

Media Alert — 9/24, 2014

Media Contact: Terri Foster - Team Coordinator
612.466.4936 | 218-821-0444
terri.foster@mobcon.com



MobCon 2014 Where Mobile Minds Connect

We're delighted to announce an exciting speaker line-up for MobCon 2014, the premier mobile, web technology and strategy conference to be held November 13 & 14 at the Hyatt Regency Minneapolis, Minnesota.

Mobile is changing the pace of our daily lives and the world around us. Chief mobile strategists, diverse individuals such as C-suite executives, technology researchers, marketers and other corporate thought leaders are coming together with the realization that mobile applications can be utilized in every industry in a multitude of capacities both internally and externally in business; mobile is transforming the way we do business.

MobCon 2014 Highlights Include:

- Keynotes include representatives from Twitter, LinkedIn, Forrester Research, My Fitness Pal, Jingit and Target! Please visit MobCon.com for a complete and updated listing.
- 50 speakers from power-house organizations such as: Adobe, Intel, Microsoft, 3M, Hallmark, Deluxe Corporation, HealthPartners, Robert Half International, MentorMate, The Foundation, Livefront, IBM, Medtronic, Lift Brand, Slice Communications, Taylor Corporation, Gray Plant Mooty, Object Partners, InboxDollars, Oracle, PricewaterhouseCoopers, and Yahoo will deliver brand new sessions to reflect the increasing importance of a contextual mobile experience and how mobile is transforming business today.
- 4 tracks on Innovative Strategy, Integrated Marketing, Advanced Technologies and Highlighted Successes. With 35+ sessions over 2 days, attendees will gain insight and information on today's ever-changing mobile and web app needs, hear success stories and see new technologies to transform your business.
- Exhibitor Hall and Sponsor Introductions Learn more about mobile product and service solutions and technology by visiting the exhibitor hall at MobCon. Sponsors include MentorMate, Livefront, Target, Gray Plant Mooty, US Bank, Venture Solutions, InSite Commerce, the Foundation, and many more; please thank them for their support of this mobile event by reviewing their products and services.
- Two packed days of dedicated networking with 700 top executives from across the mobile technology industry and business arena. This is a unique opportunity to increase visibility of your products and services and learn how to leverage mobile in your organization.
- MobDemo, a mobile application contest will provide attendees a glimpse of future mobile apps and ideas. Selected applicants will present their mobile app ideas and concepts as they vie for \$50,000 in prizes. For more information about the contest or to apply visit www.MobCon.com.

Venue and Registering: November 13-14 at the Hyatt Regency Hotel, Minneapolis MN. **Register** online at www.MobCon.com today to receive \$100 off registration with the early bird discount.