



**NIC** **2025**  
**SPRING**  
CONFERENCE  
Care & Housing for Older Adults



NIC Sponsorship  
Prospectus

San Diego, CA | March 5-7, 2025

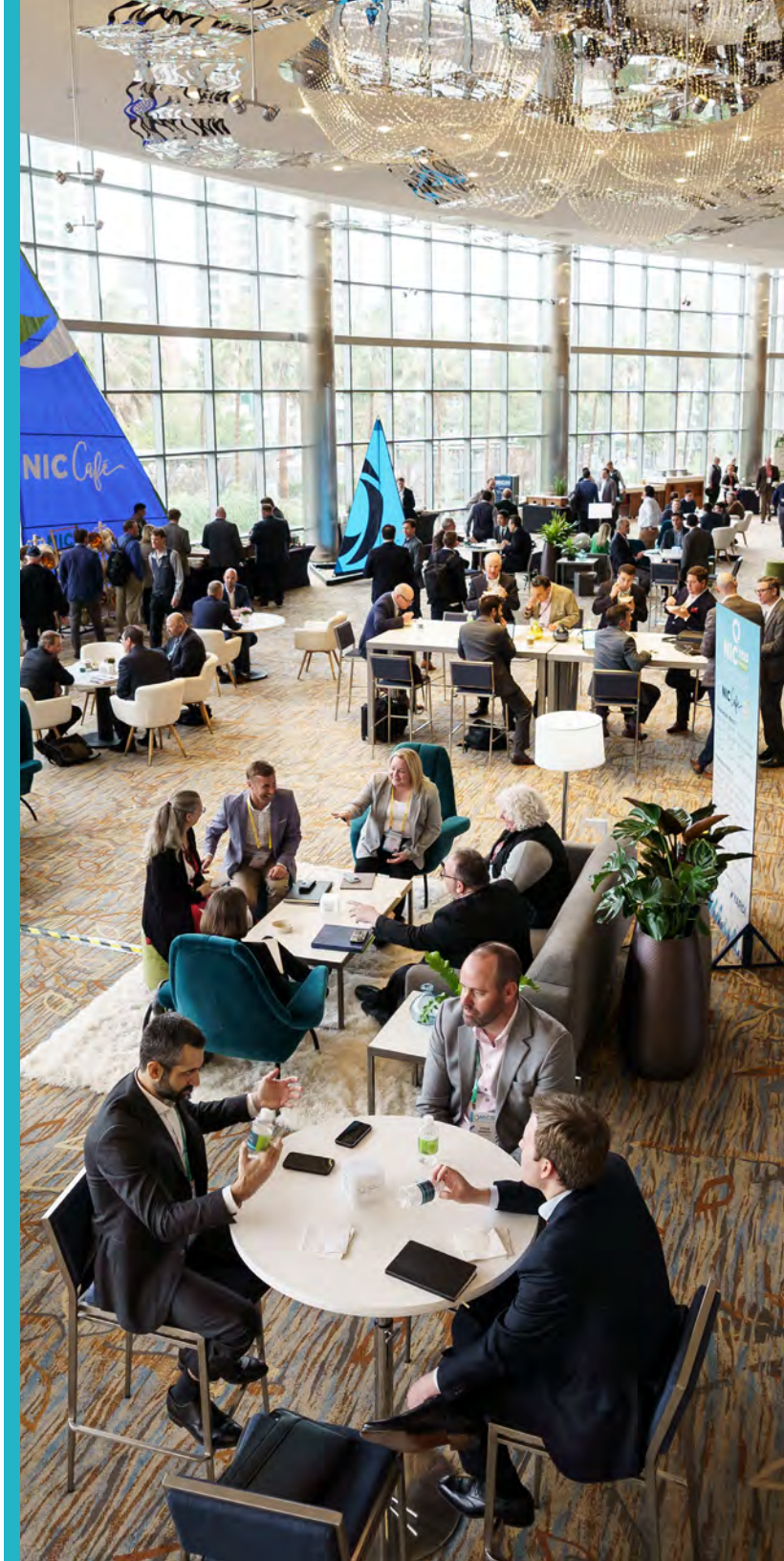


# Changing the Value Proposition of Senior Housing

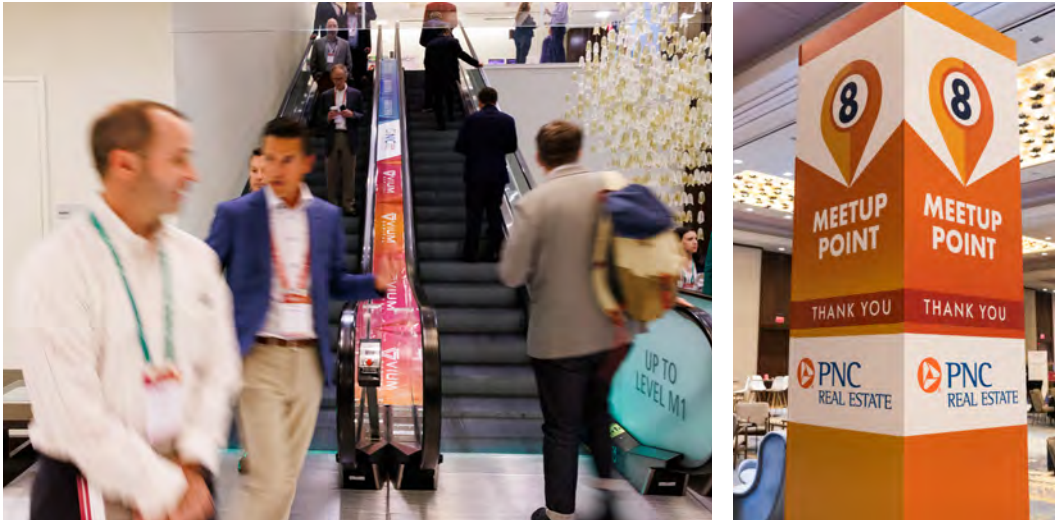
This annual event is a must-attend for industry leaders, providing invaluable opportunities for networking, deal-making, and gaining insights into the most pressing data and trends shaping senior housing and care.



The NIC Spring Conference uniquely highlights emerging trends in addressing the health, personal care, and supportive service needs of older adults. It also focuses on the increasing integration of housing and healthcare services, enhancing overall well-being for seniors in both senior housing and long-term care environments.



# Sponsorship Benefits



**NIC offers partners and sponsors the opportunity to support the NIC mission while aligning their corporate brands with the most trusted and respected provider of research, analytics, and connections in the industry.**

Achieve brand visibility, awareness, and meaningful connections as a sponsor of the 2025 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.

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



VISIBILITY | AWARENESS | CONNECTIONS

## PRE-EVENT MARKETING

- Electronic version of 2025 NIC Spring Conference Pre-attendee Listing with physical mailing addresses (upon acceptance of Terms & Conditions)
- Company logo and hyperlink on event website
- Company logo and profile in 2025 Spring Conference Mobile App
- Company logo recognition in the 2025 NIC Spring Conference Preliminary Program

## ON-SITE MARKETING

- Company logo recognition in 2025 NIC Spring Conference Electronic Final Program\*
- Company logo recognition session slides
- Complimentary digital acknowledgement on monitors strategically located throughout the NIC conference.

