

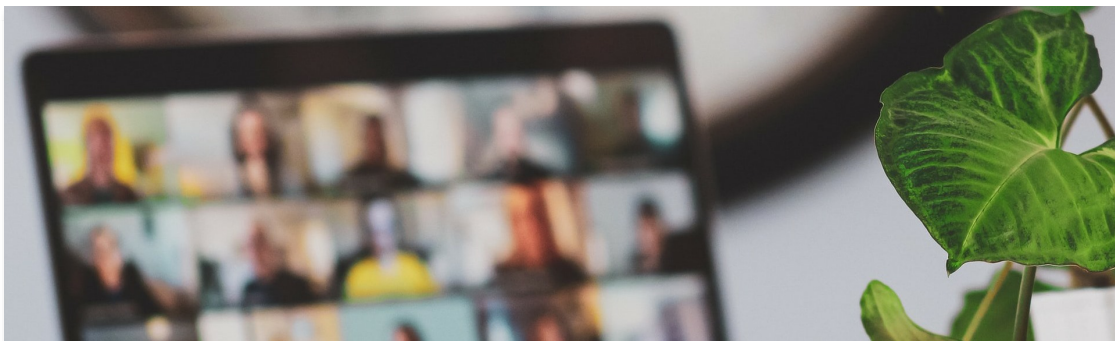
## MIT Enterprise Forum: The Promises and Challenges of Location and Proximity Based Marketing

CAMBRIDGE, MA

This panel discussion will revolve around the emerging location and proximity based marketing solutions—including the promises and challenges of adapting the content and delivery of marketing messages to the context and physical location of their intended targets. Join to hear about recent success stories of location and proximity based marketing, future innovation prospects and anticipated impacts on consumer behaviors and interactions. The panelists will share some illustrative use cases and the underlying technologies, review the lessons learned so far and explore the opportunities and challenges ahead, including consumer privacy concerns.

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