As the industry’s premier networking and educational event, the NIC Fall Conference attracts more than 2,500 industry stakeholders. C-suite executives from major seniors housing and skilled nursing providers to decision-makers from health care REITs, private equity firms, and national and regional banks, come together to connect and explore business opportunities.

Designed with attendees in mind, the educational program offers a variety of sessions ranging from specific industry challenges and opportunities to thought-provoking NIC Talks on the future of aging.

REGISTER NOW!
www.nicevent.org
#NICFall17
### TUESDAY, SEPTEMBER 26

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 AM – 6:30 PM</td>
<td>Registration</td>
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<tr>
<td>1:00 PM – 3:30 PM</td>
<td>Pre-Conference Workshop—Seniors Housing Boot Camp</td>
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<tr>
<td>2:00 PM – 3:30 PM</td>
<td>Concurrent Sessions</td>
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<tr>
<td>4:30 PM – 5:30 PM</td>
<td>First–time Attendee Power Hour <em>(Invitation only)</em></td>
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<tr>
<td>5:30 PM – 7:00 PM</td>
<td>Welcome Reception</td>
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### WEDNESDAY, SEPTEMBER 27

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<tr>
<td>7:00 AM – 5:30 PM</td>
<td>Registration</td>
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<tr>
<td>8:00 AM – 9:30 AM</td>
<td>Opening General Session with Paul Irving</td>
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<tr>
<td>9:45 AM – 10:45 AM</td>
<td>Concurrent Sessions</td>
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<tr>
<td>11:15 AM – 12:15 PM</td>
<td>NIC Talks</td>
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<tr>
<td>12:30 PM – 2:30 PM</td>
<td>Conference Luncheon with Newt Gingrich and Lawrence H. Summers</td>
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<tr>
<td>2:45 PM – 3:45 PM</td>
<td>Concurrent Sessions</td>
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<tr>
<td>4:15 PM – 5:30 PM</td>
<td>Featured Session</td>
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<td>5:30 PM – 7:00 PM</td>
<td>Networking Reception</td>
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### THURSDAY, SEPTEMBER 28

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<tr>
<td>7:00 AM – 12:00 PM</td>
<td>Registration</td>
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<tr>
<td>9:15 AM – 10:30 AM</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>11:00 AM – 12:00 PM</td>
<td>NIC Talks</td>
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It’s a terrific opportunity to be able to hear from a lot of industry experts who will come together and talk about where we are today and where we’re going tomorrow.

*ALLISON PENDROY, LIFE CARE SERVICES*
Networking Opportunities

The NIC Fall Conference offers unparalleled opportunity for networking. It’s the most efficient, transactional-focus event in the seniors housing and care sector—in just three days, you’ll have access to connect and network with industry decision makers under one roof!

Attendee Resources
Use these resources to facilitate your networking before, during and after the conference:
- Attendee Listing
- Conference App
- Event Guide to Capital Provider Attendees
- Meeting Points

Networking Spaces
Conduct business meetings and network with peers in comfortable spaces.

NIC-Hosted Receptions
Meet new contacts and network with conference attendees:
- First-time Attendees
- Power Hour (invitation only)
- Welcome Reception
- Networking Reception

If you want to know what deals are happening right now in the seniors housing community, this is where you come, it’s the end-all, be-all conference...
It’s just a great meeting opportunity.

TANYA SHARF, FAMILY OPERATING GP

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Program Overview

Operators and Investors in the seniors housing and care sector are facing several market realities—from increased competition and ongoing construction to labor challenges and uncertainty related to policy and regulatory changes. At the same time, stakeholders must consider the emerging innovations and drivers that will shape the senior living industry in the years ahead.

Whether you’re new to the sector and looking for introductory learning or an experienced provider of care and capital looking for strategic approaches you can implement, this year’s program is designed with you in mind and will offer insights into this challenging environment.

Focus Areas

Educational sessions are focused on the following areas:

- **Skilled Nursing**
  - Sessions on Skilled Nursing-related issues

- **Seniors Housing**
  - Sessions on Seniors Housing-related issues

- **Navigating the Present**
  - Sessions on current market conditions

- **Anticipating the Future**
  - Sessions on future industry projections

Pre-Conference Workshop

**NIC Bootcamp: An Interactive Workshop on the Art of Assessing a Deal**

Designed for seniors housing capital providers, analysts and developers who have been in the industry 1-3 years, this workshop uses a case study to demonstrate how to analyze key decision points for property acquisition or development and assess the true value of a prospective transaction. Boot Camp registrants will be provided a case study in advance, allowing time to consider major decision points and how your decisions compare to those from the case study.

