



## OPERATING LEASE CONFERENCE

MAXIMIZING PROFITS, MINIMIZING RISKS

ORGANIZED BY AMEMBAL & ASSOCIATES

In Conjunction With Dinamo Training & Consulting



Istanbul, Turkey – November 8 & 9, 2012

### WHY OPERATING LEASES

Both mature and emerging markets are suffering from margin compression. This is primarily due to the fact that the finance lease is increasingly looked upon in the market place as a loan equivalent. From an economics point of view, it is indeed loan like; from an accounting point of view, it is booked as though it is a loan; and, from a tax point of view in most countries it is treated the same way as a loan!

Operating leases provide the customer with a host of benefits that finance leases do not; and, simultaneously allow the lessor to benefit from profit sources not found in finance leases.

Operating leases will soon face dramatic changes in light of forthcoming accounting changes; yet, because of the numerous significant benefits they deliver, they will continue to remain viable.

### WHY AMEMBAL & ASSOCIATES

Amembal & Associates is the world's foremost authority in lease training, consultancy and publications.

With regards to training, over 70,000 leasing professionals have attended varied seminars/conferences held throughout the world; with regards to consultancy, the firm has served dozens of blue chip leasing companies as well as drafted leasing legislation for 22 governments; and, with regards to publications, the firm has authored and published 16 industry best-sellers.

In particular, having to do with operating leases, Mr. Amembal authored "A Complete Guide to Operating Leases", the only publication of its kind. In 2013, he will co-author "Lease Accounting – A Complete Guide to the New Approach"

Mr. Amembal has chaired the annual World Leasing Convention continually since 1993.

The conference is the first-ever comprehensive event focusing solely on operating leases. It features a multiplicity of talented speakers from both mature and emerging markets. All presentations will be relevant to one and all. Leasing companies new to the product will gain tremendous insight into the complexities of operating leases; leasing companies already engaged in the product will fine tune their skills. The issues that will be covered include:

- Grasping the varied aspects of asset management
- Adopting strategies to survive the repeal of off balance sheet financing
- Learning about asset life cycle management
- Understanding the nuances of fleet management
- Working with vendors to mitigate risk
- Gaining insight into software leasing
- Arriving at residual valuation
- Mitigating varied risks inherent in the product
- Gauging varied approaches to remarketing

#### SIMULTANEOUS TRANSLATION

As a courtesy to Turkish leasing professionals, the conference proceedings will be simultaneously translated into Turkish.

## CONFERENCE AGENDA

### DAY ONE:

- 0800 – 0850 **Registration and Coffee**
- 0850 – 0900 Chairman's Welcome  
*Sudhir Amembal, CEO, Amembal & Associates, USA*
- 0900 – 0930 An Overview of Operating Leases  
*Sudhir Amembal, CEO, Amembal & Associates, USA*
- 0930 – 1000 Operating Leases in Turkey  
*Bulent Tasar, Chairman, FIDER & Managing Director, Siemens Leasing, Turkey*
- 1000 – 1030 Effective Leasing Asset Procurement Strategies and In-life Risk/Cost Management  
*Phil Gerrard, Associate Director, Leasing & Consumer Finance Team, Grant Thornton UK LLP, UK*
- 1030 – 1045 Questions and Answers
- 1045 – 1115 **Coffee and Networking**
- 1115 – 1145 Evaluating Residual Value – An Art or a Science?  
*Steve Hyde - Head of Asset Management, Mubadala GE Capital PJSC, UAE*
- 1145 – 1215 Approaches to Remarketing  
*Barry Naylor, Senior Managing Director & Chief Credit Officer (Europe) and Managing Director, CSI Leasing Lifecycle Services, UK*
- 1215 – 1245 The Asset Life Cycle Approach to Operating Leases  
*R. Venkatesan, Managing Director, OPC Asset Solutions, Pvt. Ltd, India*
- 1245 - 1315 Questions and Answers
- 1315 – 1430 **Lunch**
- 1430 – 1500 Perspective from a Global Captive  
*Klas Norlin, Business Development Manager, Atlas Copco Customer Finance, Sweden*
- 1500 – 1530 Usage and Return Conditions  
*Tom Olszewski, Territory Manager, Terex Financial Services, Poland*
- 1530 - 1550 Questions and Answers
- 1550 – 1615 **Coffee and Networking**
- 1615 - 1645 Operating Leases in a Challenging Economy – Structuring to Mitigate Credit and Residual Risks  
*Jonathan M. Ruga, CEO, Sentry Financial Corporation, USA*
- 1645 – 1715 Pricing Nuances in Full Service Fleet Leasing  
*Fatih Kuran, Managing Partner, Dinamo Training & Consulting, Turkey*
- 1715 - 1730 Questions and Answers

