

# 16TH ANNUAL NIC CONFERENCE ON SEPTEMBER 27-29 TO FOCUS ON ‘MAKING SMART INVESTMENTS IN A DYNAMIC MARKET’

ANNAPOLIS, Md. – The National Investment Center for the Seniors Housing & Care Industry (NIC) announced today that “Making Smart Investments in a Dynamic Market: Integrating Customer Expectations, Quality Care & Competitive Capital” will be the theme of its 16th Annual NIC Conference. The three-day conference – considered to be the industry’s top networking event between financiers and owners/operators/developers of seniors housing and care properties – will be held in Chicago, Ill. on Sept. 27-29, 2006.

“We’ve never seen the seniors housing market as dynamic as it has been this year,” said Robert G. Kramer, president of NIC. “Customers are demanding more choices than ever before, and the emphasis on delivering quality is more important than ever. Add to that an environment where the cost of capital has become very competitive, and it’s easy to understand why investors are searching hard for the right opportunity and why operators are trying to figure out how to respond to market demand and the high level of investor interest. We’re looking to point out the opportunities as well as the pitfalls at this year’s conference.”

Other sessions will include an update on the “build-versus-buy” debate and an analysis of the year’s most newsworthy deals at the popular “deal forum.” Conference attendees will also have numerous occasions to network, including themed receptions on both evenings and a networking lounge provided specifically for their needs.

“If registration numbers are any indication, this should be our most exciting conference yet,” said Elisa Infante Freeman, NIC conference and marketing director. “As of mid-May, more than 700 people have registered... a number we don’t normally reach until August!”

She emphasized that those interested in attending should register soon. “Not only do rooms at the conference hotel book quickly,” explained Freeman, “but attendance at the conference itself will be capped for the first time. This year, only 1,600 persons will be admitted in order to ensure an optimal networking and dealmaking environment.”

The general registration fee for the 16th Annual NIC Conference is \$1600. Operators are entitled to discounted rates of \$1200 (for those with 11 or more properties) or \$1000 (for those with 10 or fewer properties). Discounts will again be given for those who register online and companies that bring multiple attendees.

To register online, visit [www.NIC.org](http://www.NIC.org). For more registration information, email Deanna Johns at [deanna@nic.org](mailto:deanna@nic.org) or call (410) 267-0504.

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#### About NIC

Founded in 1991, the National Investment Center for the Seniors Housing & Care Industry is a nonprofit organization providing information about capital formation and business strategy for the seniors housing and care industry. Proceeds from its annual conference are used to provide data and research to facilitate informed investment decision-making for the industry.

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\*\*\*Attention seniors housing and care, business and financial editors: To register for conference media credentials, email Renee Tilton at [rtilton@crosbymarketing.com](mailto:rtilton@crosbymarketing.com). \*\*\*

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