

Media Alert — May 2, 2014

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MobCon 2014 Where Mobile Minds Connect

MobCon 2014, a fast growing mobile strategy event in Minneapolis on November 13-14 at the Hyatt Regency, expects upwards of 700 executive level attendees with decision making authority at this event. This conference was created to serve executive business and mobile professionals in the corporate, mid-sized businesses and start-up organizations. Mobile thought leaders from around the country will convene and discuss the overriding theme of this conference in how mobile is transforming business. MobCon will include keynote sessions, break-out sessions with four mobile tracks to select from including: Innovative Strategy, Integrated Marketing, Advanced Technologies, and Highlighted Successes. A mobile application contest, MobDemo with \$50,000 awarded in prizes, exhibitor hall, gourmet meals and snacks, and a networking reception are additional highlights of MobCon.

Media Announcement: Just Announced - 3rd Annual Mobile App Contest Slated at MobCon

For the third year in a row and in the spirit of supporting mobile application development entrepreneurs, MobDemo is offering 8 selected mobile application developers the opportunity to take the stage and demonstrate their app at MobCon 2014. This is an outstanding opportunity to gain feedback and build awareness for your app in the midst of more than 500 mobile leaders who will cast their vote based on technical merit, innovation, and potential profitability.

MobDemo is a unique opportunity for entrepreneurs and mobile application developers to turn their ideas into reality. Present your mobile app idea or prototype in our MobDemo competition for a chance to win cash and development credits. Applications can be completed online at www.MobCon.com and are accepted through October 3, 2014.

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.

Venue and Dates: November 13-14 at the Hyatt Regency Hotel, Minneapolis MN

Bonus: Complimentary breakfast, lunch, and snacks served both days and networking reception

Register: Online at www.MobCon.com today to receive \$100 off registration with the early bird discount.