### COCKTAIL RECEPTION, DINNER & ENTERTAINMENT

**DELEGATES, SPEAKERS AND COMPANIONS ARE INVITED TO ATTEND AN EVENING OF NETWORKING, CAMARADERIE AND FUN!**

### DAY TWO:

- 0900 – 0910 Chairman's Opening Remarks  
*Sudhir Amembal, CEO, Amembal & Associates, USA*
- 0910 – 1010 CEO Panel – Succeeding With Operating Leases: Advice from Practitioners  
*Arnaldo Rodriguez, President, International Division, CSI Leasing Inc., USA*  
*Jonathan M. Ruga, CEO, Sentry Financial Corporation, USA*  
*R. Venkatesan, Managing Director, OPC Asset Solutions Pvt. Ltd., India*
- 1010 – 1050 A Lessee's Perspective  
*Michael Keeler, CEO, Ecologic Leasing Services, USA*
- 1050 – 1120 **Coffee and Networking**
- 1120 – 1210 Turkish Panel-Changes in Marketplace Post Introduction of Operating Leases and Foreign Investment Opportunities  
*Nurgün Eyüboğlu, General Manager, Yapi Kredi Leasing, Turkey*  
*Mustafa Metin Şengel, General Manager, ARSER Machinery & Servicing S.A., Turkey*
- 1210 – 1240 Accounting Perspective – The New IASB Approach  
*Tarun Mistry, Partner, Leasing & Consumer Finance Advisory Team, Grant Thornton UK LLP, UK*
- 1240 - 1310 Trends in Fleet Leasing  
*Vincent Rupied, Strategic Marketing Director, Arval, France*
- 1310 - 1330 Questions and Answers
- 1330 - 1445 **Lunch**
- 1445 – 1515 Software Leasing  
*Stephan van Beek, Senior Director Sales & Marketing Development - EMEA, Oracle Financing, The Netherlands*
- 1515 – 1545 Funding Nuances in Operating Leases  
*Sandeep Baid, Managing Director, Indostar Capital, India*
- 1545 – 1615 Lease Management Software Considerations in Operating Leases
- 1615 - 1635 Questions and Answers
- 1635 - 1645 Closing Remarks
- 1645 - 1715 **Coffee and Farewell**

The organizers reserve the right to alter the agenda.

**PRE CONFERENCE SEMINAR  
OPERATING LEASES – UNIQUE BENEFITS & RISKS  
Istanbul, Turkey - November 7, 2012**

The one-day seminar will be conducted by Mr. Sudhir Amembal. It will thoroughly convince attendees that the operating lease is a superior product. It will also enable attendees to fully understand the varied unique risks that the product has; more importantly, how to eliminate or mitigate them.

The seminar is perfectly suited to attend prior to the conference as it will provide in depth technical background to many of the issues presented at the conference.

**A. OVERVIEW**

1. Global Significance of Product
2. A Clear Definition
3. The Natural Evolution from Finance Leases

**B. INTRODUCTION TO THE PRODUCT**

1. Varied Definitions
2. Skills Needed to Engage in Product
3. Conditions in Market Necessary for Entry
4. Types of Lessees Suited for Product
5. Lessors That Fit the Mold

**C. WHY OPERATING LEASES**

1. Unique Advantages to Customers
2. Unique Advantages to Lessors
3. Additional Profit Opportunities
4. Match Products to User Needs

**D. STRUCTURING OFF BALANCE SHEET FINANCING**

1. Understanding that All Operating Leases are Not Off Balance Sheet
2. Assuring the Lease is Indeed Off Balance Sheet to the Lessee
3. Techniques to Have Operating Lease for Lessee and Finance Lease for Lessor
4. The Future -- How to Survive it?

