

eLuminate Network  
c/o Halcyon Enterprise Inc.  
PO Box 299  
Hartsdale, NY 10530

# eLuminate Pitch CrowdFunding™ Conference

Scale Your Business & Leverage  
CrowdFunding Resources

Presented by:  eLuminate™  
Entrepreneur Network

**REGISTER BY JUNE 25** and receive **\$200** off an all-access badge!

## When and where?

July 30-31, 2012 | 9 am - 5 pm  
Opening Night Cocktail Reception  
July 30, 5pm - 7pm

Hilton New York  
1335 Avenue of The Americas  
New York, NY 10019

July 30 - 31, 2012  
Hilton New York

Register at [www.eLuminateNetwork.com](http://www.eLuminateNetwork.com)  
or Call: 914.574.8208



**It is my great pleasure** to invite you to the eLuminate Pitch Crowdfunding Conference on July 30 – 31, 2012 at the Hilton New York.

Like you, I am an entrepreneur always looking for opportunities to scale my business and gain insights from experts about real-world solutions. Whether you are just getting started or are a seasoned entrepreneur, this conference is designed to provide you with specific tools and techniques that you can apply to the growth of your start up or emerging business.

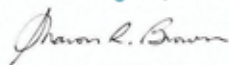
At the eLuminate Pitch Crowdfunding Conference, entrepreneurs like you finally will acquire groundbreaking access to finance and growth strategies designed to catapult your business.

As a conference attendee, you will enjoy a two-day all-access badge to the various crowdfunding, marketing and product/service launch strategies that will be showcased during the conference.

#### **Key Benefits:**

- Learn the most effective ways to leverage crowdfunding resources.
- Uncover the best methods to define, measure and use data analytics and optimize marketing for business growth.
- Gain exclusive access to a limited-seat Gear Up toolkit workshop on creating new markets and expanding existing ones.
- Learn best practices from influential and successful entrepreneurs.
- Gain first-hand knowledge about the key legal aspects of crowdfunding.
- Acknowledge the fundamental elements of an effective pitching campaign and ways to fine-tune video pitches.
- Network your way to success!

Warmest regards,



**Sharon R. Brown**  
President & Founder  
eLuminate Entrepreneur Network  
[www.eLuminateNetwork.com](http://www.eLuminateNetwork.com)

**eLuminate Pitch Crowdfunding™ Conference Overview**  
*An intense two-day entrepreneurial networking conference, linking together small companies and great strategies for growth.*

**Pitch Sessions:** Absolute exposure. The selected few entrepreneurs will have the opportunity to skyrocket their recognition by putting the conference spotlight on their product or service for a 15 minute pitch to all attendees.

**Speaker Sessions:** Ideas to jumpstart your business. A unique opportunity to fine-tune your route to success by learning from highly successful leaders in the crowdfunding community.

**Pitch Showcase™:** Where the best crowdfunding solutions meet. A strategy exhibition where you can present your products and services and get instant feedback from fellow entrepreneurs and business experts.

**Merchant Exhibitor:** Access to crucial resources. Key-merchants will have the opportunity to exhibit products and services specifically geared to help you manage and scale your business.

**Opening Night Cocktail Reception:** Networking made easier. Meet and build relationships with conference speakers, attendees and respected leaders at the grand Opening Night Cocktail Reception. Only a limited number of attendees can attend.

