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For Immediate Release

Commercial Real Estate 2004 Symposium Slated for February 19-21 in Tucson

Co-Sponsored by IREM[®] and the CCIM Institute, Program Targeted to Asset Managers, Commercial Brokers, Property Managers and Other Allied Professionals

(Chicago, Dec. 3, 2003) Commercial Real Estate 2004, a three-day symposium sponsored jointly by the Institute of Real Estate Management (IREM[®]) and the CCIM Institute, will be held from February 19 – 21, 2004 at the Hilton El Conquistador Resort in Tucson, AZ. Characterized as a “unique forum for learning, networking and influencing deals,” the symposium is targeted at asset managers, commercial brokers and property managers as well as corporate real estate executives, developers, appraisers and other allied professionals.

Twenty recognized commercial real estate experts will be featured on the symposium program. They will share their expertise on topics including acquiring and retaining clients; quantifying the value of technology; what America’s changing demographics mean; creative financing solutions; proven negotiation strategies, and numerous other topics pertinent to commercial real estate practitioners. Former Pittsburgh Steelers’ star running back Rocky Bleier will be the keynote speaker at the opening general session February 19. Participants at the three-day program also will have time allotted for networking and recreational events.

Cost and Registration Information

The symposium registration fee is \$595 per person until December 15 and rises to \$695 from December 16 to February 1. Onsite registration is \$795 per person, and single day attendance is \$295. The complete symposium brochure can be downloaded either from the IREM[®] website (www.irem.org) or the CCIM website (www.ccim.com), with online registration available at both sites.



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