**E. PRICING OPERATING LEASES**

1. Residual Nuances
2. Higher IRR?
3. Techniques to Compete

**F. TAX BENEFITS FROM OPERATING LEASES**

1. How to Value the Depreciation Benefit
2. Pricing the Benefit Into the Lease

**G. UNDERSTANDING/MANAGING RISKS**

1. Earnings Risk
2. Analytical Risk
3. Funding Risk
4. Pricing Risk
5. Legal Risk

**H. RESIDUAL RISK**

1. Factors Influencing Asset Risk
2. How to Arrive at Residual Value
3. Techniques to Mitigate/Eliminate
4. Remarketing Approaches
5. Documentation Nuances

**I. VENDOR SUPPORT**

1. First Net Loss Residual Guaranty
2. Blind Discount
3. Repurchase Agreement
4. Buyback Agreement
5. Remarketing Agreement

**J. RELATED PRODUCTS**

1. Leveraged Leases
2. Synthetic Leases
3. TRAC Leases

**K. STRATEGIC CONSIDERATIONS**

1. Choice of Strategic Business Partner
2. Choice of Entity
3. Asset Classes to be Chosen
4. Portfolio Approach
5. Residual Assessment Committee
6. Customer Market Survey

**WHO SHOULD ATTEND**

- **For those currently offering the product** – your skills will definitely be fine tuned!
- **For those contemplating offering the product** – you will learn how to! Essentially, the seminar offers you a road map to introduce the product!
- **For those who have no desire to offer the product** – you will learn what your competitors are doing!

**SIMULTANEOUS TRANSLATION**

The seminar will have simultaneous translation into Turkish.

## SPONSORS

Amemba & Associates gratefully acknowledges the endorsement and support provided by the following co-sponsors:



OPC Asset Solutions, founded in 2005, is a B2B company in the Indian equipment rental industry. It is a leading and dominant player offering operating lease structures for various asset classes. Its expertise in multiple asset domains and financial structuring provides customized operating lease solutions on a “pay as you use model” through its comprehensive asset life cycle management program. OPC asset classes include IT equipment, Telecom, VSAT ATMs, POS terminals, Air-conditioners, and Construction equipment. The OPC team has varied expertise in diverse industries-this enables an in-depth understanding of end to end aspects of businesses and the dynamics of customer needs.



The Global Lessor Network (GLN), with offices in the US, Canada, India, and Peru brings new leasing opportunities to equipment lessors around the world. GLN is a subsidiary of Ecologic Leasing Services, which provides business process outsourcing and software services to international equipment lessees, including Cummins, Eaton, Cisco, NetApp, and many others. Over the past 10 years, using The Global Lessor Network, Ecologic lessee clients have discovered new lessors in 45 countries and engaged them in equipment leases that span a wide variety of asset types, including forklifts, IT, furniture, construction, transportation, and mining. Lessors can register at [www.lessornetwork.com](http://www.lessornetwork.com).



DenizLeasing has been one of the leading companies in its sector since its establishment in 1997. With a team of 99 personnel, DenizLeasing provides standard and custom made leasing solutions to companies, from small-medium size companies to large corporates. DenizLeasing has large coverage over Turkey via its 16 representative offices and branch network of parent DenizBank. Apart from network sales, vendor and direct sales channels are used for new clients. In 2011, DenizLeasing ranked as the fifth largest company in terms of assets and with a leasing receivables market share of 8.9%.

## **SPEAKER PROFILES**

Delegates deserve to know a bit more about each of the speakers and the companies they represent than just a one line item on the preceding agenda. In this spirit, Amembal & Associates presents a brief profile about each speaker and the company he/she represents (the list is in alphabetical sequence) by last name:

### **Sudhir P. Amembal - CEO, Amembal & Associates, USA**

Born in India, Sudhir has lived in the USA since 1969. He has an MBA (University of Utah) and a CPA (New York State). Prior to founding Amembal & Associates, he was with Ernst & Young after which he taught Accounting at the University of Utah. Whilst still serving as CEO of Amembal & Associates, he served as Chairman, for five years, of Amembal Capital Corporation (a middle market leasing company). He lives in Portland, Oregon with his wife Kiran. Animal welfare and rights has been his passion for the past four decades.

Amembal & Associates has served the global leasing industry since 1978 and is considered to be the world's foremost authority in lease training, consulting and publications.

