

### 10th Mobile Payment Innovations Summit

Hyatt Fisherman's Wharf, San Francisco  
06.2016

**Sheppard Mullin Partner David Almeida will be speaking at the Mobile Payment Innovation Summit June 14-15 in San Francisco. Get \$500 off registration with code "SPEC500". [Click here to register.](#)**

Building upon the information and research derived from our seven years of producing these series of Summits, the 10th Mobile Payment Innovations Summit is back in June to focus on delivering the perspective of and specific value to all the key players of the mobile payments ecosystem.

With NFC and other kinds of wallet adoption rates falling still well short of mass conversion, the marketplace is still waiting for the tipping point on consumer/merchant adoption of mobile payments. The field remains wide open for innovative and alternative solutions to gain marketplace traction.

The mobile payment ecosystem is evolving into clusters of winners building beachheads across multiple industries. However, a handful of powerful disruptors aiming to dominate a lion's share of the market are also emerging. Whether they operate in a niche industry, or are appealing to mass consumers, these companies are working in collaboration with other players to create compelling user ecosystems, drive adoption and deliver Uber-caliber convenience for consumers, while simultaneously disrupting established industry players.

- Who will be the emerging winners?
- What are the factors that will determine survival or extinction?
- What are the front-end attractions that will drive mass adoption and the back-end innovations that will enable delivery on the promise?
- Which solution is right for your business and what does it take to be successful in this ongoing game-changing landscape?
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#### Practice Areas

Entertainment, Technology and Advertising