## POST-EVENT MARKETING

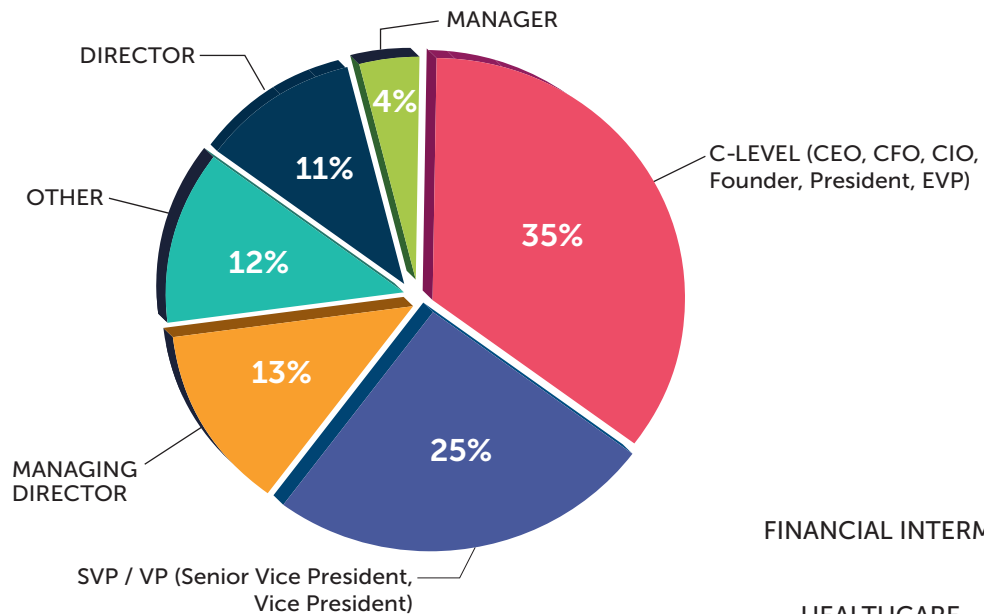
- Electronic version of the final 2025 NIC Spring Conference Post-Attendee Listing with physical mailing addresses (upon acceptance of Terms & Conditions)
- Company logo recognition in 2026 NIC Spring Conference Sponsorship Prospectus

*\* Deadlines apply- sponsorship must be purchased by February 7<sup>th</sup> to appear in the 2025 NIC Spring Conference Final Program.*



