



ROOMMATES.
STUDY GROUPS.
PARTIES.



2021 THIRD QUARTER MARKETING UPDATE

RETAILER OPPORTUNITIES



THIRD QUARTER 2021

MARKETING PROGRAM DETAILS

BACK TO SCHOOL



There are thousands of ways to express yourself so let's get back together and shop the latest trends. The Back to School campaign targets shopping-enthusiast moms, teens and families and will be promoted across paid, owned and earned media.

Dates: July 15 – September 15

Where: Participating Simon Malls, Mills and Premium Outlets

Visit simon.com/rs to post your offers, events and special incentives. Select “Back-to-School Sale” under the Sales Type Section for maximum campaign exposure on Simon digital channels.

BACK TO CAMPUS



Simon's Back To Campus 2021 campaign targets college students returning to school with messaging around refreshing their closets and dorm decor. The campaign will run Aug 16 - Aug 30 at participating properties and will be supported with organic and boosted videos placed on FB/IG, YouTube and Snapchat.

Dates: August 16 - 30

Where: Dover Mall, Fashion Center at Pentagon, Houston Galleria, Lenox Square, Miami International, Opry Mills, Sawgrass Mills, Stanford Shopping Center, The Mall of New Hampshire, The Shops at Clearfork, Town Center at Boca Raton, University Park Mall

Visit simon.com/rs to post your offers and events.

THIRD QUARTER 2021

MARKETING PROGRAM DETAILS

**TAX
FREE**



Consumers can enjoy added savings during this once a year savings jackpot. The Tax Free Shopping campaign will highlight ways for shoppers to enjoy no-sales-tax, perfect for the Back to School Season. Supported with Simon owned digital media and targeted email.

Dates: Vary By State

Where: Participating Simon Malls, Mills and Premium Outlets

Visit simon.com/rs to post your offers and additional incentives. Select “Tax-Free Shopping” under the Sale Type Section for maximum campaign exposure on Simon digital channels.

State	Participating Centers
PR	Plaza Carolina, Puerto Rico PO (7/16 - 7/17)
MS	Gulfport Premium Outlets (7/30 - 7/31)
TN	Opry Mills, West Town Mal, Wolfchase Galleria (7/30 - 8/1)
FL	Pier Park, Coconut Point, Cordova Mall, Coral Square, Dadeland Mall, Ellenton PO, Florida Keys Outlet Marketplace, Florida Mall, Miami International, Orlando International PO, Orlando Outlet Marketplace, Orlando Vineland PO, Sawgrass Mills, Silver Sands PO, St. Augustine PO, St. Johns Town Center, Tampa PO, The Avenues, The Falls, Town Center at Boca Raton, Treasure Coast Square, Tyrone Square (7/21 - 8/9)
OH, MO, NM, SC, TX, OK, VA	ABQ Uptown, Aurora Farms PO, Battlefield Mall, Cincinnati PO, Gaffney Outlet Marketplace, Osage Beach Outlet Marketplace, Penn Square Mall, St. Louis PO, Summit Mall, Woodland Hills Mall, Allen Premium Outlets, Barton Creek Square, Broadway Square, Cielo Vista Mall, Firewheel Town Center, Grand Prairie Premium Outlets, Grapevine Mills, Houston Galleria, Houston Premium Outlets, Ingram Park Mall, Katy Mills, La Plaza Mall, Lakeline Mall, Midland Park Mall, North East Mall, Rio Grande Valley Premium Outlets, Round Rock Premium Outlets, San Marcos Premium Outlets, The Domain, The Shops at Clearfork, University Park Village, Penn Square Mall, Woodlands Hills Mall, Apple Blossom Mall, Fashion Centre at Pentagon City, Leesburg Premium Outlets, Norfolk Premium Outlets, Potomac Mills, Williamsburg Premium Outlets (8/6 - 8/8)
AR	McCain Mall (8/7 - 8/8)
MD	Clarksburg Premium Outlets, Arundel Mills, Hagerstown Premium Outlets, Queenstown Premium Outlets, St. Charles Towne Center (8/8 – 8/14)
MA	Auburn Mall, Burlington Mall, Cape Cod Mall, Copley Place, Lee PO, Liberty Tree Mall, Northshore Mall, Solomon Pond Mall, South Shore Plaza, Square One Mall, The Shops at Chestnut Hill, Wrentham PO (8/14 - 8/15)
CT	Clinton Premium Outlets, Crystal Mal (8/15 - 8/21)

THIRD QUARTER 2021

MARKETING PROGRAM DETAILS

LABOR DAY



Shoppers will find everything they need to celebrate and enjoy their extended Labor Day weekend. The campaign will encourage shoppers to visit Simon for the most comprehensive selection of brands and products and reinforce retailer offers and opportunities to save during this key holiday weekend.

Campaign be supported with digital, social media and targeted email. Consumers will be driven to offers posted on Simon Retailer Showcase.

