



NIC 2020 SPRING Conference

Investing in Seniors Housing & Healthcare Collaboration

March 4 - 6, 2020 | San Diego, CA

SPONSORSHIP PROSPECTUS

Table of Contents

Event Details.....	3
Attendee Demographics.....	5
Sponsorship Benefits.....	6
Sponsorship Opportunities	
Tier 1.....	7
Tier 2.....	13
Tier 3.....	17
Tier 4.....	20
Tier 5.....	22
Sponsorship Listing.....	24
2019 Sponsors.....	28
About NIC.....	29

2020 NIC Spring Conference

The Spring Conference brings together over 1,500 decision-makers from across the seniors housing and care sector to network and explore opportunities for collaborations and partnerships.

Investors, operators, owners, and developers, as well as a growing number of current and potential healthcare partners, will hear:

- The latest thinking on where the seniors housing and care sector is heading.
- How challenges of a changing landscape can create new opportunities.
- Why collaborative relationships are critical to success as our sector adapts to policy and demographic shifts.

There's no better place to start building the partnerships that will address the needs of residents in a value-based world.



Increase Brand Visibility

Enhance awareness of your company – make your brand a focal point for attendees, representing over 6,000 seniors housing and skilled nursing properties, with more than half a million residents.

Elevate awareness of your brand and message before, during and after the conference. From pre-event emails to on-site branded activities, in-hand promotions, and popular digital content, sponsorships offer meaningful, high-value exposure to your most important prospects, clients and peers.

Stand out from the competition – sponsorship places your brand in a leadership position, enhancing the number and quality of face-to-face interactions throughout America's premier networking event for the seniors housing and care sector.

NIC sponsorship is designed to enrich your marketing strategy. As a 2020 NIC Spring Conference Sponsor, you'll receive all of these valuable benefits to help your company increase brand awareness and maximize visibility among industry peers.



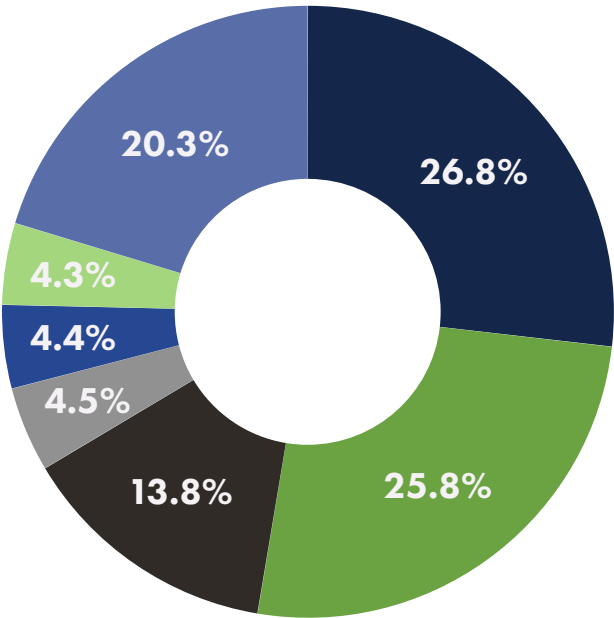
“Our NIC sponsorship has helped us make the transition to a national brand capable of providing solutions in the senior housing industry from coast to coast.”

- BOK Financial

Attendee Demographics

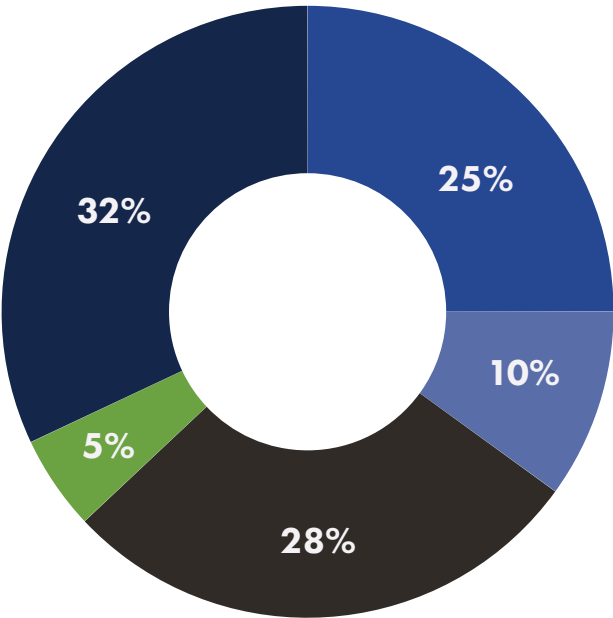
Attendee Demographics

Attendees by Registration Type



- Seniors Housing & Care Provider (Operator)
- Healthcare Provider
- Investor/Equity Provider
- Developer
- Financial Intermediary
- Lender/Debt Provider
- *Other – (Transactional/Non-Transactional)

