

MOBICON US 2015 QUICK FACTS

When did MobCon US begin?

The idea for MobCon US was conceived in 2011. The first conference was held in 2012. This year marks the fourth MobCon US conference.

What is the purpose of MobCon US?

MobCon is a crash course on the latest mobile and digital innovations bringing tech innovators and strategists together to share, learn and network. The two-day event deconstructs the complex intersection of mobile technology, enterprise integration, consumer engagement, marketing and its impact on business results. The ideas that move the industry forward aren't created in a vacuum. It takes collaboration. Connection. Community. That's MobCon.

Who attends MobCon US?

Last year approximately 450 CEOs, CMOs, CTOs, CIOs, Fortune 500 strategists, venture capitalists, product managers, mobile entrepreneurs and business professionals attended MobCon. Thirty-four Fortune 500 companies were represented. Thirty businesses sponsored and exhibited.

How is MobCon different now than when it first began?

The two-day conference began to showcase how mobile technologies and strategies can transform business. Today's leaders know mobile is only the first chapter. The potential for multi-platform integration, content marketing and big data continue the story. Innovation is driving the future of mobile and digital development reflected in some of this year's session topics — from customer experience mapping to the Internet of Things.

Where is MobCon US held?

MobCon US 2015 will be held at the Hyatt Regency in downtown Minneapolis located at 1300 Nicollet Mall. There is a public parking ramp located at 1300 Nicollet Mall. Hyatt Regency offers self-parking at \$17 per 24-hour period with unlimited entries and exits. Otherwise, normal rates apply.

Who hosts MobCon US?

MobCon is hosted and sponsored each year by MentorMate, a mobile and digital experience creator since 2001. MentorMate has planned, designed, delivered and staffed development projects ranging from a mission critical healthcare communications system to an interactive shopping portal that combines streaming and online media.

What companies will be represented at MobCon US this year?

Proud sponsors: MentorMate, Taylor Corporation, StarTribune, Microsoft, Livefront, Target, Creatrix, Oracle, Adobe, Showcore, Scrimmage, TransVoyant, Object Partners, ESP IT, tap|QA, Ciceron, Gray Plant Mooty, TSG, Marketo, Retale

Select speakers: Microsoft, Fitbit Wellness, Pandora, Target, HealthPartners, Adobe, StarTribune, Trello, Thomson Reuters, Mashable, BuzzFeed, IBM, Pinterest, HubSpot, Children's Hospitals and Clinics of Minnesota

Visit MobCon.com for a complete list of sponsors and speakers.

What's MobDemo?

MobDemo is the fastest look at how entrepreneurs are innovating nationally. Five will pitch their ideas before the MobCon audience and compete for \$55,000 cash, development and legal services credits. The MobCon audience chooses which of the entrepreneurs will win via real-time voting in the MobCon conference app.

\$55,000 in Prizes Awarded

1st Place

\$5,000 cash prize, \$20,000 in development credits from MentorMate and \$3,000 in legal credits from Gray Plant Mooty.

2nd Place

\$15,000 in development credits from MentorMate and \$1,500 in legal credits from Gray Plant Mooty.

3rd Place

\$10,000 in development credits from MentorMate and \$500 in legal credits from Gray Plant Mooty.