Dates: September 3-6

Where: Participating Simon Malls, Mills and Premium Outlets.

Visit simon.com/rs and select "Labor Day" under the Sales Type Section for maximum campaign exposure on Simon digital channels.

FALL LUXE



Shoppers will be invited to "live their best luxe life." Campaign will feature luxury brands, upscale dining, elevated amenities and more. Supported with Out of Home Advertising, digital, social media and targeted email.

Dates: Mid September – October

Where: Select Simon Malls and Premium Outlets

Visit simon.com/rs to post your offers and events.

THIRD QUARTER 2021

MARKETING PROGRAM DETAILS

BE MORE THAN PINK



Simon continues to support Susan G. Komen®'s mission to end breast cancer by hosting the "More Than Pink" Fall event. Shoppers who donate to Susan G. Komen® receive a **digital** Discount Pass filled with offers from participating retailers. Participating centers will support this initiative with on-mall collateral, social media and retailer window clings. Social media, digital and public relations messaging will also support this initiative.

In the coming weeks, retailers will be invited to participate and provide an offer.

Dates: October 1-31, 2021

Where: 90+ participating Simon Premium Outlets, Malls and Mills.

DINING



Tempt your taste buds and discover an array of food options at Simon locations. From snacks, to counter service, fast casual to sit-down, food offerings for any occasion will be promoted with an "always on" approach. Digital, social media and email will amplify the message across all channels.

Dates: Ongoing

Where: Participating Simon Premium Outlets, Malls and Mills.

Visit simon.com/rs and post special menus, events and promotions.

SCAN & SHOP



Customers are encouraged to save with the "Scan and Shop" promotion. The on-mall signage features a QR code that drives consumers to the deals section of each Simon Malls or Mills property and to the VIP section for Premium Outlets.

Dates: Ongoing

Where: Participating Simon Malls, Mills and Premium Outlets

Visit simon.com/rs or retailersupport.simon.com to post in-store offers and events.

Visit retailersupport.simon.com and select "VIP Offer" to post offers

ALWAYS-ON MARKETING PROGRAM OVERVIEW

LOCAL DIGITAL CONTENT

RETAILER SHOWCASE

SOCIAL MEDIA

MILITARY APPRECIATION

PREMIUM OUTLETS VIP SHOPPER CLUB

DINING



ALWAYS-ON MARKETING PROGRAM DETAILS

LOCAL DIGITAL CONTENT



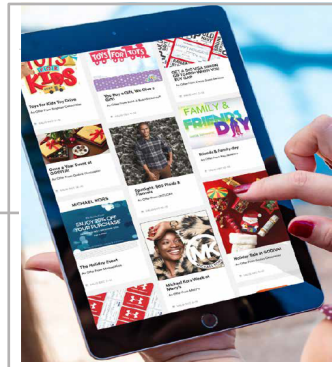
Simon individual center websites, emails, and social channels feature the most interesting news and special offers available. Content is regularly shared on 200+ center websites, digital directories, emails, and social media.

Dates: January 1–December 31

Where: 200+ Participating Simon Malls, Mills and Premium Outlets

Post unique or date specific in-store events or promotions for inclusion at retailersupport.simon.com

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

Post in store offers/ongoing events to www.simon.com/rs

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

Post content for Social Media to retailersupport.simon.com

ALWAYS-ON MARKETING PROGRAM DETAILS

MILITARY APPRECIATION



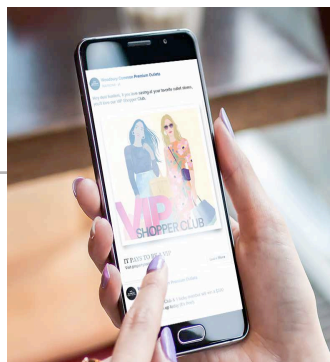
Simon honors the military and their families throughout the year by showing appreciation for their service and sacrifice. Military campaigns will feature retailer offers and discounts for military families and will be supported with Simon owned digital channels.

Military Appreciation

Dates: January 1– December 31 (Participating Malls, Mills & Premium Outlets)

Post offers to www.simon.com/rs and select “Military” under the Sales Type Section

PREMIUM OUTLETS VIP SHOPPER CLUB



Retention, rewards, and acquisition remain a key focus when communicating with our most loyal Premium Outlets shoppers. Program includes a printed annual VIP Coupon Book, exclusive discounts, early access to sales, VIP only events and other exclusive amenities.

Online Digital Offers: Retailers can update offers at any time to specifically target VIP members.

Add or update offers at retailersupport.simon.com Select “VIP Offers.”

Dates: January 1–December 31

Where: Participating Premium Outlets

DINING



Simon Malls focus on the Dining category year-round. From snacks, to counter service, fast casual to sit-down, we promote our dining offerings via digital and social media, events and promotions.

Visit simon.com/rs and post special menus, events and promotions.

Dates: January 1–December 31

Where: 60 Participating Simon Malls