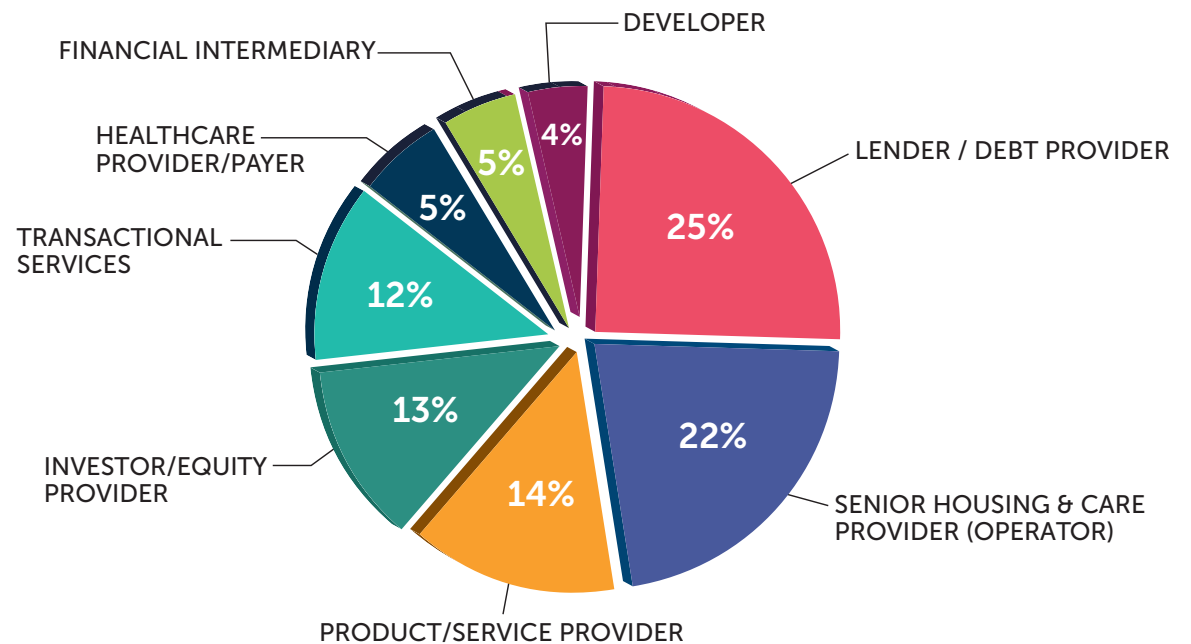
# Attendee Breakdown

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



## Attendees by Job Title

## Attendees by Company Type



## Act Quickly! Spring Opportunities Sell Fast

Last Updated: 12/18/24

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/SOLD
Arrival Amenity	\$30,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: CFG</b>	Sold
NIC Chats on the Road Podcast	\$30,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Procure HR &amp; Smarlinx</b>	Sold (2)
Badges & Lanyards	\$25,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Omega Healthcare Investors</b>	Sold
Conference Mobile App	\$25,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: KeyBank</b>	Sold
Electronic Attendee Listing	\$25,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
Evening Amenity	\$25,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: NHI</b>	Open (1) Sold (1)
Hotel Room Keys	\$25,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Lument</b>	Sold
Main Stage - Premier Sessions (NEW)	\$25,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Ally</b>	Sold
Main Stage - Signature Sessions (NEW)	\$25,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
Main Stage (NEW)	\$25,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
NIC Cafe	\$25,000 (Tier 1)	Co-sponsorship Opportunity   <b>2025 NIC Spring Sponsor: Walker &amp; Dunlop</b>	Available (2) Sold (1)
Specialty Coffee Bar	\$25,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: MidCap Financial</b>	Sold
Hydration Station – Conference Space	\$22,500 (Tier 1)	Exclusive Opportunity   2025 NIC Spring Sponsor: <b>NewPoint Real Estate Capital</b>	Sold
Mobile Charging	\$22,500 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
Attendee Wi-Fi	\$20,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Ventas</b>	Sold
Beverage Cart (NEW)	\$20,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
Electronic Final Program	\$20,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
Event Website	\$20,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available

## Act Quickly! Spring Opportunities Sell Fast

Last Updated: 12/18/24

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/SOLD
Graphic Recording	\$20,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Direct Supply</b>	Sold
Innovation Lab	\$20,000 (Tier 1)	Exclusive Opportunity   One (1) Opportunity	Available
Mirror Clings and Amenity Trays	\$20,000 (Tier 1)	Exclusive Opportunity   2025 NIC Spring Sponsor: Sage	Sold
Networking Lounge	\$20,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: CIBC</b>	Sold
Networking Reception	\$20,000 (Tier 1)	Co-sponsorship Opportunity   <b>2025 NIC Spring Sponsors: Blueprint &amp; Ziegler</b>	Sold
NIC Scholar Program	\$20,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Welltower</b>	Sold
Welcome Reception	\$20,000 (Tier 1)	Co-sponsorship Opportunity   <b>2025 NIC Spring Sponsor: Capital One</b>	Available (1) Sold (1)
On-site Registration	\$20,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: LTC</b>	Sold
Snack Cart	\$20,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Berkadia</b>	Sold
Welcome Signage	\$20,000 (Tier 1)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Ikaria</b>	Sold
Elevator Clings	\$18,500 (Tier 2)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Oxford Finance</b>	Sold
Escalator Clings	\$18,500 (Tier 2)	Co-sponsorship Opportunity   <b>2025 NIC Spring Sponsors: Marcus &amp; Millichap and Locust Point</b>	Sold (2)
FTA Conference Compass - A Guide to Navigating NIC & FTA Gathering	\$18,500 (Tier 2)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Meridian Capital Group</b>	Sold
Individual Private Workspaces	\$18,500 (Tier 2)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: VIUM Capital</b>	Sold
Welcome Area Gesture	\$18,500 (Tier 2)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Yardi</b>	Sold
Headshot Lounge	\$17,500 (Tier 2)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: BOK Financial</b>	Sold
Live Streaming Area	\$17,500 (Tier 2)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Wells Fargo</b>	Sold
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

