



Dear Prospective Crocker Symposium 2009 Media Partner,

Next spring, the Real Property Section of the Los Angeles County Bar Association and the Richard S. Ziman Center for Real Estate at UCLA will host The Benjamin S. Crocker Symposium on Real Estate Law and Business 2009, the 38th Annual Crocker Symposium, on May 5, 2009 at the Los Angeles Convention Center.

The Crocker Symposium in 2008 was the first – and very successful – joint production of the event between the Ziman Center and the Real Property Section.

The Crocker Symposium is the premier conference in Southern California focused on both the legal and business aspects of real estate. It offers sophisticated discussion of hot topics and trends by leading legal practitioners, real estate professionals, and academic and governmental officials. It provides real estate business professionals a better understanding of the legal issues affecting their work and it provides real estate attorneys a better understanding of the business context for their legal services. The opportunity is unparalleled for thinking about the future, for learning about developments in real estate best business practices and in real estate law, and for networking with key players in the field.

The Ziman Center is an interdisciplinary joint venture of the UCLA School of Law and the UCLA Anderson School of Management, and is the perfect partner for the Real Property Section in pursuit of the law and business concept for the Crocker Symposium.

In the pages that follow, you will find details about the opportunities available to your organization. From strategic name placement in our symposium materials to on-site exhibit space, the opportunities have been designed to give our media partners maximum exposure during the symposium.

We invite you to participate in the Benjamin S. Crocker Symposium on Real Estate Law and Business 2009 by becoming a media partner. There is no financial contribution to participate, but rather an opportunity to promote each other's entities. If you have any questions, please contact the symposium Executive Producer, Tracy Kwiker, at (310) 478-0170 or crocker2009@pivotalevents.com.

Sincerely yours,

A handwritten signature in black ink, appearing to read "D. Eric Remensperger".

D. Eric Remensperger  
Crocker Symposium Chair  
Executive Committee Member  
Real Property Section  
Los Angeles County Bar Association

A handwritten signature in black ink, appearing to read "Tim Kawahara".

Tim Kawahara  
Executive Director  
Richard S. Ziman Center for  
Real Estate at UCLA



The Benjamin S. Crocker Symposium on Real Estate Law and Business 2009  
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## **ABOUT THE BENJAMIN S. CROCKER SYMPOSIUM ON REAL ESTATE LAW AND BUSINESS**

### **HISTORY OF THE BENJAMIN S. CROCKER SYMPOSIUM**

The Real Property Section of the Los Angeles County Bar Association first presented a real estate law symposium in 1972. In 1976, the Section named the symposium in honor of Benjamin S. Crocker (1935-1973), whose personal efforts significantly contributed to the growth of the Section and its mission of continuing legal education. While originally a program for real estate attorneys, the Benjamin S. Crocker Symposium was expanded into a "law and business" format commencing with the program in 2003, including education for real estate attorneys and members of the real estate business community. In 2007, the Section partnered with the Richard S. Ziman Center for Real Estate at UCLA (a joint center of the UCLA Anderson School of Management and the UCLA School of Law) to co-sponsor the 2008 Crocker Symposium. The 2009 program will be the 38th Annual Crocker Symposium.

### **BENEFITS OF ATTENDANCE**

- Targeted networking with hundreds of important players in real estate law and business.
- Substantive education on the most comprehensive and up-to-the-minute information in the industry.
- Analyses of the future of real estate developments in Southern California.

### **PROFESSIONALS WHO SHOULD ATTEND**

The educational program is designed for professionals in the real estate industry, including:

- Accountants
- Attorneys
- Brokers
- Developers
- Financiers
- Investors
- Property Owners

## **ABOUT THE REAL PROPERTY SECTION OF THE LOS ANGELES COUNTY BAR ASSOCIATION**

### **OVERVIEW**

The Real Property Section of the Los Angeles County Bar Association focuses on all aspects of real property law. There are six subsections:

- Commercial Development and Leasing
- Construction Law
- General Real Property
- Land Use Planning and Environmental Law
- Real Estate Finance
- Title Insurance

With more than 1,600 members, the Section is the second largest substantive law section of the County Bar. The Section presents more than 30 continuing legal education programs each year, including the Benjamin S. Crocker Symposium on Real Estate Law and Business. The Section also publishes a monthly Newsletter highlighting recent developments in real estate law, and a quarterly Review, with substantive articles of interest to real estate practitioners.

## ABOUT THE RICHARD S. ZIMAN CENTER FOR REAL ESTATE AT UCLA

### MISSION

The mission of the Richard S. Ziman Center for Real Estate at UCLA is to advance thought leadership in the field of real estate by generating influential research, educating the next generation of leaders, and providing meaningful forums for industry professionals and policymakers. Through its various activities and programs, the Center employs an interdisciplinary and global approach to addressing the most critical real estate challenges facing our society today and in the future.

### BACKGROUND

The Richard S. Ziman Center for Real Estate, a joint center of the UCLA Anderson School of Management and the UCLA School of Law, was formed with a mandate to create and administer UCLA's activities surrounding the topic of real estate. The Ziman Center has three overarching characteristics:

- It is firmly grounded in the research and teaching missions of UCLA Anderson, UCLA School of Law, and UCLA as a whole.
- It draws upon faculty and departments throughout UCLA, including management, law, public policy, urban planning, engineering, and architecture, to fulfill its goals.
- It is tightly coupled to the real estate community it was established to serve, with a special emphasis on California and the center's growing global mandate.

### HISTORY

The impetus to establish a new real estate center at UCLA Anderson School of Management was the result of the innovative vision and dedication of John S. Long. In fall 2001, the Center was renamed in recognition of the generosity of Richard S. Ziman, who established the Center's permanent endowment. In fall 2005, the Center was reconstituted as campus-wide Center of both the UCLA Anderson School of Management and the UCLA School of Law. The Center currently enjoys the leadership of a 20-member Founding Board comprised of influential leaders from the real estate industry.

## **MEDIA PARTNER AGREEMENT TERMS**

### **TRADE PUBLICATIONS, MEDIA OUTLETS, PROFESSIONAL JOURNALS, AND OTHER QUALIFIED ORGANIZATIONS**

The Benjamin S. Crocker Symposium on Real Estate Law and Business 2009 ("Crocker") agrees to provide the following entitlements to the media partner:

1. Company logo or name on all of the following official Crocker Symposium 2009 marketing materials positioned in alphabetical order:
  - Registration brochure
  - Sponsor acknowledgement page on the symposium website (includes a link to the sponsor's website)
  - On-site symposium sponsor recognition signage
  - Symposium program syllabus
2. Display space in the exhibit hall for the presentation of materials.
3. *Customized entitlements provided by Crocker Symposium 2009.*

Media partner agrees to provide the following entitlements to The Benjamin S. Crocker Symposium on Real Estate Law and Business 2009:

1. *Customized entitlements provided by media partner*
- 2.
- 3.
- 4.

### **HOW TO BECOME A MEDIA PARTNER**

Contact the Executive Producer, Tracy Kwiker, at (310) 478-0170 or [crocker2009@pivotalevents.com](mailto:crocker2009@pivotalevents.com), to determine the specific details of the agreement.