



Sponsorship Prospectus

Fall 2023



Year-round Opportunities



Brand Visibility at 'the NIC'

The 2023 NIC Fall Conference offers sector leaders an unmatched opportunity to form relationships and acquire knowledge to navigate uncertainty and accelerate changes that strengthen senior housing and care. 'The NIC' is the essential, business-accelerating conference for the senior housing and care industry, and the who's-who networking event of the year.



Sponsorship at 'the NIC', the industry's premier conference for senior housing and care executives, provides an unmatched opportunity to expose your brand to and show support of the industry to C-suite executives attending the conference.

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.



► Pre-Event Marketing

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

► On-Site Marketing

- Company logo recognition in 2023 NIC Fall Conference Electronic Final Program*
- Company logo recognition in the Main Stage Session
- Complimentary digital acknowledgment on monitors strategically located throughout the NIC conference

► Post-Event Marketing

- Electronic version of the final 2023 NIC Fall Conference Attendee Listing with physical mailing addresses (upon acceptance of Terms & Conditions)
- Company logo recognition in the 2024 NIC Fall Conference Sponsorship Prospectus

*** Deadlines apply**—sponsorship must be purchased by **September 23, 2023** to be published in the 2023 NIC Fall Conference Final Program.

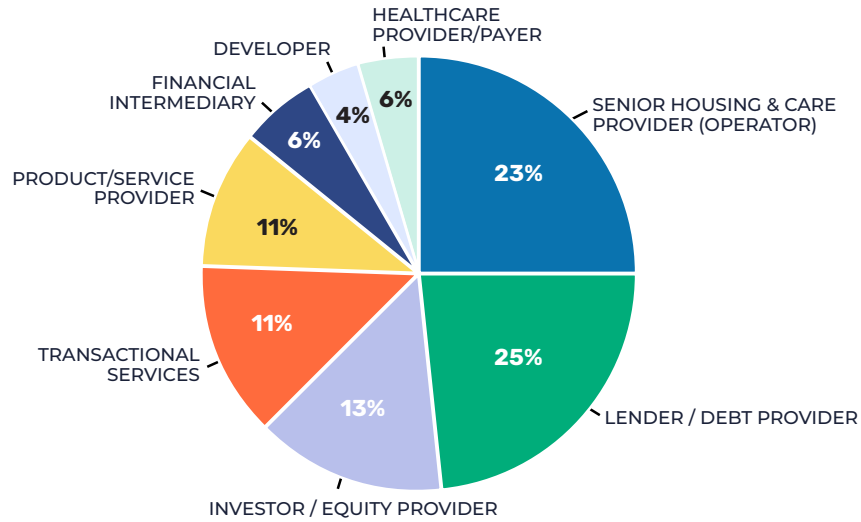
For additional information, please email NIC's Senior Relationship Development Manager, Staci Goff, at sponsorships@nic.org

Achieve brand visibility, awareness, and meaningful connections as a sponsor of the 2023 NIC Fall 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 high-value exposure to your most important prospects, clients, and peers.