## Act Quickly! Spring Opportunities Sell Fast

Last Updated: 12/18/24

OPPORTUNITY	INVESTMENT	SPONSOR INFORMATION	AVAILABLE/SOLD
Shoe Shine	\$16,000 (Tier 2)	Exclusive Opportunity   One (1) Opportunity	Available
Conference Countdown Clock <b>(NEW)</b>	\$15,000 (Tier 2)	Exclusive Opportunity   One (1) Opportunity	Available
Electronic Preliminary Program	\$15,000 (Tier 2)	Exclusive Opportunity   One (1) Opportunity	Available
Know Before You Go Email	\$15,000 (Tier 2)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Greystone</b>	Sold
LinkedIn Corner	\$15,000 (Tier 2)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Propel Insurance</b>	Sold
Meetup Points	\$15,000 (Tier 2)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Synovus</b>	Sold
NIC Leadership Reception	\$15,000 (Tier 2)	Exclusive Opportunity   One (1) Opportunity	Available
Conference Concierges	\$14,500 (Tier 3)	Co-sponsorship Opportunity   Two (2) Opportunities	Available (2)
Daily Onsite Email	\$14,500 (Tier 3)	Exclusive Opportunity   One (1) Opportunity	Available
Education Break Station	\$14,500 (Tier 3)	Exclusive Opportunity   One (1) Opportunity	Available
Kosher Accommodations	\$12,500 (Tier 3)	Co-sponsorship Opportunity   <b>2025 NIC Spring Sponsors: Digacore Technology, OptimumBank &amp; Sabra</b>	Sold (3)
NIC Chats Podcast Sponsorship <b>(NEW)</b>	\$10,000 (Tier 4)	Exclusive Opportunity   Three (3) Opportunities	Available (3)
Schedule At-a-Glance	\$10,000 (Tier 4)	Co-sponsorship Opportunity   <b>2025 NIC Spring Sponsor: Ecosave</b>	Available (1) & Sold (1)
Coat & Item Check	\$9,000 (Tier 5)	Exclusive Opportunity   One (1) Opportunity	Available
Post-conference Recap	\$7,500 (Tier 5)	Exclusive Opportunity   One (1) Opportunity	Available
Tip of the Week	\$7,500 (Tier 5)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: RSF Partners</b>	Available (3)
Speaker Ready Lounge	\$5,500 (Tier 5)	Exclusive Opportunity   <b>2025 NIC Spring Sponsor: Sunrise Senior Living</b>	Sold

# TIER 1

\$20,000+

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

\*\*\*Your sponsorship investment does not include a suite, meeting room, or dedicated meeting space fees. Suite, meeting room, or dedicated meeting space 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.



## **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 Research & Analytics 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!

## **Arrival Amenity | \$30,000 | Exclusive to one (1) sponsor**

Be one of the first companies to get in front of attendees! By sponsoring the Arrival Amenity, your company's branded gift will be prominently featured at conference registration, offering all NIC Conference attendees a warm welcome to San Diego. Additionally, your custom logo or design will adorn a co-branded NIC door hanger, ensuring your brand captures the attendee's attention each time they enter or exit their guest room within the host hotel.

## **Badges and Lanyards | \$25,000 | 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.



## **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.





## **NEW** NIC Educational Sessions

Elevate your brand with this enhanced opportunity as the sponsor of the Premier Sessions, Signature Sessions, or NIC's Main Stage Sessions. This unique sponsorship not only aligns your brand with thought leadership but also gives you the opportunity to introduce your company to the NIC audience. Your brand will take center stage, being verbally and visually recognized in all corresponding sessions. The sponsor will also receive brand recognition with a sponsor-provided acknowledgment during the session warmers, verbal recognition in the session room, and brand visibility on signage.

### ▀ **Main Stage - Premier Sessions | \$25,000 | Exclusive to one (1) sponsor**

Enhance your brand recognition as the Main Stage - Premier sponsor and gain exclusive visibility during NIC's welcome session and two high-profile keynote speaker sessions.

