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MEDIA ALERT — ANNUAL MOBICON US CONFERENCE SCHEDULED FOR NOV. 17-18

MINNEAPOLIS, MN. July 20, 2015—The top names in tech will gather in Minneapolis November 17-18 to share the latest trends in mobile innovation, marketing and strategy.

This year's keynote, session and break-out speakers will hail from Fortune 500 companies, including Target to some of the country's most innovative brands including HubSpot, Pinterest, PayPal, Mashable and Trello.

In confirming that the first three keynotes are women, MobCon US has achieved the balance of diversity and content so many tech industry events struggle to find. "Giving more women the microphone is pivotal to welcoming the diversity of thought leadership MobCon US was created to inspire," says MobCon Executive Director Tom Clemens.

The conference draws top leaders in digital strategy and product development featuring more than 40 sessions, four focused tracks, exhibitors, a cocktail reception and the MobDemo mobile app pitch competition with \$50,000 awarded in prizes.

DETAILS

Where: The Hyatt Regency Hotel, 1300 Nicollet Mall, Minneapolis, MN

When: November 17-18, 7:30am - 5:00pm each day

Register: Conference attendees can sign-up for early bird pricing through September 30 at <http://mobcon.com/us/>.

About MobCon U.S. The Minneapolis-based tech event offers a deep dive into the trends and technologies revolutionizing engagement in today's business landscape. The two-day conference brings together over 500 mobile strategists, C-suite executives, Fortune 500 companies and entrepreneurs. Programming features 6 national keynotes, networking opportunities and 40+ educational sessions in four tracks. With the start-up market ever critical to continued industry growth, MobDemo gives selected entrants the stage to pitch their ideas before an audience of strategists and mobile innovators. The winner receives a \$5,000 prize and an additional \$20,000 in development credits from MentorMate, the MobCon founding sponsor.