

SIMON RETAILER SHOWCASE

ORIENTATION GUIDE

HOW TO REGISTER AND POST ON
RETAILER SHOWCASE

SIMON RETAILER SHOWCASE

BENEFITS TO USING SIMON RETAILER SHOWCASE:

- ⊕ **Gain Distribution.** Create an in-mall deal or event across one or more of your Simon or Mills mall locations
- ⊕ **Save Time.** One entry goes to all selected malls...guaranteed
- ⊕ **More Exposure.** Visibility on each mall's website, Facebook page, and more.
- ⊕ **It's Free.** Register now.

SIGN IN OR REGISTER FOR RETAILER SHOWCASE AT
www.simon.com/rs

Need assistance?

For more information, inquiries or questions our retailer marketing specialists are available at **retailermarketing@simon.com** to assist you.

SIMON RETAILER SHOWCASE

NEW USER?

REGISTER NOW

**COMPLETE OUR
RETAILER SHOWCASE
NEW USER REGISTRATION**

MALLS RESPONSIBLE FOR

To select individual Simon Malls for the retail locations you are responsible for, use the mall selection boxes below

3 Your Store Locations will appear HERE...
SELECT ALL if you are responsible for all of the store selections listed



SELECT ALL

DOWNLOAD TO EXCEL

REMOVE ALL

VALIDATION

names *idsAsec*

- Try another
- Vision impaired
- Help

4

SUBMIT

CANCEL

**RETAILER SHOWCASE
NEW USER REGISTRATION**

Upon logging in, you will be directed to the access page

You will now be able to begin creating your post!

HOME - RETAILER ACCESS

CREATE A NEW OFFER, EVENT OR NEWS ITEM

TYPE

Offer (sale or coupon) Event News

CREATE

Need help? [Contact us.](#)

Select the **PROPERTY TYPES** that you want to post the offer at. This will filter the available mall selection box below.

Select the appropriate **RETAILER** for this offer from the drop down.

The screenshot shows a form titled "OFFER ITEM" with a teal header. Below the header is a "LOCATION" section with a teal background. Underneath, there are three sections: "SELECT PROPERTY TYPE(S) *" with radio buttons for "Simon Mall", "Mills" (checked), and "Premium Outlets"; "SELECT RETAILER *" with a dropdown menu showing "U.S. Polo Assn."; and "SELECT MALL(S) *" with two lists of malls. The "Available Malls" list includes Arizona Mills® (Tempe, AZ), Arundel Mills® (Hanover, MD), Colorado Mills® (Lakewood, CO), Great Mall® (Milpitas, CA), Gurnee Mills® (Gurnee, IL), Katy Mills® (Katy, TX), Ontario Mills® (Ontario, CA), and Sawgrass Mills® (Sunrise, FL). The "Selected Malls" list is currently empty. Between the lists are "ALL >" and "< ALL" buttons. A "Make a Sticky Item" checkbox is on the right.

Available malls will appear in the list. Select the mall(s) that pertain to this offer.

- To add all available malls, click ALL>
- To select specific malls, click each mall (mall name will highlight), then click ">"
- To remove all selected malls, click <ALL
- To remove specific malls, click each mall in Selected Malls section (mall names will highlight), then click "<"

Click
UPLOAD
NEW IMAGE FILE
to upload the image
for the Offer.

Optional: To make
adjustments to your
image, click the Edit
Photo button below
Thumbnail Image

IMAGE MEDIA

UPLOAD NEW IMAGE FILE ↑

Image file must be: .jpg, .png, .gif
Size: Up to 2MB

Deal image dimensions:
450 pixels wide x 500 pixels tall

Image will be used on the Web platform, only. Other platforms will only use the text entered on this form.

Image Preview



Thumbnail Preview



Type the TITLE for the offer.

ITEM DETAILS

TITLE *

The Great Sneak Peek!

(50 characters or less.)

Select the Post Date

This is the date the offer will be “live” on the Web Site and Offer Detail Page.

Select the Valid From and Valid To dates to show when the offer is usable.

DATES * (FORMAT: MM/DD/YYYY)

NOTE: All times associated to this item represent the Central Standard time zone and are for **display purposes** only. Items will post at midnight CST on the selected Post Date and will be removed at midnight CST the day after the select "Valid To" date.

Post Date

11/06/2015

This is the actual date to post the offer on marketing channels.