*Limited Capacity. An additional $75 registration fee applies.*

Register Now!

www.nicevent.org

#NICFall17
The Conference provides a lot of insight into how others are viewing changes within the industry. I think one of the great things about our industry is that it’s incredibly dynamic...

CHRISTIAN SWEETSER, SILVERADO

General Sessions

Opening General Session

The Impact of Trump Administration’s Policies on Economic Growth: A Debate

NEWT GINGRICH  LAWRENCE H. SUMMERS

Hear two prominent and influential figures, Lawrence H. Summers, former Treasury Secretary under President Clinton, and Newt Gingrich, former Speaker of the U.S. House of Representatives, give their perspectives on the impact of the new Administration’s policies on economic growth—specifically focusing on tax reform, regulation, immigration, health care, infrastructure funding, climate change, tariffs and trade.

This dialogue will touch on many hot button issues including:

• If GDP will speed up or hit the brakes?
• How labor markets and wage rates will be impacted?
• If Janet Yellen will keep her role as Chair of the Fed in 2018?

Conference Luncheon

The Upside of Aging: Innovation, Disruption and the Longevity Economy

PAUL IRVING

In the U.S. and across the globe, longer life expectancies and population aging are influencing everything from health policy and labor force participation to housing and care models. While this unprecedented demographic shift brings its challenges, it also offers opportunities for new products, services, and innovations—an emerging longevity economy with massive potential.

For the aging services industry—ripe for disruption as it seeks to enhance performance, quality, and efficiency—the stakes could not be higher. Paul Irving, expert on the business impact of increasing longevity, chairman of the Milken Institute Center for the Future of Aging, and a director of East West Bancorp, Inc, will off his thoughts on the future of aging and aging services. His presentation will set the stage for NIC Talks discussions, as well as sessions on Innovations in Seniors Housing from Around the Globe, Scaling Up Your Operations for Success, Using Customer Insights to Drive Business Innovation in Seniors Housing and Care, and The Future Demand for Alzheimer’s Care.
The Future Demand for Alzheimer’s Care: What the Current Research Reveals

Year after year, significant funding continues to be channeled into Alzheimer’s research. Until prevention or a cure is ultimately discovered, what do current Alzheimer’s research findings reveal and what are the implications for future demand for Alzheimer’s care? Our panel of outside experts, including the Chief Science Officer for the Alzheimer’s Association and the Dean of the University of Southern California Davis School of Gerontology, will explore these fundamental questions from varying perspectives:

• Conventional pharmaceutical Alzheimer’s research findings
• Non-pharma behavioral research findings focusing on environmental, cognitive and lifestyle decision impacts
• Innovative care approaches being used successfully today.

Much of what you’ll hear may be provocative and fundamentally challenge conventional wisdom regarding what we all thought we already knew about Alzheimer’s and the aging process. The panel will also share thoughts about how current Alzheimer’s knowledge gained through research and “real world” operating models will likely impact future demand for our entire industry and business strategies for care providers and investors.

Tell Me Something I Don’t Already Know About Aging

Inspired by the TED format, NIC Talks will offer thought-provoking insights and ideas on the future of aging and aging services, including:

• What influencers will have the most dramatic impact on the future of America’s rapidly aging population
• How Artificial Intelligence (A.I.) and robotics are radically transforming our health care system before our very eyes
• The disruptive innovations most likely to impact the aging process as we know it today.

Visit the NIC Talks Page to view the Speaker line-up.
### Session Highlights

#### TUESDAY, SEPTEMBER 26

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<tr>
<td>Influence of New Supply on Market Share</td>
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<tr>
<td>Assessing Your Infrastructure and Utilizing Market Data So You Can Grow Wisely</td>
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**Influence of New Supply on Market Share**

Hear how investors and developers can spot the distinctions in making, taking or losing market share. This session will review analysis of hundreds of developments and consider the impact of new construction on occupancy of surrounding competitors.

**Assessing Your Infrastructure and Utilizing Market Data So You Can Grow Wisely**

Today, operators of seniors housing and care properties are seeking capital to potentially expand their company’s market share or enhance asset values. This session will monitor properties in the U.S. metropolitan markets and discuss key organizational infrastructure requirements demanded by their expansion programs.

#### WEDNESDAY, SEPTEMBER 27

<table>
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<tr>
<th>9:45 AM – 10:45 AM</th>
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<tbody>
<tr>
<td>The Art of the Deal: What is the Next Evolution?</td>
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<tr>
<td>Making the Case for Investments in Operations and Maximizing Your Return</td>
</tr>
<tr>
<td>Innovations in Seniors Housing Around the Globe</td>
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</tbody>
</table>

**The Art of the Deal: What is the Next Evolution?**

With changing structures for deal-making and everchanging financing conditions, both investors and operators are seeking an alignment of interest for a win-win for everyone. Hear perspectives of capital providers and operators on building long-term value by finding the best structures and financing term for real estate and operations.

