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## ESSENTIALS OF HANGAR SUBLEASING: FROM RISK TO REVENUE

### TUESDAY, MAY 10, 2016

7:30 am to 8:00 am	Continental Breakfast
	<b>Session I: Introduction to Hangar Subleasing</b>
8:00 am to 10:00 am	<i>Participants will define various hangar tenant types (sublessees), wants and needs associated with subleasing, and define and categorize their FBO's subleasing business rules.</i>
10:00 am to 10:15 am	Break
	<b>Session II: Understanding Legal Concepts</b>
10:15 am to 12:00 pm	<i>Participants will be introduced to various legal concepts in subleasing, and the Top 5 defining attributes of a sublease agreement.</i>
12:00 pm to 1:00 pm	Lunch
	<b>Session III: Sublease Construction, Market Positioning</b>
1:00 pm to 3:00 pm	<i>Participants will be introduced to various sublease types, sublease portfolio management, and defining their FBO's place in the market</i>
3:00 pm to 3:15 pm	Break
	<b>Session IV: Effective Pricing and Growing Hangar Revenue</b>
3:15 pm to 5:15 pm	<i>Participants will learn effective pricing of hangar space, and learn to grow hangar revenue through dynamic pricing mechanisms and alternative revenue strategies.</i>
6:00 pm to 8:00 pm	Reception Dinner

### WEDNESDAY, MAY 11, 2016

7:30 am to 8:00 am	Continental Breakfast
8:00 am to 10:00 am	<b>Session V: Customer Prospecting</b>

*Participants will learn proven techniques to attract potential hangar tenants to their FBO, plus how to identify decision makers from decision influencers — both inside and outside the hangar tenant's organization.*

10:00 am to 10:15am

Break

**Session VI: Negotiating Workshop, GAP Analysis of your Sublease Portfolio and Incorporating Best Practices**

10:30 am to 12:00 pm

*Building upon all sessions, participants will learn the techniques associated with sublease negotiation, how to prepare existing tenants for new agreements, and how to conduct a GAP analysis of their FBO's real estate portfolio.*

***Participants will leave with a step-by-step plan on how to incorporate workshop lessons into concrete subleasing practice.***

12:00 pm to 1:00 pm

**Closing Lunch and Q&A**

*This optional working lunch, available to all participants, provides an informal venue for in-depth Q&A.*

1:00 pm

End