

# 2019 FIRST QUARTER MARKETING UPDATE

## RETAILER OPPORTUNITIES



**JOIN THE FUN:  
FAMILY AT SIMON**

With kid-friendly events, programs, perks and discounts, we're your local go-to for all things fun. Stay in the loop, become a member today. Visit [family.simon.com](http://family.simon.com) to sign up.

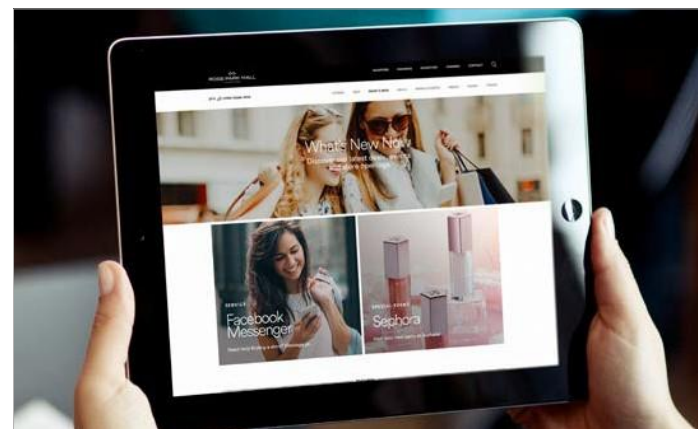
LENOX SQUARE  
FAMILY

**SIMON INSIDER**

**IT PAYS TO  
BE AN INSIDER**

Earn cash back every time you shop at Phipps Plaza. Sign up today and earn up to \$25. It's free. Visit a Simon Insider kiosk or [SimonInsider.com](http://SimonInsider.com) for more information.

PHIPPS PLAZA  
A SIMON CENTER



# ALWAYS-ON MARKETING PROGRAMS OVERVIEW

WHAT'S NEW NOW

RETAILER SHOWCASE

SOCIAL MEDIA

SAVINGS PASSPORT

MILITARY APPRECIATION

Where: Participating Simon Malls, Mills and Premium Outlets in Domestic U.S.

SIMON INSIDER

Where: Participating Simon Malls and Mills

FAMILY AT SIMON

Launches March 2019

Where: Participating Simon Malls and Mills

PREMIUM OUTLETS VIP CLUB

Where: Participating Premium Outlets in Domestic U.S.



# ALWAYS-ON MARKETING PROGRAM DETAILS

## WHAT'S NEW NOW



Keep Simon centers top of mind by regularly promoting what's new for shoppers. Content is regularly shared on 83 center websites, digital directories, emails, and social media.

**Dates: January 1–December 31**

Where: (83) Participating Simon Malls, Mills and Premium Outlets in Domestic U.S.

Visit <http://www.simon.com/retailerwnn> to post unique or date specific in-store events and view participating centers.

## RETAILER SHOWCASE



Upload your brand's news, promotions and events to Simon websites and all digital channels with this always-on complimentary retail portal.

**Dates: January 1–December 31**

Where: Participating Simon Malls, Mills and Premium Outlets in Domestic U.S.

Visit <http://www.simon.com/rs> to post in store offers/ongoing events.

## SOCIAL MEDIA



Simon has over 5.4 million Facebook, 400,000 Twitter and 166,000 Instagram followers respectively. Cross-promote retailer content with Simon and nationally or locally manage for area market relevance.

**Dates: January 1–December 31**

Where: Participating Simon Malls, Mills and Premium Outlets in Domestic U.S.

Visit <http://www.simon.com/retailersocial> to post content for Social Media.

# ALWAYS-ON MARKETING PROGRAM DETAILS

## SIMON INSIDER



Shoppers earn cash back, enjoy members-only benefits, and have access to exclusive offers when shopping at Simon retailers. Members register their cards to be rewarded automatically at 20 centers across the country.

**Dates: January 1–December 31**

Where: (20) Participating Simon Malls and Mills

Go to [simoninsider.com](http://simoninsider.com) to view participating centers. Simon Insider, Powered by Spring, is cloud-based, so there is no need to buy additional hardware or change software. Because Spring works seamlessly with credit and debit cards, there is nothing extra to do at the point-of-sale. Reach out to Spring at (312) 543-6183 for more details on how you can push personalized incentives directly to Simon Insider shoppers.