### ▀ **Main Stage - Signature Sessions | \$25,000 | Exclusive to one (1) sponsor**

Maximize your brand's exposure with the Main Stage - Signature sponsorship, featuring two high-impact sessions that includes NIC's research & analytics and focus on capital markets.

### ▀ **Main Stage | \$25,000 | Exclusive to one (1) sponsor**

Gain visibility as a Main Stage sponsor with your brand showcased across up to 6 dynamic sessions covering key healthcare topics such as active adult, middle market, and value-based care.





■ **NIC Café | \$25,000 |**

*Co-sponsorship opportunity - Three (3) opportunities*

The NIC Café is 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. As the sponsor your brand will be visible throughout the café and your presence will be amplified through strategically placed QR codes, offering a direct link to your business for attendees seeking more information.

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

Perk up attendees with a complimentary, specialty that will be sure to please! Crafted by baristas who are wearing your company logo, your brand will also appear on the Specialty Coffee Bar itself. Not to mention, your logo will be front and center on branded cups while attendees sip their coffee and network with other attendees.

■ **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 every time it is accessed as well as on the downloadable excel list.

■ **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.

■ **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 host hotel rooms of registered attendees within the NIC room block. As they enter their room for the evening, their last waking thoughts will be of you.





**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.

**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.



**Beverage Cart | \$20,000 |** *Exclusive to one (1) sponsor*

NIC attendees have spoken, and we have listened! Introducing our latest addition, an Italian Soda Bar, the ideal refresher for those busy moments between networking and educational sessions. Elevate the conference experience by treating attendees to a refreshing selection of artisanal Italian sodas at the sponsored beverage cart. The sponsoring company will be showcased on branded signage and supplies, ensuring your brand visibility at the event. When they reach for a revitalizing sip, they'll be reminded of you!

**Networking Lounge | \$20,000 |** *Exclusive to one (1) sponsor*

The networking lounge is available within the conference, providing comfortable places for attendees to conduct meetings. As a sponsor, your logo will be prominently displayed inside the designated space as well as signage outside of networking lounge. Maximize your visibility and engagement with strategically placed QR code tent cards, offering attendees instant access to your brand.



**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.

**Graphic Recording | \$20,000 |** *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, as well as on the graphic storyboards, both onsite, and post-conference, wherever the visual summaries are shared.



### **Innovation Lab | \$20,000 | Exclusive to one (1) sponsor**

Innovation Labs are smaller “roll-up-your-sleeves” type of workshop sessions that give attendees a more intimate, in-depth, and dynamic experience where they come away with tangible solutions. As the sponsor, you will receive verbal and visual recognition in each session’s information graphic. The sponsor will also receive brand recognition with a sponsored provided acknowledgment and recognition on signage.

### **NIC Scholar Program | \$20,000 | Exclusive to one (1) sponsor**

The NIC Spring 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.

### **Welcome Reception | \$20,000 |**

*Co-sponsorship opportunity - Two (2) 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 | \$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 Spring Conference branding will be prominently displayed at the entrance of the Marriott Marquis San Diego Marina to welcome all guests as they enter.



### **Networking Reception | \$20,000 |**

*Co-sponsorship opportunity - Two (2) opportunities*

Among the most popular events, the Networking Reception brings attendees together on night two of the conference. As a sponsor, you have the opportunity to provide a branded giveaway to enhance your brand’s recognition. Your company logo will also be built into the event décor – attendees will remember your name.