### **Sandeep Baid - Managing Director, Indostar Capital, India**

Sandeep has over 12 years of experience in the financial services industry including senior roles in structured finance and debt capital markets. Previously, he worked as the Head of Debt Capital Markets and Credit Trading at DSP Merrill Lynch Ltd. He also worked as an Associate Director at Rabo India Finance, where he was responsible for underwriting and sell-down of loans, promoter funding, acquisitions, distress asset workout and offshore project financing. He has also held senior positions with ICICI Bank and CRISIL. He holds a B.Com from the University of Calcutta and an MBA from the Indian Institute of Management.

Indostar is a premier independent wholesale credit institution leveraging the best of global best practices and domestic economic development to meet the credit requirements of Indian corporates including leasing companies.

### **Nurgün Eyüboğlu - General Manager, Yapi Kredi Leasing, Turkey**

Nurgün began her professional career in banking and leasing in 1991 with İktisat Bankası. She joined Kocbank in 1993 serving as a branch manager, after which she joined Yapi Kredi Bank as Head of Corporate and Multinational Companies. Since 2009, she has been the General Manager of Yapi Kredi Leasing. She also serves as Deputy Chair of the Turkish Leasing Association. She holds a BA from the Bosphorus University.

Founded in 1987, Yapi Kredi Leasing is a leader in providing lease financing to varied sectors, primarily automotive, finance, health, trade, tourism, construction and agriculture throughout Turkey.

### **Phil Gerrard - Associate Director, Leasing & Consumer Finance Team, Grant Thornton UK LLP, UK**

Phil recently joined Grant Thornton and brings 20 years of equipment leasing and automotive experience to the team within both the U.K. and Europe in a broad range of senior roles, including COO of R.B.S. Automotive Division and interim C.E.O. of two European Leasing businesses. His primary focus covers provision of financial and operational advisory, restructuring and recovery services to the European leasing market. Sector specialism include contract hire and leasing across all asset types, restructuring and turnaround, wind-down and divestment, and repossession, remarketing and liquidity generation.

The Grant Thornton team specializes in providing a host of financial and operational advisory services to the leasing and consumer finance industry in the UK and across Europe.

### **Steve Hyde - Head of Asset Management, Mubadala GE Capital PJSC, UAE**

Steve is Head of Asset Management at Mubadala GE Capital PJSC based in Abu Dhabi in UAE. Steve is a UK citizen and joined the business from GE Capital UK where he spent four years as their Asset Management and Remarketing Director with responsibility for a wide ranging collateral portfolio including plant and machinery, technology and cars. Prior to that he was European Valuations Leader in GE Capital Solutions and before that served twenty years with Barclays Asset Finance in the UK where he spent a significant part of his career as their Head of Asset Management.

Mubadala GE Capital is a specialized commercial finance company providing structured financing solutions to businesses across MENAT. Headquartered in Abu Dhabi and owned by Mubadala Development Company & GE Capital Corp.

### **Michael Keeler - CEO, The Global Lessor Network, USA**

Michael is an entrepreneur and author with more than 20 years of experience in building successful services companies involved in finance, outsourcing, and software. Since 2003, Michael has served as CEO of The Global Lessor Network and Ecologic Leasing Services and Publisher of The Lessee Advocate. Prior to that, Michael served as COO of Onmark Corporation, a mid-ticket IT leasing company in Canada and the US. Prior to that, Michael founded and managed two software companies. Michael has a Master's in IT from New York University and a Bachelor's in International Finance from Georgetown University's School of Foreign Service.

GLN provides business process outsourcing and software services to international equipment lessees. To date, its clients have connected with new lessors in over 45 countries using the GLN.

### **Fatih Kuran - Managing Partner, Dinamo Training & Consulting, Turkey**

Fatih, as founder of Dinamo, is a Certified Project Finance Specialist (CPFS) and a Certified PPP Specialist (CPPPS). He started his career at Yapi Kredi Bank. He worked as Regional Group Executive at Garanti Leasing, Sales Manager at Heidelberg Print Machinery, Deputy General Manager at Iktisat Leasing and General Manager at Meksa Leasing. He established Dinamo in 2005 as the only training and consulting company specialized in leasing, project finance and PPP's in Turkey and neighborhood countries. Since 1998, he has been training and consulting on leasing, project finance, PPP's, pricing and financial modeling.