## SAVINGS PASSPORT



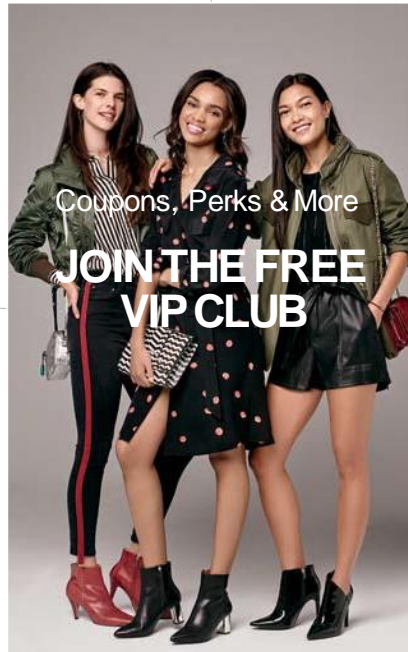
Annual discount book offered to visitors through marketing or community initiatives. Although we cannot include any new offers in the 2019 Savings Passport, you can submit offers for the 2020 book starting in August 2019.

**Dates: February 1–January 31, 2020**

Where: Participating Simon Malls and Mills

# ALWAYS-ON MARKETING PROGRAM DETAILS

## PREMIUM OUTLETS VIP



Retention, rewards, and acquisition remain a key focus when communicating with our most loyal Premium Outlets shoppers. Evolved programming offers a printed annual Savings Passport, limited-time promotions, invite-only experiences, and more.

**Savings Passport:** Annual discount book offered to VIP members. Although we cannot include any new offers in the printed 2019 Savings Passport, you can submit offers for the 2020 book starting in August 2019.

**Online Digital Offers:** Retailers can also add or update offers at any time to specifically target VIP members. These are in addition to what is included in the Savings Passport. Add or update an offer by going to <https://retailersupport.simon.com> Select “Short Term Offers.”

**Dates:** January 1–December 31

**Where:** Participating Premium Outlets in Domestic U.S.

# ALWAYS-ON MARKETING PROGRAM DETAILS

## MILITARY APPRECIATION



Simon honors the military and their families throughout the year by showing appreciation for their service and sacrifice. Military campaigns will feature retailer offers and discounts for military families and will be supported with social media, email blasts, on-center collateral, in-mall directories, and participating store decals. Marketing may vary by property.

**Dates: January 1–December 31**

Where: Participating Simon Premium Outlets, Mills and Simon Malls

Visit [simon.com/rs](http://simon.com/rs) and select “Military” under the Sales Type Section.

## FAMILY AT SIMON



New for 2019! Simon is introducing a new program designed to connect with families. This members-only program is free and offers special retailer offers, promotes in-store events and happenings, and details property amenities and programming all in one easy-to-access site. Retailers can gain new customers through our robust member database by providing special retail offers exclusively to Family at Simon participants. Your offer will only appear online on our Family at Simon site and customers will have to show their membership card at the retail location to redeem.

Marketing support will include on-mall signage, email, social media, PR, and digitally uploaded retailer offers.

**Dates: Launches March–December 31**

Where: Participating centers include (85) Simon Malls and Mills

Just visit [simon.com/rs](http://simon.com/rs) and select “Simon Family” under the Sale Type Section. You can add an offer and also update your offer at any time to align with your marketing goals.

# FEBRUARY 2019

## MARKETING PROGRAM DETAILS

### VALENTINE'S DAY



Help shoppers find the perfect gift for someone special this Valentine's Day. Premium Outlets will provide marketing support through social media channels.

**Dates: February 1–14**

Where: Participating Simon Premium Outlets

To submit social media content, go to [simon.com/retailersocial](https://simon.com/retailersocial) and select "Facebook, Twitter & Instagram Post Request" in the dropdown menu. Visit [simon.com/rs](https://simon.com/rs) and select "Valentine's Day Sale" under the Sales Type Section.

### PRESIDENTS DAY SALE



Post your offers in Presidential fashion this February. These Presidents Day weekend offers will be promoted with social media and digital channels.

**Dates: February 15–18 (Malls and Mills)**

Where: Participating Simon Malls and Mills

Visit [simon.com/rs](https://simon.com/rs) and select "Presidents Day Sale" under the Sales Type Section.

### THE CURE TO YOUR WINTER BLUES



Kicking off Presidents Day weekend and extending through the end of February, Simon Premium Outlets is encouraging shoppers to cure their winter blues by getting out and shopping big name brands for less. This campaign will be promoted with paid social media and on Simon-owned digital channels.

**Dates: February 15–28 (Premium Outlets Only)**

Where: Participating Simon Premium Outlets, excluding Punta Norte and Puerto Rico

Visit [simon.com/rs](https://simon.com/rs) to post in-store offer.

# RETAILER NOTES

## PROGRAM PARTICIPATION

### NEW OPPORTUNITY 2019 RETAILER INITIATIVES

If you are planning to host any large-scale events or in-store interactive activations in 2019, please send us the details! The Simon Marketing Team would like to support and help promote these initiatives through our digital and social media channels.

Please send promotional details to Jayne Stilson ([jstilson@simon.com](mailto:jstilson@simon.com)). Information should include the following:

- Promotional details
- Date(s)
- Center(s)
- Event location (in-store, common area, etc.)