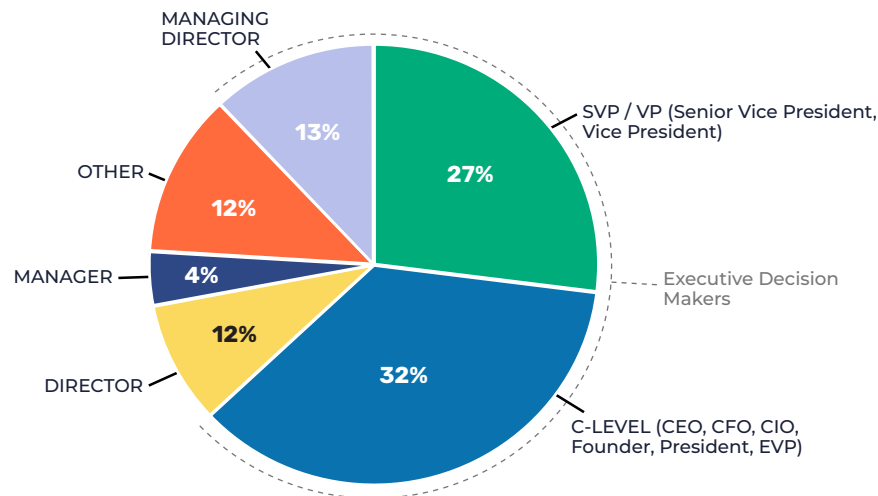


Attendee Breakdown

ATTENDEES BY COMPANY TYPE



ATTENDEES BY TITLE



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



Act Quickly! Fall Opportunities Sell Fast

Last Updated: May 15, 2023

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/SOLD
Arrival Amenity	\$35,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Badges & Lanyards	\$30,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Main Stage Sessions	\$30,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Networking Lounges	\$30,000 (Tier 1)	Co-sponsorship Opportunity Two (2) Opportunities	Available
NIC Café	\$30,000 (Tier 1)	Co-sponsorship Opportunity Three (3) Opportunities	Available
NIC Chats On-the-Road Podcast	\$30,000 (Tier 1)	Co-sponsorship Opportunity Two (2) Opportunities	Available
NIC Welcome Reception	\$30,000 (Tier 1)	Co-sponsorship Opportunity Three (3) Opportunities	Available
NIC Networking Reception	\$30,000 (Tier 1)	Co-sponsorship Opportunity Two (2) Opportunities	Available
Welcome Signage	\$30,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Conference Mobile App	\$25,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Electronic Attendee Listing	\$25,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Evening Amenity	\$25,000 (Tier 1)	Co-sponsorship Opportunity Two (2) Opportunities	Available
Graphic Recording	\$25,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Hotel Room Keys	\$25,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
NIC Scholar Program	\$25,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Pre-conference Mailing	\$25,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Specialty Coffee Bar	\$25,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Hydration Station - Conference Space	\$22,500 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Mobile Charging	\$22,500 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available

Act Quickly! Fall Opportunities Sell Fast

Last Updated: May 15, 2023

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/SOLD
Education Break Station	\$20,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Electronic Final Program	\$20,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Elevator Clings	\$20,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Escalator Clings	\$20,000 (Tier 1)	Co-sponsorship Opportunity Two (2) Opportunities	Available
Evening Car Service	\$20,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Event Website	\$20,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Hydration Station - Guest Rooms	\$20,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Mirror Clings & Amenity Trays	\$20,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Snack Cart (NEW!)	\$30,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
Attendee Wi-Fi	\$20,000 (Tier 1)	Exclusive Opportunity One (1) Opportunity	Available
FTA Webinar, Gathering & Reserved Seating	\$18,500 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
Meetup Points	\$18,500 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
Headshot Lounge	\$17,500 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
Individual Private Workspaces	\$17,500 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
Welcome Area Gesture	\$17,500 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
Women's Networking Meetup	\$17,500 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
Relaxation Station	\$16,000 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
Shoe Shine Station	\$16,000 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
Electronic Preliminary Program	\$15,000 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available

Act Quickly! Fall Opportunities Sell Fast

Last Updated: May 15, 2023

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/SOLD
Evening Dessert Cart	\$15,000 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
"Know Before You Go" Email	\$15,000 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
LinkedIn® Corner	\$15,000 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
NIC/ASHA/Argentum Leadership Reception	\$15,000 (Tier 2)	Exclusive Opportunity One (1) Opportunity	Available
Street Fare Food Trucks	\$15,000 (Tier 2)	Exclusive Opportunity Two (2) Opportunities	Available
Conference Concierge	\$14,500 (Tier 3)	Co-sponsorship Opportunity Two (2) Opportunities	Available
Conference Countdown Clock	\$14,500 (Tier 3)	Exclusive Opportunity One (1) Opportunity	Available
Daily Onsite Email	\$14,500 (Tier 3)	Exclusive Opportunity One (1) Opportunity	Available
Live Streaming Area	\$14,500 (Tier 3)	Exclusive Opportunity One (1) Opportunity	Available
NIC Chats Podcast	\$13,500 (Tier 3)	Exclusive to One (1) Sponsor, Multiple Opportunities	Available
Kosher Accommodations	\$12,500 (Tier 3)	Co-sponsorship Opportunity Three (3) Opportunities	Available
Networking Space Loews (NEW!)	\$12,500 (Tier 3)	Exclusive Opportunity One (1) Opportunity	Available
NIC Skilled Nursing Boot Camp	\$10,000 (Tier 4)	Exclusive Opportunity One (1) Opportunity	Available
Schedule-at-a-Glance	\$10,000 (Tier 4)	Co-sponsorship Opportunity Two (2) Opportunities	Available
Coat & Item Check	\$9,000 (Tier 4)	Exclusive Opportunity One (1) Opportunity	Available
NIC Notes Blog Interview Article	\$7,500 (Tier 5)	Exclusive to One (1) Sponsor, Multiple Opportunities	Available
Post-conference Recap Email	\$7,500 (Tier 5)	Exclusive Opportunity One (1) Opportunity	Available
Tip of the Week	\$7,500 (Tier 5)	Exclusive Opportunity Five (5) Opportunities	Available
White Paper Distribution	\$7,500 (Tier 5)	Exclusive to One (1) Sponsor, Multiple Opportunities	Available

