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## **MobCon 2013's MobDemo to Award \$50,000 in Prizes** *Mobile App Developers to Compete for Cash and App Development Assistance*

**MINNEAPOLIS, MN. JUNE 10, 2013**— MobCon 2013 (<http://mobcon.com>), the premier mobile conference in Minneapolis on November 7-8, 2013, announced today that MobDemo, a series of demonstrations by developers of up and coming mobile apps, will award \$50,000 in prizes to the top three mobile apps presented at the conference. The prizes are as follows:

- **First Place:** A cash prize of \$5,000 plus \$20,000 credit towards additional mobile development from MentorMate;
- **Second Place:** \$15,000 credit towards additional mobile development from MentorMate;
- **Third Place:** \$10,000 credit towards additional mobile development from MentorMate.

MobCon 2013 attendees will vote on the app finalists via the MobCon Mobile app, scoring each on technical merits, innovations and potential profitability. Interested mobile app developers can apply for consideration by completing the application at <http://mobcon.com/mobdemo-application-form>.

Last year, MobDemo had 23 applicants; eight were chosen to demo and BreAnna Fisher took home the grand prize for her mobile app DoDrinks. An app that allows users to send and receive drinks digitally, DoDrinks is already testing its concept with several Twin Cities restaurants and has landed a deal to partner with Heineken USA's central office for a pilot test launch.

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**About MobCon 2013:** MobCon 2013 is the annual two-day premier mobile conference for executive, IT and mobile strategy business professionals to learn and share ideas on how organizations are using mobile to reach customers and get ahead of their competition. Learn more at <http://mobcon.com>.