

MogulCon



MogulCon

www.mogulcon.com
Atlanta, GA | November 8-10, 2018
Doubletree Hotel Atlanta Airport

In it's 3rd year, **MogulCon** is excited to bring together corporate influencers and women-owned businesses to share, discuss and learn from one another at the beautiful Doubletree Hotel at the Atlanta Airport. We welcome the opportunity to collaborate with you on how to create more powerful female-entrepreneurs in the 21st Century.

For too long the women of corporate america and women-owned businesses have operated in separate spaces. Today we are bridging that gap and sharing lessons learned from women across the career spectrum.

From panel discussions, with top women at Fortune 100 companies, to Think Tank exercises with 7-figure entrepreneurs, participants will:

- * Receive real life examples on processes that will accelerate their action plans.
 - Learn how to embrace speed and get excellent results.
 - Feel empowered to generate new strategies and assess scalable business ideas.
 - Gain a new network of like-minded women.

As a supporter of women-owned businesses you understand the importance of providing experiences such as these, as women make up 47% of the workforce and more than half are considered to be emerging leaders in their fields.

With your support these women, know they are not alone in their journey and that you believe in their success.

MogulCon



*Dr. Felicia Phillips
Founder*

Felicia Phillips is known as the Business Expert for Women and provides coaching, strategy, and confidant services through her private consulting agency as well as her global organization, The PINKpreneur Network. Felicia's annual Conference, **MogulCon** attracts hundreds of women and is the premiere business experience for professional women. Daily she inspires more than 20,000+ followers across all of her social media platforms. As a successful entrepreneur for more than 25 years, Felicia is focused on using her experience and expertise to assist high-level executives and entrepreneurs manifest their vision and become successful leaders in their industry.

As an authority on entrepreneurship, leadership, and brand activations, Felicia has had the opportunity to produce numerous mega events and raised thousands of dollars in sponsorships that support women's initiatives by collaborating with major brands such as Delta Air Lines, Microsoft, IKEA, State Farm, Wells Fargo, PopChips and The WNBA Atlanta Dream to name a few.

Felicia is a member of The Forbes Coaches Council and has been featured in The Huffington Post, Atlanta Journal & Constitution, Rolling Out Magazine, CBS Better Mornings, and many other media outlets. Felicia has had the pleasure of working with Georgia State University's Andrew Young School of Policy, Wells Fargo, The Urban League of Greater Atlanta's Entrepreneurship Center, BET, Centric TV, City of Atlanta, The Environmental Protection Agency (EPA), and many other organizations.

Felicia was awarded The Phoenix Award by City of Atlanta Mayor, Kasim Reed, the 2015 Connector Award, and the 2016 InfluenceHer Award. Felicia has also been recognized by Who's Who in Black Atlanta. As a wife, mother and accomplished business leader, Felicia understands the difficult balance women face and is committed to helping them find the solutions to unleash their brilliance.

MogulCon



kaiTech



WARREN FORREST



Women-Owned

Each year MogulCon attracts more than 150 women-owned businesses to Atlanta, Georgia for 2.5 jammed packed days of learning how to become the best in their industry.

Mogul Awards

The work of a mogul does not go unnoticed at MogulCon. During our Mogul Awards we are taking the time to say "thank you" to those women who have the courage, drive and tenacity to build their empires, in a variety of industries. This special event is one you will not want to miss.

Educate & Develop

MogulCon develops small business owners by giving them the tools they need in order to achieve their goals for success in business and life.



November 8th

Day 1: Mogul Accelerator (VIP Day)

This day has 2 tracks for our Moguls.

One For Startups and one for Seasoned Business Owners.

MogulCon will provide industry experts as facilitators for each track.

The day ends with a collaborative Mastermind Dinner

StartUp Sessions Include:

Setting The Foundation of Your Business

Understanding Your Target Audience

Messaging and Branding

Developing A Database

Sales & Marketing

Seasoned Sessions Include:

Corporate Ready: Understanding How Supplier Diversity Works

Service/Product Creations

Online Marketing

Leadership & Team Building

Succession Planning

How To Develop Processes & Strategies

HR for Entrepreneurs

November 9th

Day 2: Black Belt Business Academy

This day is all about developing the mindset of the entrepreneur.

MogulCon Experts will cover:

LinkedIn For Entrepreneurs

Get In The Drivers Seat (How To Lead)

The One Bucket Challenge (Understanding Your Business/Personal Credit)

2019 Goals: Scaling Your Business

Your Intellectual Property: Copywrite, Trademarks and Patents

Tribe/Community Development

Business Etiquette

Image for The Female Entrepreneur

Wellness For Women In Business

How To Handle It All (Parents, Children, Spouses and Business)

Moguls After Dark Ft. Lucinda Cross

Lucinda has been seen on BET, CNN, ABC, NBC, to name a few, she is a media personality, social influencer, and advocates for overlooked and marginalized women.

Lucinda will lead a fiery discussion on how women need to ask for what they want with her new book "The Big Ask: 21 Keys To Get Everything Your Desire and Deserve".

The graphic features the word 'Mogul' in a large, magenta serif font, with a large pink flower acting as the letter 'o'. To the right, 'Con' is written in a gold, glittery script font. Below this, 'AGENDA HIGHLIGHTS' is written in a smaller, magenta sans-serif font. The background is white with scattered pink flower petals. On the right side, there is a vertical pink stripe and a photograph of a woman in a grey tweed suit and black heels, jumping joyfully with her arms raised.

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AGENDA HIGHLIGHTS

November 10th
MogulCon Expo 9am - 4pm

This is an opportunity for Corporations and Entrepreneurs to connect with their target audience.

The MogulCon Expo provides the ultimate platform for women business owners to network, share their experiences, collaborate and open up to new opportunities and explore new ideas.

