

John F Possumato of Automotive Mobile Solutions to Speak at Industry Summit on LeadsBeacon Mobile Wallet Platform and Proximity Marketing and Will Sponsor Platform Prize

LAS VEGAS, NEVADA August 26, 2016 — Organizers of the upcoming Industry Summit have announced that John Possumato, CEO of Automotive Mobile Solutions (AMS) will lead a presentation on emerging Mobile (Apple & Google) Mobile Wallet technologies and proximity marketing and is offering a free year of mobile wallet services to the winner of a drawing at the event, which will be held Aug. 29–31, 2016, at Paris Las Vegas

August 26, 2016 (FPRC) -- LAS VEGAS, NEVADA — Organizers of the upcoming Industry Summit have announce that groundbreaking automotive retailer presentation on the power of proximity marketing and Mobile (Apple & Google) Wallet will be offered to car dealers at the Industry Summit to be held Aug. 29-31 2016, at Paris Las Vegas. John F. Possumato, of Automotive Mobile Solutions (AMS), will be conducting this in depth presentation of the power of geofencing, beacons, etc. believed to be the first presentation of its kind in any automotive dealer forum, and is offering a free year of mobile wallet services to the winner of a drawing at the event, which will be held Aug. 29-31, 2016, at Paris Las Vegas.

AMS's founder, attorney and digital marketing expert John Possumato, said dealers are just beginning to explore the marketing possibilities of mobile wallet technology, which is built into every new iPhone and Android smartphone.

“The payment capabilities of mobile wallet have received the most attention, but the real innovation and marketing tools extend to reward coupons, loyalty programs, and the ‘killer app’ in auto retailing, mobile wallet digital business cards,” Possumato said. “Retail is a cutthroat competition these days, and dealers need a new way to cost-effectively gain leverage in the consumer’s ‘back pocket’ with time-sensitive, location-based offers. Flash sales for both variable and fixed operations are now possible with mobile wallet, and in ways that have never been available before this technology emerged on the scene.”

Possumato added that a number of major retailers, including Starbucks, Best Buy and Macy’s, are using mobile wallet to connect with customers and keep them coming back. He plans to discuss the technology in “Get Your Customers Back!” at 5:15 p.m. on Tuesday, Aug. 30, and announce the winner of the one-year giveaway at the end of the session.

To enter the drawing, [click here](#). You must be present at the session to win. Registration for Industry Summit is open at the event’s website. For more information, including sponsorship and exhibition opportunities, contact show chair David Gesualdo via email or at 727-947-4027.

About Automotive Mobile Solutions LLC:

Automotive Mobile Solutions LLC is the leading mobile marketing serving the automotive industry vertical. Its groundbreaking Sales TextChat platform and Mobile Wallet LeadsBeacon

(LeadsBeacon.com) platform, are forging a new, cost effective path for car dealers in using proximity marketing to both attract new prospects and retain current customers. No other company in automotive industry provides such comprehensive services, focused on SMS and Mobile Wallet technologies.

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