

# SECURITIES & EXCHANGE COMMISSION EDGAR FILING

## Mobiquity Technologies, Inc.

**Form: 8-K**

**Date Filed: 2013-05-23**

Corporate Issuer CIK: 1084267

Symbol: MOBQ

Fiscal Year End: 12/31

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): May 23, 2013 (May 23, 2013)

Ace Marketing & Promotions, Inc.  
(Exact name of registrant as specified in its charter)

New York  
(State or jurisdiction of incorporation or organization)

000-51160  
(Commission File Number)

11-3427886  
(I.R.S. Employer Identification Number)

600 Old Country Road, Suite 541, Garden City, NY 11530  
(Address of principal executive offices (Zip Code))

Registrant's telephone number: (516) 256-7766

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(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17CFR 240.13e-4(c))
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**Item 7.01. Regulation FD Disclosure**

On May 23, 2013, the Company issued a press release, a copy of which is appended hereto.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

<u>Exhibit</u>	<u>Description</u>
99.1	Press release dated May 23, 2013. (Filed herewith.)

SIGNATURE

Pursuant to the requirements of Section 13 or 15(b) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

ACE MARKETING & PROMOTIONS, INC.

Dated: May 23, 2013

By: /s/ Dean L. Julia  
Dean L. Julia, Chief Executive Officer

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**Mobiquity Networks Launches Mobile Campaign to Promote Pop Star's upcoming Tour**

NEW YORK, NY May 23, 2013 /PRNewswire/ -- Ace Marketing & Promotions, Inc. (OTCQB: AMKT) is pleased to announce today that one of the leading entertainment presenters in the world has chosen Mobiquity Networks to add location-based mobile marketing for one of its Pop Star's upcoming 36-city Tour.

In the 14 markets where the Tour matches up with Mobiquity's installed mall-based mobile marketing network, Mobiquity will raise awareness and reward fans by distributing digital content to fans that choose to interact with the network via Bluetooth or Wi-Fi. The campaign will encompass networks in 60 malls that represent approximately 70 million monthly visits.

2 weeks prior to each concert date, Mobiquity will deliver video content previewing the tour as well as custom fan content, such as digital photos and ringtones, to be downloaded and shared by fans via their mobile devices.

According to Mobiquity's President, Sean Trepeta, "This is a fantastic opportunity to demonstrate the power and flexibility of our network. We're highlighting our network's ability to drive mobile fan engagement in a highly targeted way.

For more information please visit us at: [www.mobiquitynetworks.com](http://www.mobiquitynetworks.com)

**ABOUT "ACE"**

Ace Marketing & Promotions, Inc. is a business and technology development company focusing on advanced integrated marketing platforms, mobile marketing, social networks, website development and digital media. The Company's 3 business divisions are: Ace Marketing (Integrated Marketing Technologies), Venn Media (Integrated Website Development and Social Media Platform) and Mobiquity Networks (Location Based Mobile Marketing Network).

***SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995.***

Certain statements in this press release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performances or achievements express or implied by such forward-looking statements. The forward-looking statements are subject to risks and uncertainties including, without limitation, changes in levels of competition, possible loss of customers, and the company's ability to attract and retain key personnel.

**Contact Information:**

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