



## NIC EVENT & RESEARCH SPONSOR BENEFITS

### Sponsor Levels: \$6,000- \$60,000

*The following are NICs Annual Conference sponsorship levels: \$6,000 is Sustaining Research, \$6,500 and above are Sterling, above \$12,500 are Gold, above \$20,000 are Platinum, and above \$50,000 are Diamond.*

#### 1. Right of First Refusal

Sponsors have the right of first refusal if the same event/item is offered the following year.

#### 2. Complimentary Registrations

Complimentary conference registration(s) are given based upon the amount sponsored as listed below. *These complimentary registrations are for use only at the 21<sup>st</sup> Annual NIC Conference and may not be shared.*

- \$6,000- \$9,000= 1 comp. registration
- \$10,000- \$19,000= 2 comp. registrations
- \$20,000- \$29,000= 3 comp. registrations
- \$30,000- \$39,000= 4 comp. registrations
- \$40,000- \$49,000= 5 comp. registrations
- \$50,000- \$59,000= 6 comp. registrations

#### 3. Registration Discounts

Sponsors will receive a \$50 discount off all paid registrants from the sponsoring company.

#### 4. Invitations to the Board of Directors Reception: Wednesday, September 21<sup>st</sup>

Sponsors receive invitations to this *exclusive, invitation-only networking event for the NIC Board of Directors, NIC Operator Advisory Board, sponsors, and speakers* in the quantity below based on the amount sponsored:

- \$6,000- \$9,000= 1 invitation
- \$10,000- \$19,000= 2 invitations
- \$20,000- \$29,000= 3 invitations
- \$30,000- \$39,000= 4 invitations
- \$40,000- \$49,000= 5 invitations
- \$50,000- \$59,000= 6 invitations

#### 5. Company Logo Displayed before Plenary Sessions

Color logos of sponsoring companies will be displayed in a PowerPoint presentation shown during the beginning of each Plenary Session reaching nearly 85% of conference attendees.

#### 6. Company Listing in Event Marketing Materials

Sponsoring companies will be listed in the Conference Announcement, Preliminary Program, and the Final Program depending on when the sponsorship is confirmed. The conference announcement is printed in early March, the preliminary program in the early summer, and the final program in the early fall.

The conference announcement and preliminary program are distributed to the full NIC database consisting of more than 10,000 seniors housing executives who have participated in an NIC initiative in the last three years or have opted-in to receive NIC information. In addition, the preliminary program is mailed to the attendee lists of other major industry events and databases for industry organizations with which we have trade-out agreements (i.e. ALFA, ASHA, AAHSA, AHCA, LTC 100, etc.)

#### 7. Company Listing and Link on NIC Website

Sponsoring companies will have a hyperlink to their website on the “Annual Conference” section of the NIC website- [www.NIC.org](http://www.NIC.org). The Events pages are the most visited section of the NIC website averaging almost 20,000 views per month.



## 8. Tabletop Space

Sponsors will be given tabletop space to display company materials as follows:

- Lender, Investor and Financial Intermediary Sponsors will have tabletop space during the Meet the Investors Networking Reception on Thursday, September 22.
- All other sponsors will have tabletop space throughout the conference in highly trafficked common areas.
- Event sponsors receive a 6' x 3' table. Sustaining research sponsors receive a 3' x 3' table.
- NIC will provide appropriate signage for your table and replenish materials as necessary.

## 9. Conference Attendee Mailing Labels

The NIC Annual Conference attracts 1,600- 1,800 executive-level decision makers in the seniors housing and care industry each year. The Annual Conference is comprised of nearly 40% operators, 35% Lenders, Investors, and Financial Intermediaries, 20% Service Providers, and 5% Developers on average.

Sponsors will receive pre-printed mailing labels of all conference attendees for ONE marketing mailing\*. Sponsors under \$10,000 may chose one of the following options. Sponsors over \$10,000 will receive both options for ONE mailing each.

- Pre-conference mailing labels- consists of complete name, title, company, and mailing address of attendees registered on or before the early bird deadline (labels mailed to you late August 2011)
- Post-conference mailing labels- consists of complete name, title, company, and mailing address of ALL registered attendees (labels mailed to you in mid-October 2011)

*\*A label use agreement form must be signed to receive labels- included in sponsor information packet, emailed in early summer*

## 10. Sponsor Badge Ribbons

Each registered attendee from a sponsoring company will receive a special sponsor ribbon to be worn on their conference badge for added recognition as a conference sponsor and NIC supporter.