### **Mirror Clings and Amenity Trays | \$20,000 |**

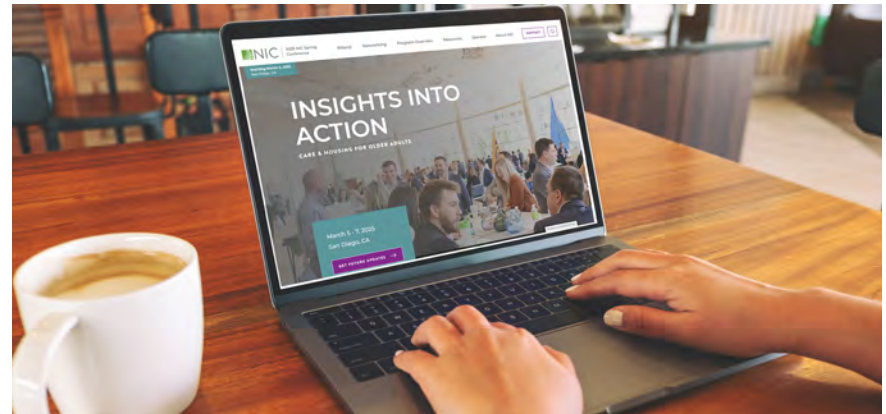
*Exclusive to one (1) sponsor*

One place we know every attendee at the Marriott Marquis San Diego Marina 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.



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

Traffic, traffic, and more traffic. In 2024, 1,800 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.



**On-site Registration | \$20,000 | Exclusive to one (1) sponsor**

Make a mark with attendees as the sponsor of a seamless on-site registration experience. By reducing lines and ensuring a swift, efficient check-in process, you will enable attendees to start their conference experience faster and on a positive note. With all conference badges now required to be picked up onsite, your brand will be showcased to every attendee by way of signage and branding at the registration area within the host hotel.



**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.

**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 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 the snack cart signage throughout the entirety of the conference.





# TIER 2

\$15,000 - \$19,999

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

*\*\*Your sponsorship investment does not include a suite, meeting room, or dedicated meeting space fees. Suite, meeting room, or dedicated meeting space 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.*

## **FTA Conference Compass - A Guide to Navigating NIC & FTA Gathering | \$18,500 | Exclusive to one (1) sponsor**

Connect your brand to the special offers designed for first-time attendees so they can make the most of all that the conference has to offer. As the sponsor, your company will receive recognition in the prerecorded video, "FTA Conference Compass – A Guide to Navigating NIC," a guide for newcomers learning how to navigate the event. Your brand will also be incorporated into the on-site gathering's décor and event signage, as well as the sponsor branded giveaway.

## **Welcome Area Gesture | \$18,500 | 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.



## **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 at 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 will be visible to all attendees.

## **Escalator Clings | \$18,500 |**

*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.



**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 attire worn by the headshot photographer and makeup artists, the sponsor will receive recognition in the emails containing the attendees' digital headshots.



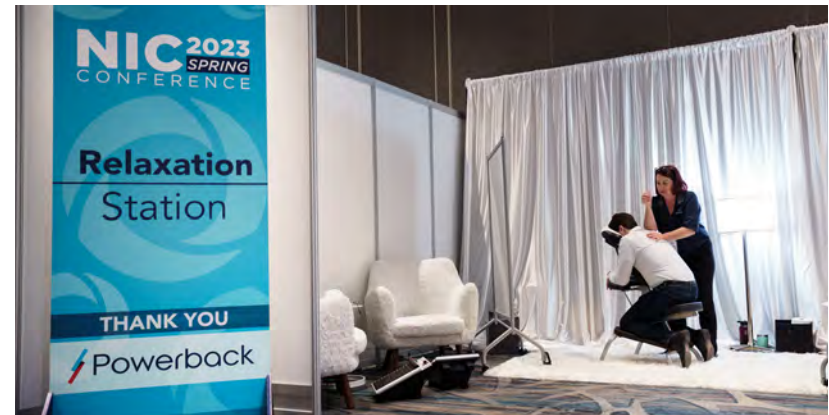
**Women's Networking Meetup | \$17,500 |**

*Exclusive to one (1) sponsor*

This specialized event was created with the purpose of connecting and celebrating women in the industry. As the sponsor, your brand will be visible on signage, décor, and a special giveaway item highlighting your brand's visibility within the meetup and beyond the event.

**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 will receive signage in each area as well as around the television monitors and strategically place QR codes, offering a direct connection between your brand and the attendee.