Dinamo is the only entity specialized in leasing, project finance and PPP's in Turkey providing training and consultancy services. Dinamo is also active with projects in Middle East, East Europe and Central Asia.

### **Tarun Mistry - Partner, Leasing & Consumer Finance Advisory Team, Grant Thornton UK LLP, UK**

Tarun has been with Grant Thornton for nine years, where five years ago he established the aforementioned team. Prior to joining Grant Thornton, he spent 10 years as Finance Director for various captive and independent equipment leasing companies, as well as consumer finance companies. He is also a Freeman of the Worshipful Company of Chartered Accountants in England & Wales. Industry experience has included start-ups, distressed situations, portfolio run-off and M&A.

The Grant Thornton team specializes in providing a host of financial and operational advisory services to the leasing and consumer finance industry in the UK and across Europe.

### **Barry Naylor - Senior Managing Director & Chief Credit Officer (Europe) and Managing Director, CSI Leasing Lifecycle Services, UK**

Barry is the Managing Director of CSI Leasing UK and its subsidiary remarketing company CSI Lifecycle Services, as well as being the senior Director for CSI in Europe. Barry has been in the finance industry for other 27 years, being a BA Hons in Economics from Lancaster University and holding a MBA in Financial Services from Sheffield Hallam University. He is also a Fellow of the Chartered Institute of Bankers in England. Barry has overseen the growth of CSI's IT remarketing and data sanitization and disposal services in Europe from their Lifecycle Services base in Sheffield.

CSI, one of the world's largest independent IT equipment lessors, has 750 employees with customers in 36 countries. Services include remarketing, disposal and data sanitization in addition to core leasing products.

### **Klas Norlin - Business Development Manager, Atlas Copco Customer Finance, Sweden**

Klas is a Swedish citizen and has held various positions within a number of financial institutions since 1989 covering operations, risk, sales, business development and mergers & acquisitions. In his various roles he has frequently been exposed to operating leases and is very familiar with its features and characteristics. He joined Atlas Copco's in-house finance company in 2006 with a global responsibility to establish customer financing in new markets, and has set up structures in a number of countries in Latin America, Europe, Asia and Australia.

The company is the captive finance company for Atlas Copco, a leading multinational industrial group. The company supports financing of Atlas Copco equipment in over 60 countries covering all continents.

### **Tom Olszewski - Territory Manager, Terex Financial Services, Poland**

Tom is responsible for Terex Financial Services' activities in Turkey, Poland, and a number of CESEE countries. He joined the leasing and asset finance industry in 1996. He developed business for captive, vendor, independent, broker, and bank-driven finance companies, covering a variety of assets, and holding varied roles. Since 2009, he has been with Terex's captive finance organization, and is in charge of starting up Terex Financial Services in CESEE countries and supporting Terex customers and Terex sales in the region spanning from Turkey to Poland.

Terex Financial Services, as a part of Terex Corporation - a diversified global manufacturer of a broad range of equipment, offers financial solutions to assist customers in the acquisition of its products.

### **Arnaldo Rodriguez - President, International Division, CSI Leasing Inc., USA**

Arnaldo has over 20 years experience structuring specialized operating lease products. He is responsible for the general management of CSI's international subsidiaries and the development of new markets for CSI. Prior to assuming responsibility for CSI's International Division, he served as President & CEO of CSI Latina Financial Inc, which he founded with the support of CSI. CSI Latina has come to represent over 35% of CSI's assets and earnings and has also become the largest privately owned independent operating IT lessor in Latin America.

CSI Leasing Inc. is the largest privately owned lessor in the USA, specializing in operating leases of IT equipment. The company has operations in 34 countries across the Americas, Europe and Asia.

### **Jonathan M. Ruga - CEO, Sentry Financial Corporation, USA**

Jonathan is the Chief Executive Officer of Sentry, in which capacity he is primarily responsible for establishing Sentry's strategic direction and leading Sentry's equipment financing and real estate divisions. During the course of his 30+ year career in equipment financing, He has structured hundreds of operating leases and has co-authored several books on equipment leasing including Operating Leases: The Complete Guide (2000) (published by Amembal & Associates). He also serves on the boards of directors of several non-profit organizations including the University of Utah, S.J. Quinney College of Law.

Sentry Financial Corporation is a privately-held finance company that focuses in equipment leasing (in the telecom, healthcare, and clean energy industries), real estate (large apartment projects located in the United States), and clean energy project financing.

