



Dear Prospective Crocker Symposium 2010 Sponsor,

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 Richard S. 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 today's economic climate, it is more important than ever to invest in yourself and in your business. In the pages that follow, you will find details about the sponsorship opportunities available to your organization and how and why the Crocker Symposium is precisely the sort of investment of your time and money that makes sense today. 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 2010 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 2010 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 [crocker@pivotalevents.com](mailto:crocker@pivotalevents.com).

Sincerely yours,

A handwritten signature in black ink that reads "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 that reads "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.

## 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 2010 Planning Committee
- Complimentary symposium registration for the Planning Committee member
- Three (3) additional complimentary registrations for use by sponsor or sponsor's clients or colleagues
- Bonus complimentary registration for sponsors who enroll prior to the first Planning Committee meeting
- 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 sponsor's website)
  - On-site symposium recognition signage
  - Symposium program syllabus
- 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.*
- A full-page sponsor message/advertisement in the program syllabus distributed to each attendee

### ***A Note about Complimentary Registrations***

For everyone's benefit, we are encouraging each sponsor to make full use of its complimentary registrations. Each complimentary registration represents a member of the audience and also a portion of the total number of tickets available. Since exposure is one of the most valuable benefits we can offer to our sponsors, full attendance is in every sponsor's best interest. In order to maximize attendance we request that sponsors claim all of their complimentary registrations by no later than fifteen business days prior to the symposium. We will endeavor to contact any of our sponsors with unclaimed complimentary registrations and request their permission to use the unclaimed registrations.

## SPONSORSHIP ENROLLMENT FORM INSTRUCTIONS

### 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: [crocker@pivotalevents.com](mailto:crocker@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 2010  
c/o Pivotal Events  
10920 Wilshire Boulevard, Suite 150-9128  
Los Angeles, CA 90024

#### Via Fax

Complete the form and fax to (310) 478-0170.

### SPONSORSHIP ENROLLMENT FORM

Yes! Please enroll us as a sponsor of the Crocker Symposium 2010.

Select One (1)

- Our check for payment of the sponsor contribution in the amount of \$5,000 is enclosed.
- Our check for payment of the sponsor contribution will be mailed by Friday, December 11, 2009.

Select One (1)

- We would like to secure an exhibition table and confirm that we will provide a representative to staff our table during the time the exhibit hall is open to Crocker Symposium attendees.
- No. We do not plan to exhibit this year.
- We are not sure about our intent to exhibit this year. Please check back with us closer to the event.

Make your sponsorship check payable to **Los Angeles County Bar Association** and include "Program Code 10638 Crocker Symposium 2010" in the memo line. Please mail your sponsorship check to:

The Benjamin S. Crocker Symposium 2010  
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:

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Our representative on the Planning Committee will be:

Title \_\_\_\_\_ 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 will be:

Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

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