**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 | \$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.

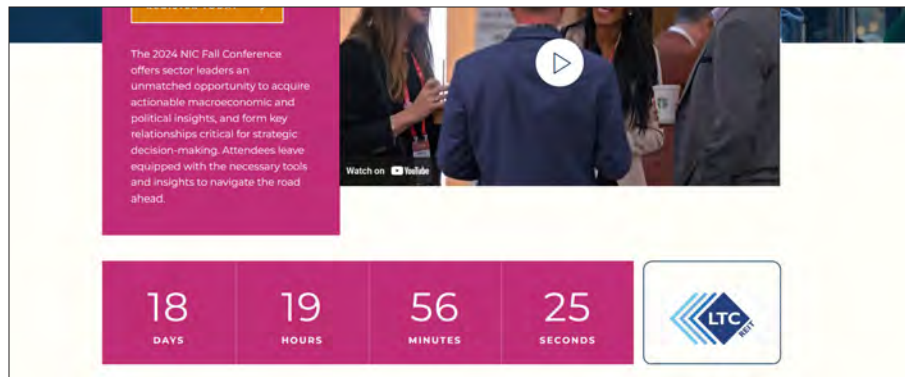


**Meet-up Points | \$15,000 | Exclusive to one (1) sponsor**

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.

**Conference Countdown Clock | \$15,000 | Exclusive to one (1) sponsor**

Do not miss this timely and invaluable sponsorship opportunity! Showcase your company's hyperlinked logo with the Conference Countdown Clock prominently featured on the main page of the 2025 NIC Spring Conference event website, as well as on the attendee information page of the conference registration portal. By aligning your brand with this high-visibility feature, you will capture the attention of conference attendees and build anticipation for the event.



**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 helpful information about registration, badge pick-up, featured sessions, special events, and more. As a sponsor, your company will receive hyperlinked logo recognition, and the option to submit a sponsor provided acknowledgement or a sponsor provided video.



**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.

**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 will be supported by the image of your company logo on signage and reception décor.

**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.



# TIER 3

\$12,500 - \$14,999

- One (1) complimentary registrations
- 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 food and beverage.



## Conference Concierges | \$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 and an attendee takeaway.

## 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 an URL hyperlink and a company description at the bottom of the email.

## Education Break Station | \$14,500 | Exclusive to one (1) sponsor

If attendees 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! A grab-and-go pick me up is just what the attendees might need as they're heading into an education session. 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!



## 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) 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 food and beverage.*



**NEW**

### NIC Chats Podcast Sponsorship | \$10,000 |

Three (3) opportunities

Elevate your brand with a sponsorship opportunity on the NIC Chats Podcast! As the sponsor, your logo will be featured on the episode webpage, granting visibility to our engaged audience. Plus, enjoy a 50-word company message or company description read by NIC during the podcast introduction—ensuring your brand resonates with our listeners.

### 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 highvisibility resource and on signage.



# TIER 5

## \$9,999 and below

- One (1) discounted registration (25% 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 beverage.



### 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 Marriott Marquis San Diego Marina. In addition, you receive extra exposure with your company logo featured on signage.

### 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.



### Tip of the Week | \$7,500 | Four (4) opportunities

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 which will include your hyperlinked logo, an approved one-sentence message from your company in addition to verbal & visual recognition with the video.

### Speaker Ready Lounge | \$5,500 |

*Exclusive to one (1) sponsor*

The Speaker Ready Lounge provides a comfortable setting to help speakers prepare for their sessions. As a sponsor, your company will enjoy a high-level of visibility with your brand logo featured on signage inside and outside the gathering place, as well as at the refreshment station.





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.

NIC 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 Director of Business Development, Staci Goff at [sponsorships@nic.org](mailto:sponsorships@nic.org)



# THANK YOU

The support of our Strategic Alliance and Partners helps NIC deliver its mission through research, analytics, data, education, and connections that increase transparency in the senior housing and care sector.

## Strategic Alliance

# NICMAP VISION

## Premier Partners



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



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For additional sponsorship information,  
please email NIC's Director of Business  
Development, Staci Goff at [sponsorships@nic.org](mailto:sponsorships@nic.org)

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