WHAT IS CLAIMED IS:

1. A method comprising:

transmitting, by a dispensing device, a wireless signal from the dispensing device, the wireless signal including a device identification of the dispensing device;

receiving, at the dispensing device, an event notification, the event notification associated with a mobile device that received the wireless signal in close proximity to the dispensing device;

displaying, in response to the event notification, a customized user interface, the customized user interface based on preference data or profile data included in the event notification, the preference data or profile data associated with a user of the mobile device;

directly connecting, by the dispensing device, via a first wireless connection with the mobile device, the first wireless connection configured to exchange data between the dispensing device and the mobile device, wherein the dispensing device comprises a first access point for establishing the first wireless connection; and

sending, by the dispensing device, second connection data to the mobile device, the second connection data comprising credentials for establishing a second wireless connection with a second access point.

2. The method of claim 1, wherein the wireless signal is transmitted from the dispensing device at a range not greater than 48 inches from the dispensing device.

3. The method of claim 1, wherein the device identification comprises data indicating a type of the dispensing device and data indicating a location of the dispensing device.

4. The method of claim 1, further comprising:

receiving, by a server in communication with the dispensing device, a communication from the mobile device including at least a portion of the device identification and a user identification (ID) associated with the user of the mobile device; and

transmitting, by the server, the event notification to the dispensing device, the event notification comprising the preference data or profile data corresponding to the user identified by the user ID.

5. The method of claim 1, further comprising:

receiving, by the dispensing device over the first wireless connection, the event notification from the mobile device, the event notification comprising the preference data or profile data corresponding to the user of the mobile device.

6. The method of claim 1, wherein the second wireless connection is established with a wireless communication protocol that is the same as that used to establish the first wireless connection.

7. A method comprising:

receiving, by a mobile computing device, a device identification when the mobile computing device is in close proximity to a dispensing device;

obtaining, by the mobile computing device, first connection data for connecting to the dispensing device based on the device identification;

creating, by the mobile computing device, a first connection with the dispensing device based on the first connection data;

transmitting, by the mobile computing device over the first connection, an event notification to the dispensing device, the event notification comprising preference data or profile data corresponding to a user of the mobile computing device;

obtaining, by the mobile computing device from the dispensing device, second connection data for connecting to a server;

creating, by the mobile computing device, a second connection with the server; and

receiving, by the mobile computing device over the second connection, promotional data.