



Dear Prospective Crocker Symposium 2010 Media Partner,

This spring, the Real Property Section of the Los Angeles County Bar Association and the Richard S. Ziman Center for Real Estate at UCLA will partner for the third straight year to produce the Benjamin S. Crocker Symposium on Real Estate Law and Business 2010, the 39th Annual Crocker Symposium, on March 23, 2010 at the Los Angeles Convention Center.

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 critical issues and trends by leading legal practitioners, real estate professionals, and academic and government 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 for Real Estate 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 to pursue 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 2010 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 crocker@pivotalevents.com.

Sincerely yours,

A handwritten signature in black ink, reading "Sarah V. J. Spyksma".

Sarah V. J. Spyksma
Crocker Symposium 2010 Chair
Executive Committee Member,
Real Property Section
Los Angeles County Bar Association
Partner, Sidley Austin LLP

A handwritten signature in black ink, reading "Gary M. Tenzer".

Gary M. Tenzer
Crocker Symposium 2010 Planning Committee Co-Chair
Advisory Board Member,
Richard S. Ziman Center for Real Estate at UCLA
Co-Founding Principal/Senior Director,
George Smith Partners

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 2010 program will be the 39th 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:

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

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 Ziman 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 Ziman Center was reconstituted as a campus-wide center of both the UCLA Anderson School of Management and the UCLA School of Law. The Ziman 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 SIMILAR ORGANIZATIONS

The Benjamin S. Crocker Symposium on Real Estate Law and Business 2010 ("Crocker") agrees to provide the following entitlements to the media partner:

1. Company logo or name on all of the following official Crocker Symposium 2010 marketing materials positioned in alphabetical order:
 - Registration brochure
 - Acknowledgment page on the symposium website (includes a link to the media partner's website)
 - On-site symposium recognition signage
 - Symposium program syllabus
2. Display space in the exhibit hall and (1) exhibitor pass. *Please note that space in the exhibit hall is limited and is available to all of our sponsors, media partners, and allied associations on a first-come, first-served basis. Floor plans will be provided at the time of registration.*
3. *Customized entitlements provided by Crocker Symposium 2010*

Media partner agrees to provide the following entitlements to the Benjamin S. Crocker Symposium on Real Estate Law and Business 2010:

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 crocker@pivotalevents.com, to determine the specific details of the agreement.