Valid From

11/13/2015

At

12:00 AM ▼

Valid To

11/25/2015

Mall hours (all day)

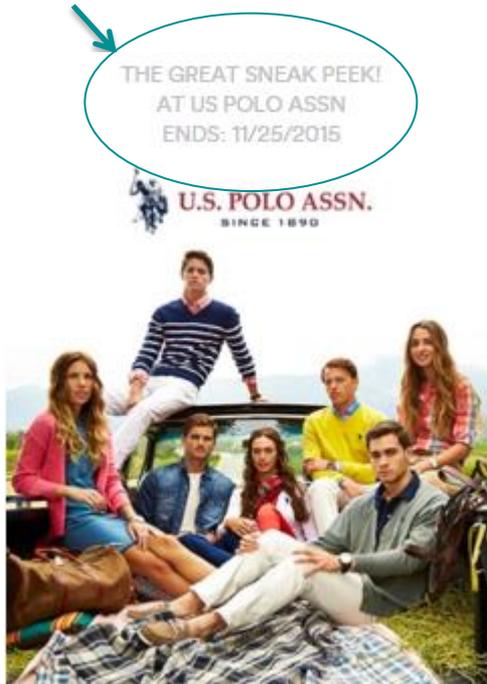
SIMON.COM

The **TITLE** of your offer appears at the top of your post on the Simon Web Site

The system automatically enters your **Store Name**

The **VALID TO** date appears under your **Store Name**

Shopper clicks on this version of your offer to get to the detail page



SIMON MOBILE APP

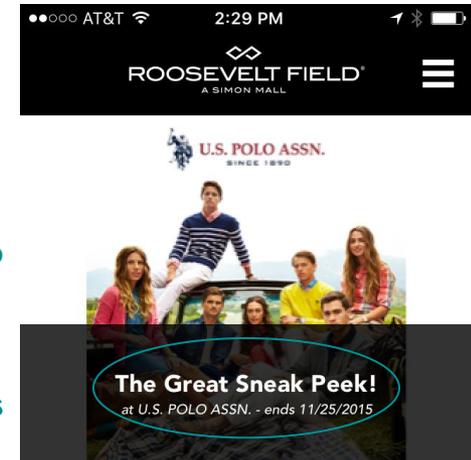
The **VALID TO** date of your offer appear at the top of your post on the Simon Mobile App

The **TITLE** of your offer

The system automatically enters your **Store Name**

Shopper clicks on this version of your offer to get to the detail page

Your **ABBREVIATED DESCRIPTION** appears under your image



Select Men's and Women's Fashion Polo Shirts – Now \$12.99
Select Men's and Women's Sweaters and Outerwear – Now \$19.99-\$29.99

FULL DESCRIPTION *

B *I* | [List Icon] [List Icon] | [Share Icon] [Share Icon] | [HTML Icon] [HTML Icon]

- Select Men's and Women's Fashion Polo Shirts - Now \$12.99
- Select Men's and Women's Sweaters and Outerwear - Now \$19.99-\$29.99



THE GREAT SNEAK PEEK!

VALID FROM: 11/13/2015 - 11/25/2015

Select Men's and Women's Fashion Polo Shirts - Now \$12.99
Select Men's and Women's Sweaters and Outerwear - Now \$19.99-\$29.99

All offers valid at applicable mall(s) through specified promotion dates only.

[Visit USPoloAssn.com](http://USPoloAssn.com)

SHARE

TWEET

PIN

EMAIL

For Use In:

* Web Display

* Additional forms of media (see description at bottom of page).

SIMON.COM OFFER DETAIL

Type the **ABBREVIATED DESCRIPTION** of the offer into this field.

This is the brief copy that will be used in the **PRINT** and **Mobile App** version of the offer.

DO NOT repeat the **OFFER TITLE** in the **ABBREVIATED DESCRIPTION**. It will show up twice on the print out and is already included.

ABBREVIATED DESCRIPTION * (150 CHARACTERS OR LESS.)
COPY USED ON PRINT OUT AND IN MOBILE APP. REPLACES FULL DESCRIPTION.

Example:

The diagram shows two examples of offer cards with labels for their components. The left card, titled "Good Example", shows a checkbox for "Windsor Homecoming 2011" with a description "Take \$10 off any purchase of \$100 or more!" and a validity period "Valid from 09/01/11 to 09/30/11". Labels on the right point to the "Store Name" (Windsor), "Offer Title" (Homecoming 2011), and "Abbreviated Description" (Take \$10 off any purchase of \$100 or more!). The right card, titled "What Not To Do", shows a checkbox for "Stride Rite Shoes" with a description "Baby sale and Sneaker Sale!" and a validity period "Valid from 09/07/11 to 09/30/11". Labels on the right point to the "Store Name" (Stride Rite Shoes), "Offer Title" (Baby sale and Sneaker Sale!), and "Abbreviated Description" (Baby Sale and Sneaker Sale!). A red callout box points to the description on the right card with the text "Offer Title Repeated as Abbreviated Description".