TIER 1

\$20,000+

- Opportunity to reserve one (1) suite, meeting room or a dedicated meeting space on a first-come, first-served basis**
- Three (3) 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.

► BADGES AND LANYARDS | \$30,000

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.

► 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.

► NETWORKING LOUNGES | \$30,000

Two (2) opportunities

Networking lounges 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 CAFÉ | \$30,000

Co-sponsorship opportunity - Three (3) opportunities

NIC offers the NIC Café, an all-day service that provides breakfast, lunch, morning, and afternoon breaks during conference hours. This market-style café offers a variety of food to nourish attendees for an efficient day at the conference.



• ARRIVAL AMENITY | \$35,000

Exclusive to one (1) sponsor

Be one of the first companies to get in front of attendees! As the sponsor of the Arrival Amenity, your company branded gift will be waiting in the rooms for guests at the conference headquarter hotel. In addition, your company logo or created design will be on a co-branded NIC door hanger. Your brand will be in front of attendees every time they enter and exit their room!



TIER 1 | \$20,000+



• NIC CHATS ON-THE-ROAD PODCAST | \$30,000

• *Two (2) opportunities*

• We have taken this year-round sponsorship opportunity on the road! Sponsor one of two podcasts, and your company representative will be led in discussion by a NIC outreach team member. The podcasts will be broadcast LIVE from the conference. The podcasts will be included in the NIC Chats podcast lineup after the conference and so will your thought leadership!

▶ NIC WELCOME RECEPTION | \$30,000

Co-sponsorship opportunity - Three (3) opportunities

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 and signage throughout this evening reception.

▶ WELCOME SIGNAGE | \$30,000

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 Sheraton Grand Chicago that welcomes all guests as they walk through the door.

▶ NIC NETWORKING RECEPTION | \$30,000

Co-sponsorship opportunity - 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 built into the event décor – attendees will remember your name.

▶ CONFERENCE MOBILE APP | \$25,000

Exclusive to one (1) sponsor

Put your company's brand right in attendees' hands with the NIC 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 every time attendees access this useful and popular tool.



▶ 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 room.

TIER 1 | \$20,000+

● PRE-CONFERENCE MAILING | \$25,000

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 as the attendee's badge and lanyard. This pre-conference mailing will go to attendees who registered two weeks before the conference in a mailer branded with your logo. The attendees will have shorter registration lines and be better prepared to get to business—all thanks to you!

● *The mailer contains items from other sponsors such as badges and lanyards.*



▶ EVENING AMENITY | \$25,000

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 Sheraton Grand Chicago. As they enter their room for the evening, their last waking thoughts will be of you.

▶ GRAPHIC RECORDING | \$25,000

Exclusive to one (1) 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.

▶ NIC SCHOLAR PROGRAM | \$25,000

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 with 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.

▶ 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 as well as on the downloadable excel list.

▶ 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 on the Specialty Coffee Bar itself. Your logo will be front and center on branded cups while they sip their coffee and network with other attendees.

▶ HYDRATION STATION – CONFERENCE SPACE | \$22,500

Exclusive to one (1) sponsor

Help attendees stay hydrated throughout the NIC Conference. Here's a chance to maximize brand awareness and be remembered for quenching thirst at the same time. Your company will be recognized with co-branded logo treatments on individual bottled waters and coolers located throughout the NIC Conference space.