### **Vincent Rupied - Strategic Marketing Director, Arval, France**

Vincent Rupied, 49, of French nationality, is Director- Strategic Marketing at Arval, the fleet leasing company of BNP Paribas Group. After starting his career in equipment finance, Vincent joined automotive leasing in 1996 as a founding managing director of Arval, Spain. He has since held a number of managerial positions in the automotive operating leasing industry, notably Managing Director of Arval subsidiaries in Germany and Austria. Since 2007, he has been serving as the Chairman of the Automotive Steering Group of Leaseurope, the international leasing & car rental federation. He graduated from the Institut d'Etudes Politiques of Paris and has a Master's degree in Business Finance.

Arval is a leading player in the multi-brand full service vehicle leasing market. Its mission is to deliver state-of-the-art sustainable fleet solutions through full service leasing, outsourcing, services and consulting.

### **Mustafa Metin Şengel – General Manager, ARSER Machinery & Servicing S.A., Turkey**

Mustafa Metin Şengel, started his career as an investment engineer at Eczacıbaşı, Karo Seramik. Prior to joining ARSER Machinery & Servicing S.A. in 2005, he spent nine years as product manager for forklift trucks in Sabancı Holding, Temsa Global. He has over sixteen years of experience in industrial machinery and materials handling business. Metin graduated from Yıldız Technical University, and holds an MBA from both Marmara and Yeditepe Universities. Since 2008, he has been the General Manager of ARSER Machinery & Servicing S.A.

ARSER provides sales, rental, spare parts and after-sales services for forklift trucks throughout Turkey. It represents equipment and trucks manufactured by STILL GmbH. Its rental fleet consists of more than 1,500 trucks.

### **Bulent Tasar - Managing Director, Siemens Leasing, Turkey**

Bulent has served in various leadership roles in the Turkish leasing industry having led Vakif Leasing and Rant Leasing prior to joining Siemens Leasing in 1997. He began his leasing career in 1985. He holds a Business Administration degree from Ankara Hacettepe University, a Post Graduate Diploma in Accounting & Finance from the London School of Economics, and a Master's in Management Science from the University of Kent. He has authored many essays and articles in finance and was awarded the Banking Award of Turkey in 1991. He currently serves as Chairman of the Turkish Leasing Association.

Siemens Leasing-Turkey, established in 1997, finances Siemens equipment and represents third party vendors. With 42 employees, it has financed well over US\$ 1 billion to date throughout Turkey.

### **Stephan van Beek - Senior Director Sales & Marketing Development - EMEA, Oracle Financing, The Netherlands**

Stephan joined Oracle Corporation in 1996 and was responsible for the establishment of Oracle Financing in Northern and Central Europe where he introduced the relatively new concept of software leasing and financing. Currently, he is responsible for sales and marketing development activities in Europe, the Middle East and Africa. Prior to joining Oracle, he was with De Lage Landen where he was responsible for the roll out of IT vendor programs in Europe. Stephan is Treasurer and member of the Board of the Dutch Leasing Association.

Oracle Financing, a wholly owned subsidiary of Oracle (the world's largest enterprise software company), finances the acquisition of IT products from Oracle and its partners.

**R. Venkatesan - Managing Director, OPC Asset Solutions Pvt. Ltd., India**

Venkat is a Chartered Accountant with over 20 years of experience in the fields of Corporate Finance, Structured Equipment Leasing, Business Planning & Strategy, Risk Management and Business Development. He has vast experience in varied leadership roles in diverse industries, and in-depth, hands on knowledge in setting up and managing retail financing and corporate equipment leasing structures. He has led OPC since its inception, driving the concept of operating lease structures in the Indian market by offering asset lifecycle management solutions to large and mid market corporates. He previously served as Director- Finance, Dell Computers, India and NCR Corporation, India.

OPC is a leading and dominant player offering operating lease structures for various asset classes, over the last 7 years, through its comprehensive asset life cycle management program.