If there is a **DISCOUNT/PROMO CODE** for the offer, enter it here.
It will appear on the detail page for the offer, and will appear if the offer is printed.

ASSOCIATED LINK	
Text to Display for Link	Link URL (Format: http://www.example.com)
<input type="text"/>	<input type="text"/>
<hr/>	
DISCOUNT/PROMO CODE	
<input type="text"/>	
<small>This will be printed out with the Offer</small>	

Type the **DISCLAIMER** for the offer into this field. It will display on the Offer Detail Page.

DISCLAIMER * (400 CHARACTERS OR LESS.) YOU HAVE 379 CHARACTERS LEFT.	The following Simon standard disclaimer* will be displayed at the bottom of each page of the Print All Offers view. Please do not repeat copy from the Offer Description and the Standard Disclaimer
<input type="text" value="See store for details"/>	
	Standard Disclaimer: * All offers valid at applicable mall(s) through specified promotion dates only. Not valid for purchase of gift certificates or gift cards. Not redeemable for cash or valid toward previous purchases. Not valid for online, catalog or phone purchases. Quantities may be limited. No rain checks will be issued. Not valid for store associate use. Additional restrictions may apply. See store for complete details.

Click the check boxes for up to 5 CATEGORIES that match the offer.

CATEGORIZE ITEM

SELECT CATEGORY TAGS* (MINIMUM OF 1 AND UP TO 5)

<input type="checkbox"/> Books, Newsstand & Collectibles	<input type="checkbox"/> Cards, Stationery & Gifts	<input type="checkbox"/> Children's & Infant's Apparel	<input type="checkbox"/> Electronics, Technology & Cellular
<input type="checkbox"/> Health, Bath & Beauty	<input type="checkbox"/> Hobbies & Crafts	<input type="checkbox"/> Housewares & Home Furnishings	<input type="checkbox"/> Jewelry, Watches & Accessories
<input type="checkbox"/> Luggage, Handbags & Travel	<input type="checkbox"/> Men's Apparel & Fashion	<input type="checkbox"/> Movie Theaters & Cinemas	<input type="checkbox"/> Movies, Music & Video Games
<input type="checkbox"/> Personal Services	<input type="checkbox"/> Restaurants	<input type="checkbox"/> Shoes & Footwear	<input type="checkbox"/> Sporting Goods & Athletic Wear
<input type="checkbox"/> Sunglasses, Optical & Eyewear	<input type="checkbox"/> Teen Apparel & Fashion	<input checked="" type="checkbox"/> Toys & Games	<input type="checkbox"/> Women's Apparel & Fashion

By submitting this content post into the Simon Retailer Showcase system, you agree to abide by the Terms of Use that specifically describe the terms and conditions under which users may access, interact with, and otherwise use the Simon Retailer Showcase program. If you do not agree, then do not submit this content post.

Click **VALIDATE** to review your offer.

Click **CANCEL**
to discard

Click **SAVE AS DRAFT**
to work on the offer later

Click "VALIDATE" to check your submission.

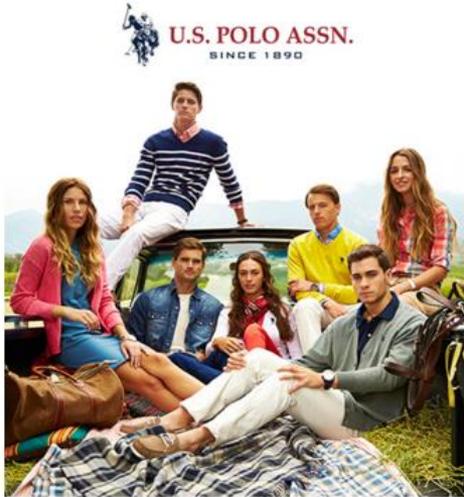
PREVIEW	CANCEL	SAVE AS DRAFT
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PREVIEW the details of the offer on the **ITEM VALIDATION** screen.

Click **PUBLISH** to submit the offer for approval

Click **SAVE AS DRAFT** to work on the offer at a later time

Item Validation



THE GREAT SNEAK PEEK!

VALID FROM: 11/13/2015 TO 11/25/2015

Abbreviated Description: Early Black Friday Shopping at U.S. Polo Assn!

- Select Men's and Women's Fashion Polo Shirts – Now \$12.99
- Select Men's and Women's Sweaters and Outerwear – Now \$19.99-\$29.99

[View other Men](#)

[View other Women](#)

[Visit USPoloAssn.com](#)

All offers valid at applicable mall(s) through specified promotion dates only.

Be sure and scroll all the way down on this page until you see these options

PUBLISH

SAVE AS DRAFT

Your item has been validated! Click "PUBLISH" to make it live.