

mobcon

Where mobile minds connect.™

WIN \$25,000 For Your Mobile APP!

mob demo

Take part in MobDemo at MobCon, in which you and other developers share your mobile app. A cash prize of \$5,000 plus a \$20,000 credit towards mobile development will be awarded to the winner! This opportunity is brought to you by MobCon, in conjunction with Lazard Middle Market and MentorMate. Visit www.MobCon.com for complete details.

Attendees Will Vote!

The Premier Mobile Event

Strategy | Marketing | Technology | Gurus | Demos

Hilton Minneapolis

November 13 – 14, 2012



MOBCON'S KNOWLEDGEABLE KEYNOTE & CONFERENCE PRESENTERS WILL DIVE INTO CUTTING-EDGE MOBILE STRATEGY TOPICS!

The Day My Parents Went Mobile & The World Went Crazy

Wade Beavers — CEO at DoApp: Mobile Syndicator of 500 Newspapers

A personal look at how mobile has changed the way we work, socialize, eat, sleep, and even breathe. Learn how it has changed and impacted every generation, and how you can be a part of it.



The Consumerization of IT

Nathan Clevenger — CTO at ITR Mobility, Author of "Mobile in the Enterprise"

With so many workers now using mobile devices in the workplace, it presents a unique challenge to IT personnel in regards to control, security and administration. Post session book give-away and signing (limited to first 100 books).



Socially Mobile and Its Effect on Everything

Michael Moe — Co-Founder and CEO at GSV Asset Management: The Man & Company Behind Facebook's \$70 Billion valuation

Learn how the combination of social and mobile are impacting the way we interact with the world and each other.



Mobile as a Catalyst for Disruptive Landgrabs

Björn Stansvik — CEO at MentorMate: Fastest Growing MN Company on the Flyover 50 | Honored on The Inc 500/5000 | Mobile Since 2001

Learn how to avoid mobile as a disruptive threat to your business while instead harnessing and reaping the benefits of mobile.



Come connect with 250+ technology leaders, along with the Midwest's greatest mobile minds, at MobCon. The premier mobile strategy and technology conference is on November 13th and 14th at the Minneapolis Hilton.

MobCon Is Your Opportunity To:

- Learn from 45 expert speakers covering a wide variety of mobile topics
- Attend multiple tracks, including mobile strategy, technology and marketing
- Network with 250+ mobile and business executives, business leaders and mobile strategists
- Attend luncheons and reception – great networking
- Attend mobile app demonstrations that are cutting-edge
- Get your most difficult questions answered by mobile gurus and panelists
- Visit exhibitors – collaborate with potential partners participating as exhibitors

Who Should Attend MobCon?

- Mobile Leader Executives
- CIO's, CTO's, CMO's
- Business Analysts
- Investors & Entrepreneurs
- Mobile Strategists
- IT Executives
- Project Managers
- Business Leaders

A Variety Of Mobile Topics Will Be Presented, Including:

- Mobile Strategies
- Recruiting and Retention
- Navigating Platforms
- App Store Optimization
- Social Media Integration
- Mobile Marketing
- DIY Mobile Assessment
- Q&A Interactive Panels
- Case Studies
- Technology Trends
- UI Design Standards
- New Market Entry
- Yin & Yang of Mobile
- Q&A Interactive Panels
- Enterprise Mobility
- And Many More!

Visit www.MobCon.com for the complete agenda.

"With over 6 billion mobile subscriptions globally and a 7 billion world population, mobile is a necessary business strategy."

In the future, successful organizations will leverage the power of mobile, web and social strategies to reach customers and create a competitive advantage."

– Björn Stansvik, CEO at MentorMate

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MAXIMUM OPPORTUNITY, VISIBILITY AND VALUE

The premier mobile conference, MobCon, delivers value and opportunities, providing a dynamic and packed agenda featuring companies, workshops, panels, and keynotes in a high energy and efficient format.

Attendance Fees (Per Person)

Includes admission for one individual to all sessions, exhibitor space, conference luncheons and reception November 13 & 14, 2012
By October 31.....\$595 (\$100 early registration savings)
After October 31..... \$695 (standard registration fee)

Group and Promo Discount Rates Available

Please check www.MobCon.com for additional information and complete cancellation policies.

Registration Methods

Register online: www.MobCon.com
Call and register at 612.466.4935

Conference Location

Hilton Downtown Minneapolis
1001 Marquette Ave, Minneapolis, MN 55403

Register Today!

www.MobCon.com

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