Enjoy our PINK Talks and connect with like minded-women or just shop till you drop there's plenty to do.

Our Industry experts will discuss topics of interest to women business owners.

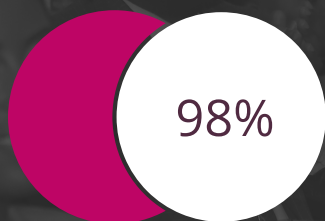
The Mogul Awards & Dinner (7pm)
(+ Pink Carpet - 6pm)

Leadership and an unwavering work ethic does not go unnoticed at MogulCon. During our Mogul Awards we are taking the time to say "thank you" to those women who have the courage, drive and tenacity to build their empires, in a variety of industries. This special event is one you will not want to miss.

*Expected Attendance: 175-200

MARKETING

STATISTICS



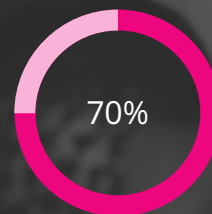
Attendees

98% of our Attendees are minority women-owned businesses



Consumers

67% have become regular consumers with past sponsors & subscribed to our list



Activation

70% of our design collaterals performed well on social media



Communication

We improved our average increase of likes per week with our sponsors on pre and post communications.

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Pictured Below:
Actress: April Parker-Jones
Mogul: Janice Bryant-Howroyd
CEO MogulCon : Felicia Phillips

Why Become A Sponsor?

Who You Can Reach:

The MogulCon Experience gives access to more than 150+ emerging women leaders and entrepreneurs from a variety of industries including: Consumer Products, Marketing, Human Resources, Logistics, Supply Chain, Leadership and more.

How Your Organization Benefits:

- Have the exclusive opportunity to market your products and services to your target audience
- Capture Data for your organization through our customized dashboard provided by KaiTech
- Evangelize your companies commitment to supplier diversity with potential suppliers

Past Participants + Honorees

Grace Fricks - Access To Capital For Entrepreneurs

Dr. Karmetria Burton - Delta Air Lines

Vicki Irwin-Avery - Georgia Power

Janice Bryant Howroyd - Act One Group

Twanda Black - Cox Media

Sidd Ahmed - V-Dart

April Parker-Jones - Actress/Celebrity

Jasmine Burke - Actress/Celebrity

Tony Gaskins - Celebrity Motivational Speaker

Lauren Lake - Judge/TV Personality

Wendi Levy and Kim Etheredge - Founders of Mixed Chicks

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THE REVOLUTION OF DATA



We know that data matters to any organization. At MogulCon we've got a special session just for you.

Let us help you:

- Creating custom experiences that keep customers coming back
- Moving from dead tree media to accountable media
- Increasing revenue with predictive analytics
- Using internal location data to increase efficiency and reduce waste

Why Become A Sponsor?
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ACTIVATIONS + SPONSORSHIP

Mogul Awards Dinner

\$8500

(8) All-Access Passes
Speaking Opportunity (15 Minutes)
Company logo on Screen
Onsite Marketing Activation
Company logo with hyper-link
on website & on all marketing and PR
10X20 Area at MogulCon18
Premium Seating at Mogul Awards
(1) Awards Presenter
Digital Ad Push to Attendee Phone

Customized Activation

\$5,000

Premium Space (10X10)
Full page color ad
(5) MogulCon All Access Passes
Recognition At Event
(3) Attendee Testimonials
Item in MogulCon Swag Bags
Premium Seating at Mogul Awards
Digital Ad Push to Attendee Phone

Table Sponsor

\$2,500

Acknowledgment on Stage Screen and on table
Premium Seating at the MOGUL AWARDS
Full page color ad
(10) MogulCon All Access Passes
Recognition At Event

Technology Partner

\$5000

Branded Tech Bar with
Technical Support for Attendees
Hardwired Display opportunities
Full page color ad in program book
Logo w/hyper-link on MogulCon website
(8) VIP Registrations
Premium Seating at Mogul Awards
Digital Ad Push to Attendee Phone

Moguls After Dark

\$6,500 (Thursday & Friday)

(8) MogulCon All Access Passes
Recognition At Moguls After Dark
Your Choice of Celebrity Host each night
Panel Discussion (30 Minute)
Full page color ad
Logo w/hyper-link on MOGULCON website
Premium Seating at Mogul Awards
Digital Ad Push to Attendee Phone

Includes:

* Email Promotion Pre & Post Event
* VIP Meet and Greet Reception w/ Photo-Op
Post Data Report on each MogulCon Attendee

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IN-KIND SPONSORSHIP + EXHIBITORS

What We Need (200):

- Tote-Bags
- Beauty Products
- Media Partners
- Printing Partners
- Pens
- Healthy Snacks

- Acknowledgment on Stage Screen
- Premium Seating at the MOGUL AWARDS
- (10) MogulCon All Access Passes
- Recognition At Event

Exhibitors

- 10X10 Area w/ 2 chairs in the Mogul Marketplace
- Item/Coupon in Swag Bag
- (2) MogulCon All Access Passes

- Acknowledgment on Stage Screen
- Premium Seating at the MOGUL AWARDS
- (10) MogulCon All Access Passes
- Recognition At Event

MogulCon

SPONSOR A SESSION

Showcase your organization's expertise at a world-class conference.

MogulCon provides high-quality opportunities for attendees to learn, connect, and share with their peers.

Demonstrate your leadership as we focus on the essential role that entrepreneurship plays in our economy. Share with our attendees the topics your corporation cares deeply about.

We hope you'll join us as a sponsor. Together, we'll make this the best conference for entrepreneurs yet!

\$2500

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LET'S CONNECT

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www.mogulcon.com

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