## SUPPORTING LEASING ASSOCIATIONS

Amembal & Associates gratefully acknowledges the support from the following leasing associations:

### HOST COUNTRY



**Turkish Leasing Association**

### NATIONAL ASSOCIATIONS



**Asian Financial Services Association**



**Australia**



**Azerbaijan**



**China**



**Egypt**



**Estonia**



**Indonesia**



**Italy**



**Mauritius**



**Nigeria**



**Romania**



**Russia**



**Uzbekistan**

**REGISTRATION DETAILS**  
**OPERATING LEASE CONFERENCE**  
Istanbul, November 2012

**A. REGISTRATION FEES**

Members of FIDER and TOKKDER, both from Turkey, will receive an in-country special discount for all the support they have provided to the organizers.

Members of supporting national associations will also receive discounts.

**1. Normal Fees**

a) Two-Day Conference	\$1,495
b) One-Day Workshop	\$ 895
c) Conference and Workshop	\$2,390

**2. Early Bird Discounted Fees (for those who register and pay before September 14, 2012)**

a) Two-Day Conference	\$1,395
b) One-Day Workshop	\$ 795
c) Conference and Workshop	\$2,190

**3. Groups of Three or More from Same Company**

a) Two-Day Conference	\$1,275
b) One-Day Workshop	\$ 775
c) Conference and Workshop	\$2,050

**B. COCKTAIL/DINNER FEE FOR ACCOMPANYING COMPANION**

1. The cocktail/dinner is at no cost to delegates and sponsors
2. The cost for a companion to attend is \$95.

**C. PAYMENT**

1. Payment must be made in full upon submission of registration form.
2. Varied payment options are available.

**D. CANCELLATION POLICY**

1. Substitute delegates will be accepted if the original delegate is unable to attend.
2. A refund, less a 5% administrative fee, will be made to those who cancel in writing on or before October 1, 2012.

**E. GENERAL INFORMATION**

1. A confirmation packet will be sent upon receipt of payment. Please note that the above fees do not include hotel accommodations.
2. Visa assistance will be provided upon request.

**F. VENUE AND ACCOMMODATIONS**

1. The event will be held at the Point Hotel, Topcu Caddesi No. 2, Taksim, Istanbul. The hotel is very conveniently located to Taksim Square, from where both the old and the new Istanbul are easily accessible.
2. A block of rooms has been reserved for delegates, but only until August 15, 2012. Delegates are urged to book their guest accommodations early.
3. To book guest rooms, please contact Ms. Ozge Nur Tekfidan Olcar at +90 212 313 5000 Ext. 1088, or via email at [otekfidan@pointhotel.com](mailto:otekfidan@pointhotel.com). Use the booking code Amembal Conference - OLC for easy reference.

**G. REGISTRATION FORM – ENCLOSED**

**REGISTRATION FORM**  
**OPERATING LEASE CONFERENCE**  
Istanbul, November 2012

**A. GENERAL**

1. Please submit separate form for each attendee
2. Please print all of the information being submitted below

**B. ATTENDEE DETAIL**

1. Title                     Mr.                     Mrs.                     Ms.                     Dr.
  
2. Name:  
    First Name                    \_\_\_\_\_  
    Last Name                    \_\_\_\_\_
  
3. Position:                    \_\_\_\_\_
  
4. Company:                    \_\_\_\_\_
  
5. Address:                    \_\_\_\_\_  
  \_\_\_\_\_  
  \_\_\_\_\_
  
6. Email:                    \_\_\_\_\_
  
7. Telephone:                    \_\_\_\_\_

**C. REGISTERING FOR** (Please check applicable box)

- Two-day Conference
- One-day Workshop
- Both
- Companion for Cocktail/Dinner  
    Name of Companion \_\_\_\_\_

**D. PAYMENT OPTIONS**

1.  Wire Transfer (as follows):  

Key Bank NA  
15 West South Temple  
Salt Lake City, UT 84101 USA  
SWIFT: KEYBUS33UTA  
ABA#: 124 000 737  
Credit to account name: Amembal & Associates  
Acct. #: 440581000385
  
2. Amount being transferred:        \$                    \_\_\_\_\_
  
3. Credit Card  

a.  Mastercard                     Visa

b. Expiration date                    \_\_\_\_\_

c. Amount being charged:                    \_\_\_\_\_

d. Signature of cardholder                    \_\_\_\_\_

**E. SUBMISSION**

1. Please email this form to Kelly Farnham at [Kelly@amembalandassociates.com](mailto:Kelly@amembalandassociates.com)
2. Please retain a copy for your records
3. A zero balance invoice will be submitted upon receipt of payment