**Making the Case for Investments in Operations and Maximizing Your Return**

Investments to support the capacity for growth and improve operating efficiency are vital to keep pace to deliver supportive services and to improve the health of residents. This session will uncover how operators and investors can prioritize limited funding dollars to ensure both proper resident care and maximize return on investment at the same time. Hear about the unexpected long-term benefits of investing in the operations side of your business.

**Innovations in Seniors Housing Around the Globe**

Projected longer life expectancies are increasing demand for properties and services that support the needs of aging citizens. Hear innovative ideas from investors and operators of seniors housing abroad and understand how foreign professionals manage demand for seniors housing and are within their own borders.

#### 11:15 AM – 12:15 PM

**The Evolving SNF World: Where Are the Investment Opportunities?**

So what do investors look for in assessing their next skilled nursing deal? Are they investing in operations or real estate? Hear how leading industry participants are looking at the market today. This session will explore how operators are adjusting to the evolving environment and how their capital needs are changing, as well as how investors view their investments in the sector and their changing expectations.

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2:45 PM – 3:45 PM

**Property Valuations for Seniors Housing and Skilled Nursing**

For investors in seniors housing and care, what’s more important than determining the actual value of investment properties currently on the market? This session will offer investors information on how to assess an individual property’s real estate growth potential. Operators considering value-enhancement strategies may be interested in how property repositioning can affect valuations.

**NIC Talks Deep Dive with Dan Buettner**

This intimate interview with NIC Talk’s speaker Dan Buettner will take a deeper dive into his research on the path for a longer life and health discovering of the world’s “Blue Zones”—a community of elders who live with vigor at record setting ages due to healthy diet and lifestyle habits.

THURSDAY, SEPTEMBER 28

9:15 AM – 10:30 AM

**Scaling Up Your Operations for Success**

Hear from a panel of seniors housing experts who have grown their operations platform significantly by strengthening the quality of services and upping the efficiencies of scale. This session will uncover the pros and cons of scale as well unlock key drivers and challenges of growth for seniors housing operators.

**Determining if It’s Time to Redevelop Your Properties**

If you are thinking about developing your property, this highly interactive session is for you. Using case studies to guide the discussion, the audience will be invited to weigh in on funding for redevelopment plans. This session will provide tips and tool to make your property more attractive to residents and increase its competitive durability.

**Shining a Spotlight on Trends Shaping Seniors Housing and Skilled Nursing Opportunities**

This timely session will explore the latest trends that influence the operation of private-pay seniors housing and skilled nursing/post-acute care properties in the U.S. Presenters will share the latest data trends including critical demographic and economic factors and significant capital market trends impacting property occupancies and rents. Find out where the headwinds and tailwinds are strongest.

“When you get in a room with so many multiple experts, you can only take in knowledge... Not only is there a great network of people, but there is an overflow of information everyone is willing to share. For someone who is relatively new to the industry, I think it’s the place to be.”

ANIKA HARTOUNIAN, OPERATOR, SOUTHERN CALIFORNIA PRESBYTERIAN HOMES

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Registration

**Register to attend**
Visit [www.nicevent.org](http://www.nicevent.org) for more information about the 2017 NIC Fall Conference.

**Questions?**
NIC Events
Phone: 410-267-0504
Email: registrar@nic.org

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### Attendee Breakdown of the 2016 Fall Conference

#### Who Attends by Registration Type

- 55% of operators own/operate
- 35.2% of operators own/operate
- 7% of operators own/operate
- 17.3% of operators own/operate
- 13.2% of operators own/operate
- 7% of operators own/operate
- 11+ properties

#### Who Attends by Title

- 29% CEO, COO, President, Founder
- 27% VP, EVP, SVP
- 25% Managing Director/Director
- 29% Other

---

**Registration Discounts for**

- **Group Registrations**
  - Registration 6+ operators: $150 off each registration
- **Small Operators Discounts**
  - Contact us to inquire about special pricing
  - Registration 3–5 operators: $100 off each registration

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**Preliminary Program Sponsored by:**

- [BLUEPRINT](http://www.blueprint.com)

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**Register Now!**

[www.nicevent.org](http://www.nicevent.org)

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### Sponsorship

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**Download Prospectus**

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**Questions?**

NIC Events Sponsorship

Phone: 410-267-0504

Email: sponsorships@nic.org
About NIC

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 Investment Forum—are the marquis networking opportunities of the seniors housing and care industry.

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