Register today at <http://eluminatenetwork.com/crowdfunding-conference/>



## Speaker Sessions

- Daniel Barasch** Entrepreneur/Co-Founder, LowLine  
Discusses the path to crowdfunding success and the next steps in financing the Lowline project.
- Hilary Blair** Founder & Entrepreneur, ARTiculate:Real&Clear  
Shares insight into how entrepreneurs can fine-tune their marketing presentations and better utilize video to pitch their businesses.
- Mary Beth Borgwing** Managing Director, Standish Risk Management  
Discusses financial management for start ups and high growth sectors
- Sharon R. Brown** President, eLuminate Entrepreneur Network  
Kicks-off the two-day conference with speaker introductions and highlights of the two-day conference.
- Douglas Ellenoff** Partner, Ellenoff Grossman & Schole (\*\*Elite Sponsor\*\*) [www.egslp.com](http://www.egslp.com)  
Emphasizes the important legal aspects of crowdfunding and key considerations for entrepreneurs.
- Stacy Francis** President, Francis Financial, Inc.  
Provides valuable information about the personal finance and wealth management for entrepreneurs.
- Tom Kosnik, PhD** Author & Fenwick and West Consulting Professor  
Discusses how start-ups and global companies apply the Gear Up Toolkit to create new markets and disrupt existing markets.
- Maurice Lopes** Founder & CEO, EarlyShares  
Shares crowdfunding success stories from entrepreneurs who have received funding through the EarlyShares platform.
- Brian Meeca** CEO, RocketHub  
Shares crowdfunding success stories from entrepreneurs who have received funding through the RocketHub platform.
- James Ramsey** Entrepreneur/Co-Founder, LowLine  
Discusses the path to crowdfunding success and the next steps in financing the Lowline project.
- Sandi Webster** Entrepreneur/Principal, Consultants 2 Go  
Shares insight into how she scaled her business into millions in revenue.
- Demirhan Yenigun, PhD** CEO, Metrica Group LLC  
Provides insight into the use of analytics for entrepreneurs.

## Day 1: Monday July 30, 2012

- 9:00 – 10:00 am Sharon R. Brown | *eLuminate Entrepreneur Network*
- 9:30 – 10:00 am Douglas Ellenoff | *Ellenoff Grossman & Schole*
- 10:00 – 11:00 am Demirhan Yenigun; PhD | *Metrica Group LLC*
- 11:00 – 12:00 pm Tom Kosnik | *Gear Up*
- 12:30 – 1:00 pm Pitch Sessions
- 1:00 – 2:00 pm Sandi Webster | *Consultants 2 Go*
- 2:00 – 3:00 pm Gear Up Workshop
- 3:00 – 4:00 pm James Ramsey & Daniel Barasch | *Delancey Underground / LowLine*
- 4:00 – 5:00 pm Panel Discussion Entrepreneurship, Crowdfunding and Strategy
- 5:00 – 7:00 pm Opening Night Cocktail Reception

## Day 2: Tuesday July 31, 2012

- 9:00 – 10:00 am Pitch Sessions
- 10:00 – 11:00 am Brian Meece | *RocketHub*
- 11:00 – 12:00 pm Pitch Sessions
- 12:00 – 1:00 pm Stacy Francis | *Francis Financial, Inc.*
- 1:00 – 2:00 pm Maurice Lopes | *EarlyShares*
- 2:00 – 3:00 pm Pitch Sessions
- 3:00 – 4:00 pm Mary Beth Borgwing | *Standish Risk Management, LLC*
- 4:00 – 5:00 pm Pitch Awards & Conference Close

Conference subject to change without notice

## Conference Agenda



## Have You Joined?

Sign up for your free membership at [www.eLuminateNetwork.com](http://www.eLuminateNetwork.com)

eLuminate is a global network of entrepreneurs in various stages of their businesses— from start up to advanced growth. eLuminate's core mission is to champion "business for the rest of us" and provide a platform for entrepreneurs to envision success, become enlightened by new information, and to emerge successfully.

*"The eLuminate Pitch CrowdFunding™ Conference is about to change the face of the business world by bringing much closer together two sides of the same success coin: great ideas and proven solutions. This is a remarkable moment for the entrepreneurial world that no one should pass on!"*

— Sharon Brown, President & Founder, eLuminate Network

## Attendee Registration Options:

Two-Day All-Access Badge: only \$495  
Extended until June 25, 2012: \$695 after  
Opening Night Cocktail Reception (July 30): \$99

## Exhibitor Registration Options:

10'x10' booth only \$1200  
Extended until June 25, 2012: \$1500 after

The special discounted price of \$495 is only good for current eLuminate Network members through June 25, 2012, so please logon to [eLuminateNetwork.com](http://eLuminateNetwork.com) to sign up for your free membership today.

Register now to ensure outstanding visibility and exclusive opportunities. Only one discount per registration.

<http://eluminatenetwork.com/crowdfunding-conference/>