conference Concierges | \$14,500 |

*Co-sponsorship opportunity (2)*

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

### ■ NIC Chats Podcast Interview | \$13,500 |

*Exclusive to (1) one sponsor, multiple opportunities*

An influential representative from your company will be interviewed by a NIC Chats podcast host. Through the interview, the sponsoring company's chosen thought leader, listeners will hear a little humor, a few good stories, and insights gained from deep experience. The podcast will be distributed on the NIC Chats podcast webpage and in the NIC Recap newsletter.

# TIER 4

## \$10,000 - \$12,499

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

*\*\*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 our networking lounge.*

### ■ Kosher Accommodations | \$11,500 |

*Co-sponsorship opportunity (2)*

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

### ■ Schedule at-a-Glance | \$11,500 |

*Co-sponsorship opportunity (2)*

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

### ■ NIC Senior Housing Boot Camp | \$10,000 | Exclusive to one (1) sponsor

The NIC Senior Housing Boot Camp, always in high demand, is designed to help those new to the industry (or in need of a refresh) to gain practical experience and expert insights on underwriting senior housing 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.



<p>4:15 PM – 5:30 PM <b>MAIN STAGE SESSION</b> Rational Exuberance: Investing in the Rapidly Growing Active Adult Segment M2 Level (two levels below Lobby)</p> <p>5:30 PM – 7:00 PM <b>Welcome Reception</b> M4 Level (four levels below Lobby)</p> <p>6:30 PM – 8:30 PM <b>Evening Car Service</b> Lobby Level (L Street entrance)</p> <p>8:30 PM – 10:30 PM <b>Evening Grab &amp; Go Dessert Cart</b> Lobby Level (main entrance)</p>	<p>12:00 PM – 2:00 PM <b>NIC Café Lunch + Food Trucks</b> Lobby Level and L Street</p> <p>1:30 PM – 2:30 PM <b>MAIN STAGE SESSION</b> Stay Focused and Keep Working Effectively Scaling Your Operations M2 Level (two levels below Lobby)</p> <p>3:00 PM – 4:00 PM <b>NIC Café Afternoon Break</b> Lobby Level</p> <p>3:00 PM – 4:00 PM <b>MAIN STAGE SESSION</b> Calling All Capital Providers and Operators: What Senior Living Needs to Know About ESG M2 Level (two levels below Lobby)</p> <p>4:30 PM – 5:30 PM <b>MAIN STAGE SESSION</b> Boomer vs. Silent Generation: Understanding Consumer Behaviors to Innovate Your Product M2 Level (two levels below Lobby)</p>
<div> <div>THANK YOU</div> <div>   </div> </div>	



# TIER 5

## \$9,999 and below

### •Opportunity to Purchase a Huddle Space\*\*

*\*\*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 our networking lounge.*

#### ■ **Tip of the Week | \$7,500 |**

*Five (5) opportunities available*

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

#### ■ **Daily Onsite Email | \$7,500 |**

*Exclusive to one (1) sponsor*

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

#### ■ **Post-conference Recap | \$7,500 |** *Exclusive to one (1) sponsor*

Extend your company's exposure beyond the event with this sponsorship! The conference Recap offers all event attendees a summary of conference highlights and notifies them of available resources. The sponsoring company will receive logo recognition in the post-conference email with a URL hyperlink to their company website.

#### ■ **Conference Countdown Clock | \$7,500 |**

*Co-sponsorship opportunity (2)*

Here is a timely and highly visible sponsorship opportunity. You can display your company's logo on the Countdown Clock featured on the 2023 NIC Spring Conference event website.

#### ■ **Coat & Item Check | \$7,500 |** *Exclusive to one (1) sponsor*

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

#### Tip of the Week 5 – Conference Logistics



There's a lot to  
2022 NIC Fall C  
don't worry, th  
everything you  
before headin  
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#### Tip of the Week 4 – Badges and Lanyards



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### ■ **NIC Notes Blog Interview Article | \$7,500 |**

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A customized article written for the NIC Notes blog based on an interview conducted by NIC subject matter expert with sponsoring company's thought leader. NIC will provide the interview questions in advance.

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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.





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