



Dear Prospective Crocker Symposium 2009 Sponsor,

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 sponsorship available to your organization. From strategic name placement in our symposium materials to on-site exhibit space, the sponsorship has been designed to give our sponsors maximum exposure during the symposium. In addition, unlike other conferences, sponsorship of the Crocker Symposium 2009 ensures a place on the Planning Committee to the extent that a sponsor wishes to participate. Such participation means an active role in the selection of topics and speakers for the panels.

We invite you to participate in the Benjamin S. Crocker Symposium on Real Estate Law and Business 2009 by becoming a sponsor. The contribution for sponsorship is \$5,000 representing no increase since the beginning of the law and business format by the Real Property Section in 2003. 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
10920 Wilshire Boulevard, Suite 150-9128, Los Angeles, California 90024
T. 310.478.0170 F. 310.474.7687 E. crocker2009@pivotalevents.com

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.

SPONSORSHIP OPPORTUNITY

Companies, law firms, accounting firms, financial institutions and others in the real estate industry are invited to become sponsors of the Crocker Symposium.

SPONSORSHIP CONTRIBUTION: \$5,000

SPONSORSHIP BENEFITS

- One (1) representative on the Crocker Symposium 2009 Planning Committee.
- Complimentary symposium registration for Planning Committee members.
- Three (3) additional complimentary registrations for use by sponsor or sponsor's clients or colleagues.
- 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
- Display space in the exhibit hall for the presentation of sponsor materials. Spaces will be assigned based on registration order. Floor plans will be distributed at a later time.
- A full-page sponsor message/advertisement in the program syllabus distributed to each attendee.

HOW TO COMPLETE AN ELECTRONIC VERSION OF THIS ENROLLMENT FORM

1. This form is compatible with Adobe Reader Versions 7.0, 8.0, or 9.0. If needed, the program is available for free download at <http://www.adobe.com/products/acrobat/>. Click on "Get Adobe Reader" and then click on "Download Adobe Reader" to install.
2. Save the blank PDF file on your desktop.
3. Fill in the information requested on the desktop version.
4. Resave the PDF form after you have completed it.

HOW TO SUBMIT THE COMPLETED ENROLLMENT FORM

Via Email

1. Log in to your email service and create a new email message.
2. Attach the completed registration form.
3. Enter "Sponsor Enrollment Form" in the subject line.
4. Send the email with the attachment to: crocker2009@pivotalevents.com. You will receive a receipt confirmation email within 48 hours.

Via Postal Mail

1. Complete the form and mail to:
The Benjamin S. Crocker Symposium on Real Estate Law and Business 2009
C/O Pivotal Events
10920 Wilshire Boulevard, Suite 150-9128
Los Angeles, CA 90024

Via Fax

1. Complete the form and fax to (310) 474-7687.

SPONSORSHIP ENROLLMENT FORM

Yes! Please enroll us as a sponsor of the Crocker Symposium 2009. Our check for payment of the sponsor contribution in the amount of \$5,000:

- is enclosed.
- will be mailed by December 31, 2008 (let us know if you need a later payment date).

Make your sponsorship check payable to **Los Angeles County Bar Association** and include "Program Code 010204 Crocker Symposium 2009" in the memo line. Please mail your sponsorship check to:

The Benjamin S. Crocker Symposium 2009
C/O Pivotal Events
10920 Wilshire Boulevard, Suite 150-9128
Los Angeles, CA 90024

Please use the following firm/company name when identifying us as a sponsor:

Our representative on the Planning Committee shall be:

Title Mr. Mrs. Ms. Dr. Other (Please Specify) _____

First Name _____

Middle Initial _____

Last Name _____

Suffix _____

Address Line 1 _____

Address Line 2 _____

Job Title/Position _____

Telephone _____

Mobile Phone _____

Fax _____

Email _____

Our administrative/marketing contact for this sponsorship shall be:

Name _____

Title _____

Telephone _____

Email _____

SPONSORSHIP ENROLLMENT FORM

We would like to assist with distribution of program publicity materials. We will [check and complete all that apply]:

- Provide a mailing list for one-time use by the Symposium Executive Producer for mailing Crocker Symposium 2009 brochures. Our mailing list will contain approximately _____ names and addresses.

Our contact person for the mailing list is:

Name _____ Title _____

Telephone _____ Email _____

- Mail brochures to our mailing list. Please provide us with _____ brochures when ready for distribution.
- Distribute electronic program announcements to our email list or to selected clients and friends. Please provide us with each announcement to forward when ready for distribution. Please send each announcement to the following email address:

Name _____ Email _____

THANK YOU FOR YOUR VALUABLE SPONSORSHIP AND CONTRIBUTION TO
THE CROCKER SYMPOSIUM 2009!