TIER 1 | \$20,000+



• MOBILE CHARGING | \$22,500

• *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, your company logo will be co-branded, (with NIC Conference branding), on the mobile charging tabletops throughout the conference space. In addition, conference concierges will have portable chargers, cords, and boxes for attendee use that will be branded with your company logo.

▶ ELEVATOR CLINGS | \$20,000

Exclusive to one (1) sponsor

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

▶ ESCALATOR CLINGS | \$20,000

Co-sponsorship opportunity - Two (2) opportunities

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.

▶ 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 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.



▶ EDUCATION BREAK STATION | \$20,000

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

TIER 1 | \$20,000+



► EVENING CAR SERVICE | \$20,000

Exclusive to one (1) sponsor

Attendees will remember who got them to their evening destination in Chicago on Monday and Tuesday night during the event! Your company brand will be the first thing they see when they leave the Sheraton Grand Chicago. Sponsoring companies will receive co-branded company logo (with NIC Conference branding) recognition via signage and co-branded logo treatments on individual bottled waters in the car.

► EVENT WEBSITE | \$20,000

Exclusive to one (1) sponsor

Traffic, traffic, and more traffic. In 2022, 2,800 people registered for the conference through the online registration portal. This prime online real estate is available for exclusive sponsorship. Sponsoring company will receive company logo recognition on the event website and on the bottom of the attendee registration e-mail confirmations.

► MIRROR CLINGS & AMENITY TRAYS | \$20,000

Exclusive to one (1) sponsor

One place we know every attendee at the Sheraton Grand Chicago 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 next to restroom amenity trays.

► HYDRATION STATION – GUEST ROOMS | \$20,000

Exclusive to one (1) sponsor

Help attendees stay hydrated throughout the NIC Conference. Here's a chance to maximize brand awareness and be remembered for quenching thirst at the same time. Your company will be recognized with co-branded logo treatment on individual water bottles on top of a branded card located in hotel guest rooms in the Sheraton Grand Chicago room block.

► NEW SNACK CART | \$20,000

Exclusive to one (1) sponsor

Save the day by providing attendees with all-day snack options during conference hours. As a supplement to the NIC Café, this new standalone snack cart will be stocked with fruit and other sweet and savory favorites to keep attendees nourished during the day. Your brand will appear prominently on signage throughout the entirety of the conference.

► ATTENDEE WI-FI | \$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.

TIER 2

\$15,000 - \$19,999

- Opportunity to reserve one (1) suite, meeting room or a dedicated meeting space 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.

► FIRST-TIME ATTENDEE WEBINAR, GATHERING & RESERVED SEATING AREA | \$18,500

Exclusive to one (1) sponsor

Connect your brand to the special offers designed for first-time attendees to make the most of all that the conference has to offer. As a sponsor, your company will receive recognition in the online webinar. Your brand will be incorporated into the on-site gathering's décor and will be displayed on event signage and within the reserved seating area in the main stage session room.

► MEETUP POINTS | \$18,500

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.

► 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! In addition to branded headshot photographer attire, the sponsor will receive recognition on the emails containing the attendees' digital headshots.

► INDIVIDUAL PRIVATE WORKSPACES | \$17,500

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 at private workspaces.



► WOMEN'S NETWORKING MEETUP | \$17,500

Exclusive to one (1) sponsor

First held at the 2022 NIC Fall Conference, this networking event is now being offered as a sponsorship opportunity at the 2023 NIC Fall 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.

TIER 2 | \$15,000 - \$19,000

► 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.

► RELAXATION STATION | \$16,000

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.

► SHOE SHINE STATION | \$16,000

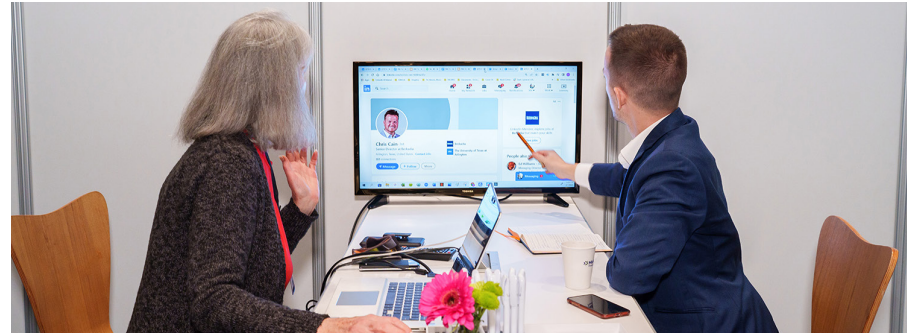
Exclusive to one (1) sponsor

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.