Attendees by Title



- CEO/COO/President/Owner
- Managers
- VP/EVP/SVP
- **Other
- Managing Director/Director

Sponsorship Benefits for Spring 2020

Pre-Event Marketing

- One electronic preliminary version of 2020 NIC Spring Conference Attendee Listing with mailing addresses sent out week of January 24th
- Company logo and hyperlink on 2020 NIC Spring Conference website
- Company logo and profile in 2020 NIC Spring Conference Mobile App

On-Site Marketing

- Company logo recognition in 2020 NIC Spring Conference Final Program*
- Company logo recognition at the beginning of the Opening General Session and Conference Luncheon
- Opportunity to display promotional materials
- Complimentary digital advertisement on Mobile Charging Stations strategically located throughout NIC conference

Post-Event Marketing

- Electronic version of 2020 NIC Spring Conference Attendee Listing with mailing address. Please note the attendee listing does not include email addresses.
- Company logo recognition in 2021 Spring Conference Sponsorship Prospectus and 2021 Spring Conference Preliminary Program

*Deadlines apply - sponsorship must be purchased by **February 14** to be published in the NIC Conference Electronic Final Program.

Learn more about supporting NIC's Mission via Sponsorship at www.nic.org/conferences/sponsorship-information/ or email sponsorships@nic.org.

Tier 1 | \$20,000+

Additional Tier 1 Sponsorship Benefits:

- Opportunity to reserve one (1) suite or meeting room on a first-come, first-served basis**
- Two (2) complimentary registrations
- One (1) reserved table at the Conference Luncheon (RSVP Required)

**The cost of suite or meeting room and fee per night are not included in your sponsorship investment. Not included in your suite or meeting room fee: food and beverage, fees, taxes, electrical, audio visual, internet access, furniture removal, furniture storage, additional furniture or décor, or any additional services within the space.



Tier 1 Opportunities | \$20,000+

Please find a listing of available and sold sponsorship's on page 24.



New Opportunity! Media Wall

NEW Co-sponsor the NIC Conference informational media wall! Your digital ad will be in continual rotation on the giant, 16' by 9' wall of flat-screen TVs prominently located in one of the conference's highest-traffic areas. Your logo will also be incorporated into the media wall frame. This display, which will also feature useful conference information for the entire duration of the event, will likely be viewed by the majority of attendees, multiple times.*

**This opportunity is exclusive to the Marriott Marquis San Diego Marina and will not be offered as a right of first refusal in Spring 2021. You will receive right of first refusal in 2023 when the Spring conference is back in this location.*

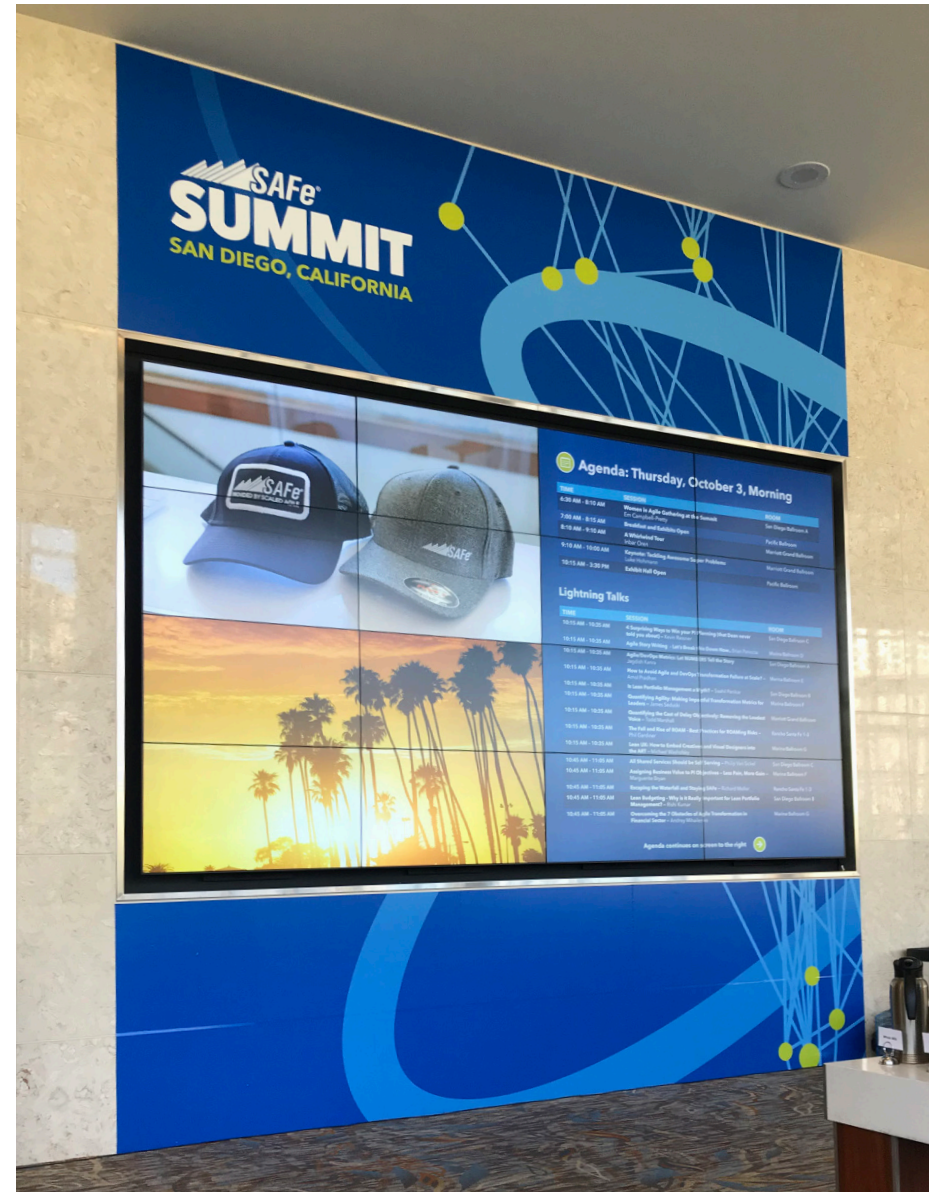
\$35,000



New Opportunity! Market Fresh Fruit Cart

NEW Deliver wellness to busy attendees with an inviting market fresh fruit cart. This new opportunity gives attendees a chance to recharge and nourish themselves on the fly. The fruit cart will be stocked and on display throughout the conference, with signage acknowledging your company as the provider.

\$25,000



Tier 1 Opportunities | \$20,000+

Please find a listing of available and sold sponsorship's on page 24.

Conference Mobile App

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 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.

\$25,000

Badges and Lanyards

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.

\$25,000

Hotel Room Keys

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.

\$25,000

Electronic Attendee Listing

This valuable mobile app resource is made available to all registered attendees for use before, during, and after the Conference. As a sponsor, your company logo will be displayed on the Attendee Listing splash screen every time it is accessed.

\$25,000



Interactive Touch Screen Displays

Located in high traffic areas, these interactive touch screen displays serve as a resource to attendees on wayfinding, the conference and program schedule, and more. Your digital message will lend your brand high visibility to all attendees accessing these popular resources.

\$25,000

Specialty Coffee Bar

Perk up attendees with complimentary specialty coffee crafted by baristas who are wearing your company logo. Your logo will also appear front and center on branded cups while they sip their coffee and network with other attendees, as well as on the Specialty Coffee Bar itself.

\$25,000



Tier 1 Opportunities | \$20,000+

Please find a listing of available and sold sponsorship's on page 24.

Morning General Session

Sponsoring the Morning General Session puts your company in front of attendees as they give their attention to our morning keynote presentation. Sponsoring companies will receive verbal recognition by NIC leadership during their opening remarks; a co-branded tabletop message displayed on each table; and two of your company representatives will be seated at a NIC VIP table during the session.