► ELECTRONIC PRELIMINARY PROGRAM | \$15,000

Exclusive to one (1) sponsor

Start your conference marketing early with the Preliminary Program, which 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.



► 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.



• EVENING DESSERT CART | \$15,000

• *Two (2) opportunities*

• Help attendees top off their evenings with sweet treats on Monday and Tuesday evening. The sponsoring company will receive logo recognition on signage.

TIER 2 | \$15,000 - \$19,000

STREET FARE FOOD TRUCKS | \$15,000

Two (2) opportunities

Attendees will enjoy this street fare offering as they look to experience a taste of Chicago without even leaving the conference! With proximity to the Sheraton Grand Chicago, 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.

► NIC/ASHA/ARGENTUM LEADERSHIP RECEPTION | \$15,000

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.

► “KNOW BEFORE YOU GO” EMAIL | \$15,000

Exclusive to one (1) sponsor

Get your company front and center in the “Know Before You Go” email. Prior to arriving on site, attendees will receive a pre-event email that contains a video 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 within the email.



TIER 3

\$12,500- \$14,999

- One (1) complimentary registration
- One (1) discounted registration (50% off applicable registration fee)
- Opportunity to reserve a Huddle Space, on a first-come, first-served basis**

**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 ordering of additional food and beverages.

► CONFERENCE CONCIERGE | \$14,500

Co-sponsorship opportunity - 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.

► DAILY ONSITE EMAIL | \$14,500

Exclusive to one (1) sponsor

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



• LIVE STREAMING AREA | \$14,500

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.

► CONFERENCE COUNTDOWN CLOCK | \$14,500

Exclusive to one (1) sponsor

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 Fall Conference event website.

TIER 3 | \$15,000 - \$19,000

► NIC CHATS PODCAST INTERVIEW | \$13,500

Exclusive to one (1) sponsor, multiple opportunities

An influential representative from your company will be interviewed by a NIC Chats podcast host. Through the interview, with 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.