\$20,000

Morning General Session Keynote Speaker(s)

Associate your brand with an event that leaves a lasting impression on attendees. Sponsoring company will receive verbal recognition by NIC leadership during their keynote speaker introductory remarks; a co-branded message displayed at each attendee chair; and two of your company representatives will be seated at a NIC VIP table during the session.

\$20,000

Luncheon General Session

What a way to welcome industry leaders to lunch! Your brand will be on attendees' minds as they enjoy lunch on Thursday afternoon. Sponsoring companies will receive verbal recognition by NIC leadership during their welcome remarks; a co-branded tabletop message displayed on each table; and two of your company representatives will be seated at a NIC VIP table during the luncheon.

\$20,000

Luncheon General Session Keynote Speaker(s)

Associate your brand with an event that leaves a lasting impression on attendees. Sponsoring company will receive verbal recognition by NIC leadership during their keynote speaker introductory remarks; a co-branded message displayed at each attendee chair; and two of your company representatives will be seated at a NIC VIP table during the luncheon.

\$20,000



Tier 1 Opportunities | \$20,000+

Please find a listing of available and sold sponsorship's on page 24.

Networking Breaks

Breaks re-energize attendees and present a valuable opportunity to network. Sponsoring company will receive company logo recognition on signage prominently located in the networking break area during all three scheduled networking opportunities.

\$20,000

Branding – Welcome Signage

Be the brand that welcomes attendees to the conference. As a sponsor, co-branded signage featuring your logo will be prominently displayed at the entrance of the North Tower of the Marriott Marquis San Diego Marina welcoming all guests as they walk through the door.

\$20,000

Evening Amenity

Say “good night” to attendees by sending them 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.

**Note that amenities will not be delivered to guests who have their Do Not Disturb signs on their doors.*

\$20,000

Event Website

Traffic, traffic, and more traffic. Last year, more than 1,700 registered for the conference through the online registration portal. This prime online real estate is available for an exclusive sponsorship. Sponsoring company will receive company logo recognition on the event website and on the bottom of the attendee registration e-mail confirmations.

\$20,000

Electronic Final Program

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 services and schedules. As a sponsor, a page will be dedicated to your company's personalized marketing message.

\$20,000

Networking Reception

The ever-popular Networking Reception provides a powerful opportunity to reinforce your brand presence. As a sponsor, your company logo will be built into the event décor, and you will have the option to place your representatives at the reception entrance to greet guests, connecting your brand with attendees at a personal level.

\$20,000

Graphic Recording

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.

\$20,000

Networking Spaces

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.

\$20,000

Newspaper Room Delivery

Get your brand message in attendees' hands first thing in the morning with this high-profile sponsorship. As registered attendees within the NIC room block prepare for morning sessions, they will find the Wall Street Journal outside their guestrooms co-branded with your logo and company acknowledgment.

\$20,000

Tier 1 Opportunities | \$20,000+

Please find a listing of available and sold sponsorship's on page 24.

Welcome Reception

Here's a chance to make a great first impression. Our Welcome Reception sponsorship offers your company the opportunity to welcome NIC Conference attendees on night one. To support your company presence, your company logo will be incorporated within the décor throughout the Wednesday evening reception.

\$20,000



Wireless Internet

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

\$20,000

Turndown Service

Help tuck attendees in at night by “turning down” the comforter on their bed. It's a way to get your company logo in front of them as they wrap up their evening. Sponsoring company will receive company logo recognition on a good-night item on Wednesday or Thursday and co-branded door hanger delivered directly to hotel rooms of registered attendees within the NIC room block.

**Note that amenities will not be delivered to guests who have their Do Not Disturb signs on their doors.*

\$20,000



Tier 2 | \$15,000 – \$19,999

Additional Tier 2 Sponsorship Benefits:

- 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)
- One (1) reserved table at the Conference Luncheon (RSVP Required)

**The cost of suite or meeting room and fee per night are not included in your sponsorship investment. Not included in your suite or meeting room fee: food and beverage, fees, taxes, electrical, audio visual, internet access, furniture removal, furniture storage, additional furniture or décor, or any additional services within the space.



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

Please find a listing of available and sold sponsorship's on page 24.

Individual Private Workspace

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 designated phone booths and individual Brody WorkLounge modular settings.

\$18,500

Mobile Charging Stations

Keep attendees' devices charged up and running. The mobile charging stations will feature your company logo and provide a valuable service that is always in demand by attendees. As the sponsor, you will receive co-branded company logo on mobile charging stations throughout the conference space.

**Exclusive to this Marriott Marquis San Diego Marina will be branding on (4) conference mobile charging tables in addition to (3) mobile charging lockers.*

\$18,500



Branding - Escalator Clings

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.

\$18,500

Branding - Elevator Clings

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.

\$18,500

Conference Recap

Extend your company's exposure beyond the event with this sponsorship! The Conference Recap offers attendees a day-by-day look back at all the conference had to offer. Sponsoring company will receive company logo recognition in the post-conference email sent to all conference attendees—notifying them that deliverables, available to attendees only, are now accessible—as well as company logo recognition with a URL hyperlink on the NIC website conference recap page.

\$18,500

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

Please find a listing of available and sold sponsorship's on page 24.

Tech Support Bar

The Tech Support Bar is the place where conference attendees can learn more about the mobile app, check email, print session handouts and more. Sponsoring company will receive company logo recognition via signage.

\$17,500

Hydration Stations

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

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

\$17,500

Electronic Preliminary Program

Start your 2020 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's education program. As the sponsor, a page will be available for your company's personalized marketing message.

\$15,000

First-Time Attendee Webinar and Power Hour

Connect your brand to the event that is designed to get them off to a great start on site. Your brand will be incorporated into the onsite event'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, who will leave the FTA Power Hour with a NIC-selected giveaway and printed pocket guide, each featuring your logo.

Your logo will also appear on the FTA Orientation Webinar, offering tips and insights to newbies, and your brand will receive verbal recognition from the webinar moderator.

Your logo will grace the beginning of the First-time Attendee (FTA) Orientation Webinar, which offers newbies tips and insights on how to make the most of their time on site. As a sponsor, your company will receive logo recognition at beginning of presentation deck, as well as moderator's verbal recognition during webinar.

\$15,000

Meet-Up Points

Link your brand to the resource that helps make meeting up easier. Meet-Up 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 meet-up locations and will be seen countless times throughout the conference.

\$15,000



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

Please find a listing of available and sold sponsorship's on page 24.

Headshot Lounge

Attendees will associate your brand with their updated professional headshot portrait. Participants can instantly review and email photos to themselves via a custom branded kiosk located in the headshot lounge. In addition to kiosk branding, and branded headshot photographer attire, sponsor will receive recognition on the emails containing the attendees' digital headshots.

\$15,000

Capital Provider Attendees Listing

Place your logo on the front cover of The Capital Provider Attendees Listing, a valuable resource to help connect capital seekers and capital providers. In its new electronic format via the conference mobile app, the Listing will offer attendees pre-conference access to company profiles, company contact information, onsite contact information and the types of capital provided for lenders, investors and financial intermediaries who submitted their information by the deadline date.

Note – the Capital Provider Attendees Listing is separate from the Conference Attendee Listing.

\$15,000

LinkedIn Corner

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.

\$15,000

Relaxation Station

Courteous, professional, massage therapists help attendees relax and unwind, while your brand benefits from high-profile signage and a creative, feel-good sponsorship. Sponsoring company will receive company logo recognition on massage personnel apparel.

\$15,000

Shoe Shine

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.

\$15,000



Tier 3 | \$12,500 – \$14,999

Additional Tier 3 Sponsorship Benefits:

- One (1) complimentary registration
- One (1) reserved table at the Conference Luncheon



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

Please find a listing of available and sold sponsorship's on page 24.

NIC Leadership Reception

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.

\$14,500

Branding - Mirror Clings and Amenity Trays

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 on restroom amenity trays.

\$14,500

"Know Before You Go" Email

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

\$14,500

Networking Breakfast

Many attendees start their day with a networking breakfast. Increase your impact by having breakfast associated with your brand. As a sponsor, your company's logo will be displayed throughout the breakfast area.

\$14,500



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

Please find a listing of available and sold sponsorship's on page 24.