● NETWORKING SPACE - LOEWS | \$12,500

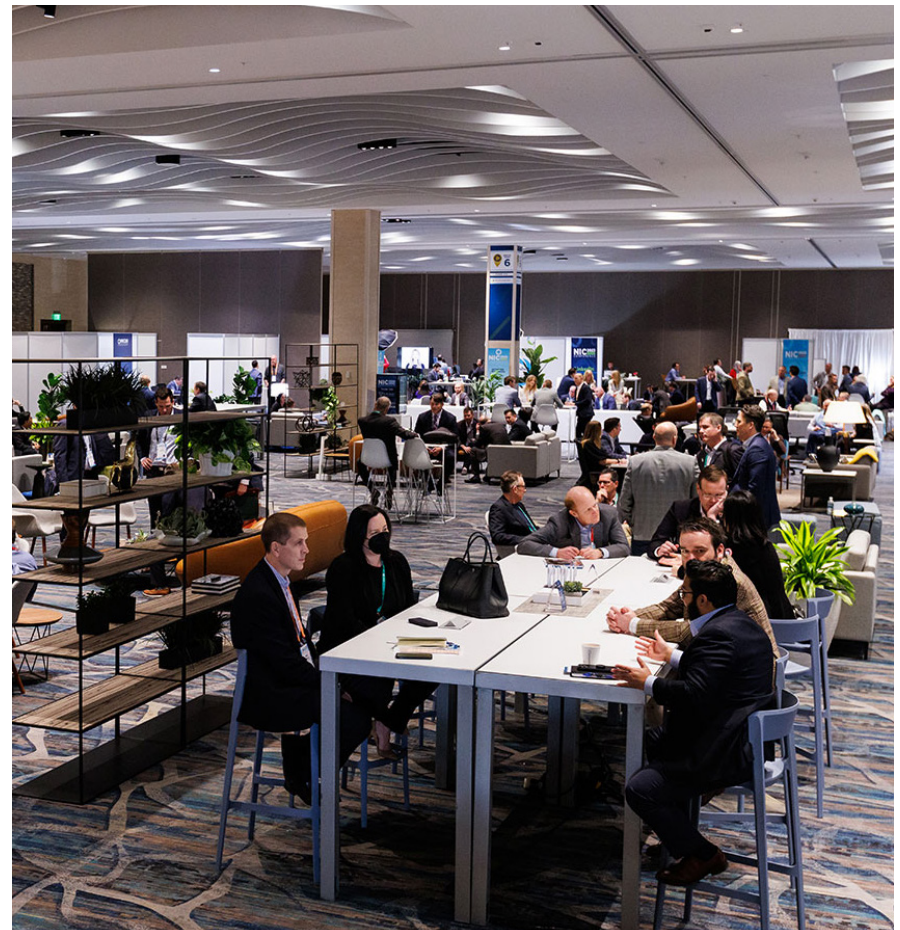
Exclusive to one (1) sponsor

With conference activities taking place right next door at the Loews, attendees will be sure to enjoy an additional networking lounge to meet with current and prospective business partners. Your logo will appear on signage and décor throughout the space during this lounge's hours on Monday and Tuesday from 9:00 am – 2:00 p.m.

● KOSHER ACCOMMODATIONS | \$12,500

Co-sponsorship opportunity - 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 on signage at stations offering kosher fare and at the room dedicated for Minyan.



TIER 4

\$10,000 - \$12,499

- One (1) complimentary registration
- Opportunity to reserve a Huddle Space, on a first-come, first-served basis*

**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 ordering of additional food and beverages.

• NIC SKILLED NURSING BOOT CAMP | \$10,000

Exclusive to one (1) sponsor

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 insight into 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.

▶ SCHEDULE AT-A-GLANCE | \$10,000

Co-sponsorship opportunity - Two (2) opportunities

You'll be front and center on 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.



TIER 5

\$9,999 and Below

- One (1) complimentary registration
- Opportunity to reserve a Huddle Space, on a first-come, first-served basis*

**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 ordering of additional food and beverages.

► POST-CONFERENCE RECAP | \$7,500

Exclusive to one (1) sponsor

Extend your company's exposure beyond the event with this sponsorship! The Post-conference Recap email 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 Recap email with a URL hyperlink to their company website.

• WHITE PAPER DISTRIBUTION | \$7,500

Exclusive to one (1) sponsor, multiple opportunities

- Promotion of sponsor-supplied white paper on custom NIC.org landing page for six months. Supplied white paper will be promoted once in the bi-weekly NIC Recap Newsletter.

► COAT & ITEM CHECK | \$9,000

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 Sheraton Grande Chicago. In addition, you receive extra exposure with your company logo featured on signage.

• NIC NOTES BLOG INTERVIEW ARTICLE \$7,500

Exclusive to one (1) sponsor, multiple opportunities

- 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.

► TIP OF THE WEEK | \$7,500

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.

Tip of the Week 5 – Conference Logistics



The screenshot shows a YouTube video player interface. The video title is 'Tip of the Week 5 - Conference Logistics'. The video thumbnail features the text 'Tip of the Week' in large white letters on a dark blue background. Below the video player, there is a banner for the '2022 NIC Fall Conference' with the tagline 'ALL Senior Housing & Care Properties' and the 'REGIONS' logo. The video player interface includes a 'Watch later' button and a 'Share' button.

There's a lot to see and do at the 2022 NIC Fall Conference – but don't worry, this week's tip covers everything you need to know before heading to 'The NIC.' Get a refresher on the Conference App and check-in procedures, view the conference floor plan, and make sure you're fully prepared for the most anticipated senior living event of the year!

THANK YOU

The support of our 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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The support of our Fall Conference Sponsors helps NIC convene senior executives for unmatched networking and programming to build relationships and inform decision making.



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ONIC
2023 FALL CONFERENCE
Investing in Senior Housing & Care Properties

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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.

*For additional sponsorship information,
please email NIC's
Senior Relationship Development Manager,
Staci Goff at sponsorships@nic.org*

National Investment Center | One Park Place, Suite 450
Annapolis, MD, 21401 | (410) 267-0504
Visit us at nic.org