Breakout Session Audio & Staging

Sponsoring the audio-visual and staging of the breakout sessions puts your company in front of attendees while the action is hot. As a sponsor, your company logo will be prominently displayed inside the individual breakout session rooms.

\$12,500

Conference Concierges

"Where is the Welcome Reception?" "Do you know what time the Conference Luncheon begins?" "Where is the business center?" Concierges will be centrally located throughout the conference space to address questions about the who, what, where, when, and how to navigate the event. Link your corporate brand to this personalized service likely to be used by many. Your logo will be prominently displayed on signage and your company will have the opportunity to display other NIC-approved promotional materials and giveaways at the desks.

\$12,500

Daily Recap Email

"Where is the Welcome Reception?" "Do you know what time the Conference Luncheon begins?" "Where is the business center?" Concierges will be centrally located throughout the conference space to address questions about the who, what, where, when, and how to navigate the event. Link your corporate brand to this personalized service likely to be used by many. Your logo will be prominently displayed on signage and your company will have the opportunity to display other NIC-approved promotional materials and giveaways at the desks.

\$12,500

Deal-Making Kits

Be a part of all the deals! Sponsor the tool kits which contain pens, sharpies, highlighters and mini note pads to help attendees accomplish deals on site. This unique sponsorship opportunity allows your brand to stand out in a meaningful, yet subtle, way. Kits will be strategically placed in networking spaces where deals happen. Sponsoring company will receive company logo and recognition on each kit.

\$12,500



Tier 4 | \$10,000 – \$12,499

Additional Tier 4 Sponsorship Benefits:

- One (1) discounted registration (50% off applicable registration fee)



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

Please find a listing of available and sold sponsorship's on page 24.

Schedule at-a-Glance

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.

\$11,500

Student Scholarship

Do well while doing good. NIC offers several academic outreach programs to highlight the opportunities of the sector so that today's university students are empowered to become tomorrow's leaders in providing high-quality, sustainable elder care. Each year, a group of students are hosted to attend each conference. NIC provides registration and hotel expenses. This is your opportunity to lend support. As the sponsor for the 2020 Spring Conference student scholarships, you will receive recognition on co-sponsor welcome letter along with a welcome amenity on the evening of their arrival.

\$10,000



Kosher Accommodations

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 "Kosher Meal" cards for attendees who requested kosher meals to place at their lunch setting, as well as signage recognition at stations offering kosher fare and at the room dedicated for Minyan.

\$10,000

Scholar Meet-Up

Make a great first impression with NIC-vetted scholarship recipients and faculty by connecting your brand to the scholar meet-up, designed to get them off to a great start on site and into the industry. As a sponsor, two of your company representatives will have the opportunity to greet and network at the event. In addition, you will receive company logo recognition via signage.

\$10,000

Tier 5 | \$9,999 and Below



Tier 5 Opportunities | \$9,999 and Below

Please find a listing of available and sold sponsorship's on page 24.

Conference Countdown Clock

Here's a timely and highly visible sponsorship opportunity. You can display your company's logo on the Countdown Clock featured on the 2020 NIC Spring Conference event website using a widget we'll provide.

\$7,500

Speaker Ready Lounge

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.

\$7,500

Sustaining Research

With a Sustaining Research Sponsorship, you can support NIC's mission of providing data, analytics, and connections that bring together the common interests of capital investors and seniors housing and care providers. Signage recognition provided at the conference for those contributing to NIC's mission in this capacity.

\$7,500



Sponsorship Opportunities

Opportunity	Investment	Sponsor Information	Available/ SOLD
New Opportunity! Media Wall	\$35,000 (Tier 1)	Co-Sponsorship Opportunity (2) Opportunities Open	
New Opportunity! Market Fresh Fruit Cart	\$25,000 (Tier 1)	2020 Spring Conference Sponsor – Walker & Dunlop	SOLD
Interactive Touch Screen Displays	\$25,000 (Tier 1)	Exclusive to One Sponsor (1) Opportunity Open	
Badges and Lanyards	\$25,000 (Tier 1)	2020 Spring Conference Sponsor – Omega Healthcare Investors Inc.	SOLD
Conference Mobile App	\$25,000 (Tier 1)	2020 Spring Conference Sponsor – KeyBank	SOLD
Electronic Attendee Listing	\$25,000 (Tier 1)	Exclusive to One Sponsor (1) Opportunity Open	
Hotel Room Keys	\$25,000 (Tier 1)	2020 Spring Conference Sponsor – Lancaster Pollard	SOLD
Specialty Coffee Bar	\$25,000 (Tier 1)	2020 Spring Conference Sponsor – Healthpeaks	SOLD
Morning General Session	\$20,000 (Tier 1)	Co-Sponsorship Opportunity 2019 Spring Conference Sponsor – Heartis	
Morning General Session Keynote Speaker(s)	\$20,000 (Tier 1)	2020 Spring Conference Sponsor – BMO Harris Bank	SOLD
Luncheon General Session	\$20,000 (Tier 1)	Co-Sponsorship Opportunity 2020 Spring Conference Sponsor – Yardi ; (1) Opportunity Open	
Luncheon General Session Keynote Speaker(s)	\$20,000 (Tier 1)	2020 Spring Conference Sponsor – NHI	SOLD
Networking Breaks	\$20,000 (Tier 1)	Exclusive to One Sponsor (1) Opportunity Open	
Branding – Welcome Signage	\$20,000 (Tier 1)	Exclusive to One Sponsor 2019 Spring Conference Sponsor – Wells Fargo	

Sponsorship Opportunities

Evening Amenity	\$20,000 (Tier 1)	Co-Sponsorship Opportunity 2020 Spring Conference Sponsor – LTC Properties (Wednesday Evening) ; (1) Opportunity Open – Thursday Evening	
Event Website	\$20,000 (Tier 1)	2020 Spring Conference Sponsor – Berkadia	SOLD
Electronic Final Program	\$20,000 (Tier 1)	Exclusive to One Sponsor (1) Opportunity Open	
Graphic Recording	\$20,000 (Tier 1)	2020 Spring Conference Sponsor – Direct Supply	SOLD
Networking Spaces	\$20,000 (Tier 1)	2020 Spring Conference Sponsors – CIBC (Pacific Networking Lounge) & Hunt Real Estate Capital (Marriott Grand Networking Lounge)	SOLD
Networking Reception	\$20,000 (Tier 1)	Co-Sponsorship Opportunity 2020 Spring Conference Sponsor – Greystone ; (1) Opportunity Open	
Newspaper Room Delivery	\$20,000 (Tier 1)	2020 Spring Conference Sponsor – MidCap Financial	SOLD
Turndown Service	\$20,000 (Tier 1)	Co-Sponsorship Opportunity 2020 Spring Conference Sponsor – Capital Funding Group (Thursday Evening) ; (1) Opportunity Open – Wednesday Evening	
Welcome Reception	\$20,000 (Tier 1)	Co-Sponsorship Opportunity 2019 Spring Conference Sponsor – Welltower (2) Opportunity Open	
Wireless Internet	\$20,000 (Tier 1)	2020 Spring Conference Sponsor – Ventas, Inc.	SOLD
Individual Private Workspace	\$18,500 (Tier 2)	2020 Spring Conference Sponsor – Love Funding	SOLD
Branding - Elevator Clings	\$18,500 (Tier 2)	2020 Spring Conference Sponsor – Formation Capital, LLC	SOLD
Branding - Escalator Clings	\$18,500 (Tier 2)	2020 Spring Conference Sponsors – Locust Point Capital & Marcus & Millichap	SOLD
Mobile Charging Stations	\$18,500 (Tier 2)	2020 Spring Conference Sponsor – Ally Corporate Finance	SOLD
Conference Recap	\$18,500 (Tier 2)	2020 Spring Conference Sponsor – Welltower	SOLD
Tech Support Bar	\$17,500 (Tier 2)	Exclusive to One Sponsor 2019 Spring Conference Sponsor – PGIM Real Estate Finance	

Sponsorship Opportunities

Hydration Stations	\$17,500 (Tier 2)	Co-Sponsorship Opportunity 2020 Spring Conference Sponsor – Housing & Healthcare Finance, LLC (Conference Space) ; 2019 Spring Conference Sponsor – Direct Supply (Guestroom Hydration)	
Headshot Lounge	\$15,000 (Tier 2)	2020 Spring Conference Sponsor – BOK Financial	SOLD
First-Time Attendee Webinar & Power Hour	\$15,000 (Tier 2)	2020 Spring Conference Sponsor – Meridian Capital Group	SOLD
Branding - Meet-Up Points	\$15,000 (Tier 2)	2020 Spring Conference Sponsor – Blueprint	SOLD
Capital Provider Attendee Listing	\$15,000 (Tier 2)	2020 Spring Conference Sponsor – Capital One Healthcare	SOLD
Electronic Preliminary Program	\$15,000 (Tier 2)	2020 Spring Conference Sponsor – Wells Fargo	SOLD
LinkedIn Corner	\$15,000 (Tier 2)	2020 Spring Conference Sponsor – White Oak Healthcare Finance	SOLD
Relaxation Station	\$15,000 (Tier 2)	2020 Spring Conference Sponsor – Genesis	SOLD
Shoe Shine	\$15,000 (Tier 2)	2020 Spring Conference Sponsor – Sabra Health Care REIT	SOLD
NIC Leadership Reception	\$14,500 (Tier 3)	Exclusive to One Sponsor (1) Opportunity Open	
Branding - Mirror Clings and Amenity Trays	\$14,500 (Tier 3)	Exclusive to One Sponsor 2019 Spring Conference Sponsor – Love Funding	
“Know Before You Go” Email	\$14,500 (Tier 3)	2020 Spring Conference Sponsor – Fifth Third Bank	SOLD
Networking Breakfast	\$14,500 (Tier 3)	Co-Sponsorship Opportunity (1) Opportunity Open– Thursday Morning (1) Opportunity Open – Friday Morning	
Breakout Session Audio & Staging	\$12,500 (Tier 3)	Co-Sponsorship Opportunity 2019 Spring Conference Sponsor – Duff & Phelps Real Estate Advisory Group; (1) Opportunity Open	
Conference Concierges	\$12,500 (Tier 3)	Co-Sponsorship Opportunity 2020 Spring Conference Sponsor – Sector Financial Inc. ; 2019 Spring Conference Sponsor – Sodexo; (1) Opportunity Open	
Daily Recap Email	\$12,500 (Tier 3)	Exclusive to One Sponsor (1) Opportunity Open	

Sponsorship Opportunities

Deal-Making Kits	\$12,500 (Tier 3)	2020 Spring Conference Sponsors – SunTrust Bank	SOLD
Schedule at-a-Glance	\$11,500 (Tier 4)	Co-Sponsorship Opportunity 2020 Spring Conference Sponsors – Nixon Peabody; (1) Opportunity Open	
Kosher Accommodations	\$10,000 (Tier 4)	Co-Sponsorship Opportunity 2020 Spring Conference Sponsor – Colliers International; (1) Opportunities Open	
Scholar Meet-Up	\$10,000 (Tier 4)	Exclusive to One Sponsor (1) Opportunity Open	
Student Scholarship	\$10,000 (Tier 4)	Exclusive to One Sponsor or Co-Sponsorship Opportunity (1) Exclusive Opportunity Open at \$20,000 or (2) Co-Sponsorship Opportunities Open	
Conference Countdown Clock	\$7,500 (Tier 5)	Co-Sponsorship Opportunity 2020 Spring Conference Sponsor – Cambridge Reality Capital; (1) Co-Sponsorship Opportunity Open	
Speaker Ready Lounge	\$7,500 (Tier 5)	Exclusive to One Sponsor 2019 Spring Conference Sponsor – RealPage	
Sustaining Research	\$7,500 (Tier 5)	Multiple Opportunities	

Thank You to Our 2019 Sponsors

Our sponsors help lead the first-class NIC experience the industry has come to expect. Most importantly, they support the research, education, and increased transparency NIC is bringing to the industry.



About NIC | Data. Analytics. Connections

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 collects and reports timely quarterly and monthly data from seniors housing and care properties throughout the country through its NIC MAP® Data Service, featuring data products such as market fundamentals time series data on 140 metro markets, the seniors housing actual rates initiative, and the Skilled Nursing Data Report. NIC's two annual events — the NIC Fall Conference and the NIC Spring Conference — are the premier networking opportunities of the seniors housing and care industry.

NIC Key Milestones:

