

RETAILER SHOWCASE GUIDE

v.01.24.2024

Retailer Showcase

How to Register & Post on Retailer Showcase: Quick User Guide

NEW USER REGISTRATION

The screenshot shows the 'Simon Retailer Showcase Registration' form. At the top, it says 'Sign up for a free Simon Retailer Showcase account to get access to post deals, events, and job postings at your retail locations within Simon centers. Get additional exposure to the applicable center websites, apps & digital directories for your marketing content.' The form is divided into several sections: 'Create an Account' with password requirements and fields for email, password, and confirm password; 'Contact Information' with fields for first/last name, job title, primary number, and address; 'Select Your Retailer' with a search box and a list of selected retailers; 'Select Your Centers' with a list of centers and a 'Selected Centers' box; and 'Legal Terms' with a checkbox for agreement and a 'SUBMIT REGISTRATION' button. The Simon logo and navigation links are at the top left.

Register for Retailer Showcase to create and submit offers, news, and events at: www.simon.com/rsc

Fill out the one-page form to request access. You will be notified by email once your new account login has been set up by Simon.

The Simon Team will review your submitted offers for approval.

If you need assistance with your posts, submit a HelpME request using the Retailer Showcase Offer form at www.simon.com/retailershowcaseoffer

Please select the specific subset of Simon Malls, Simon Mills and/or Simon Premium Outlet centers that you are responsible for.

Don't see your center? No problem. Simply fill out a HelpMe request at <http://www.simon.com/retailershowcaseoffer> to post a deal, news, event, or job to the centers as follow below:

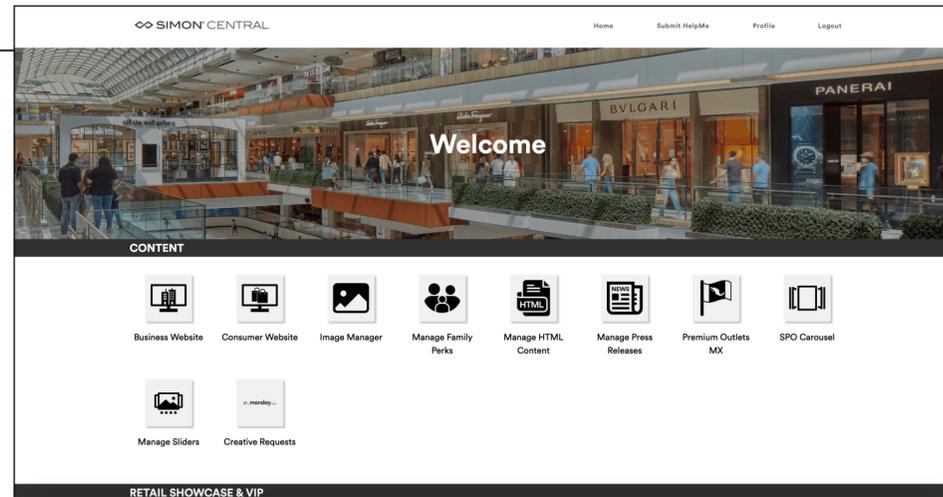
- Montreal Premium Outlets
- Premium Outlets Punta Norte
- Premium Outlets Querétaro

Multi-language content submission is required for these centers.

- Montreal - EN/FR
- Punta Norte - EN/ES
- Querétaro - EN/ES

How to Register & Post on Retailer Showcase: Quick User Guide

**CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM**

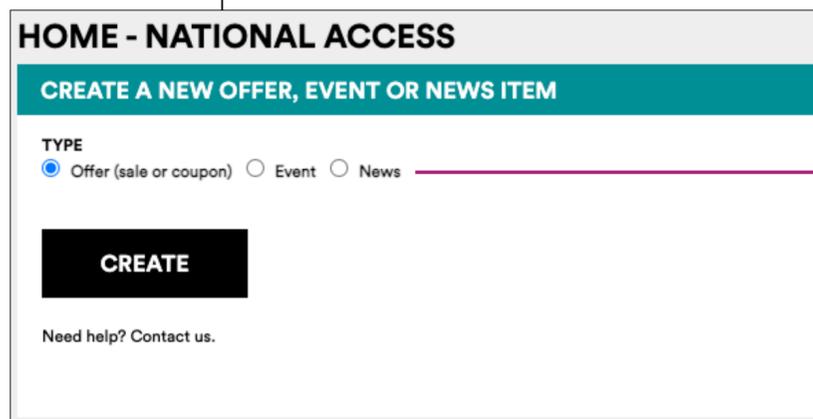
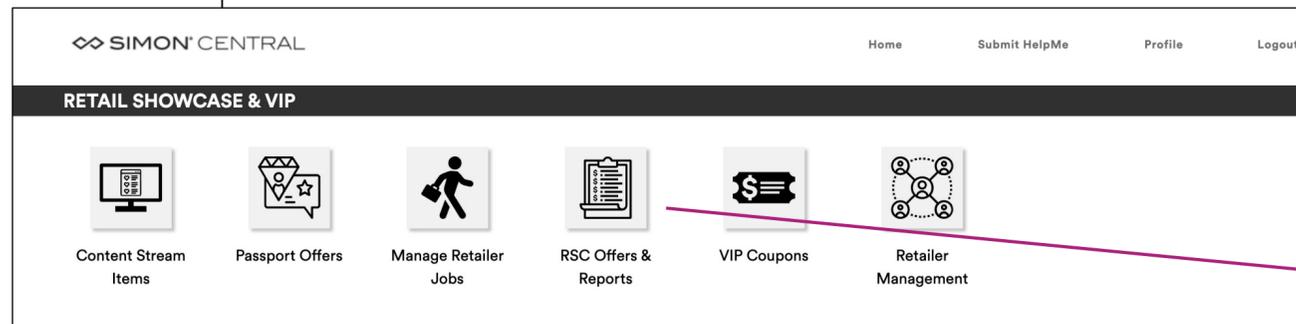


Whether you are a newly registered Simon Retailer Showcase user, or an already existing one, the process to create a post is the same.

Sign Into Retailer Showcase at:
www.simon.com/rs

You can now create and submit a post for approval by the Simon Team.

Click the RSC OFFERS link beneath the **RETAILER SHOWCASE** column in Simon Central.



Choose your offer **TYPE** from the three radio button choices located in the **CREATE A NEW OFFER, EVENT OR NEWS ITEM** section. Click the **CREATE** button.

- Offer (sale or coupon)
- Event
- News

How to Register & Post on Retailer Showcase: Quick User Guide

**CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM**

OFFER ITEM

LOCATION

SELECT PROPERTY TYPE(S) *

United States Outside United States

Simon Mall Mills Premium Outlets

Is a Family at Simon Offer? Yes No

SELECT RETAILER *

Available Retailers

SELECT MALL(S) *
(select retailer to populate available Malls)

Available Malls:

- ABQ Uptown (Albuquerque, NM)
- Albertville Premium Outlets® (Albertville, MN)
- Allen Premium Outlets® (Allen, TX)
- Anchorage 5th Avenue Mall (Anchorage, AK)
- Apple Blossom Mall (Winchester, VA)
- Arizona Mills® (Tempe, AZ)
- Arundel Mills Marketplace (Hanover, MD)
- Arundel Mills® (Hanover, MD)

Selected Malls:

Make a Sticky Item

Navigation: ALL > < ALL

Select the PROPERTY TYPES that you want to post the offer at. This will filter the available centers displayed in the SELECT MALL(S) selection box.

NOTE: To choose a property outside of the United States, click the “Outside United States” radio button. The SELECT MALL(S) selection box will update to show any centers for that retailer outside of the US.

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

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 “<”

How to Register & Post on Retailer Showcase: Quick User Guide

CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM

IMAGE MEDIA

UPLOAD NEW IMAGE FILE ↑

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

Events / News 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



Include an image in all Retailer Showcase offers, events, and news promotions.

Image Size and Format

- File Weight: Up to 2MB
- Dimensions: 500px wide x 500px tall
- Format: .jpg, .png, or .gif

How to Register & Post on Retailer Showcase: Quick User Guide

CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM

Next, type the TITLE for the offer. The TITLE can be 50 characters or less, including spaces.

ITEM DETAILS

TITLE *

BUY MORE SAVE MORE

(50 characters or less.)

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: 08/25/2021
This is the actual date to post the offer on marketing channels.

Valid From: 08/25/2021

Valid To: 09/19/2021

Mall hours (all day)

August 2021

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Select the Post Date

Click into the date fields to open a pop-up calendar and choose your Month and Day.

This is the date that the offer will be "live" (displays) on the Web Site and Offer Detail Page. Select the Valid From and Valid To dates to show when the offer is usable.

How to Register & Post on Retailer Showcase: Quick User Guide

CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM

ABBREVIATED DESCRIPTION * (150 CHARACTERS OR LESS.) YOU HAVE 74 CHARACTERS LEFT.
COPY USED ON PRINT OUT AND IN MOBILE APP. REPLACES FULL DESCRIPTION.

SHOP TODAY AND GET 2 PAIRS FOR \$89.99 PLUS, CLEARANCE STYLES EXTRA 40% OFF!

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

NOTE Do not repeat the **OFFER TITLE** in the **ABBREVIATED DESCRIPTION**.
It will show up twice on the printout and is already included.

How to Register & Post on Retailer Showcase: Quick User Guide

**CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM**

You may enter an ASSOCIATED LINK and its text display in your offer.
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 YOU HAVE 28 CHARACTERS LEFT.

Text to Display for Link

Link URL (Format: http://www.example.com)

movadocompanystore.com

https://www.movadocompanystore.com/us/en/home

DISCOUNT/PROMO CODE

This will be printed out with the Offer

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

DISCLAIMER * (400 CHARACTERS OR LESS.) YOU HAVE 378 CHARACTERS LEFT.

***See store for details**

The following Simon standard disclaimer* will be displayed at the bottom of each page on the Print All Offers view. Please do not repeat copy from the Offer Description and the Standard Disclaimer.

Standard Disclaimer:
* All offers valid at applicable mall(s) through specified promotion dates only. May not be combined with any other offer or promotion. 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.

How to Register & Post on Retailer Showcase: Quick User Guide

CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM

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 type="checkbox"/> Toys & Games	<input type="checkbox"/> Women's Apparel & Fashion

SALE TYPES FOR ITEM

SELECT SALE TYPES (MAXIMUM OF 5)

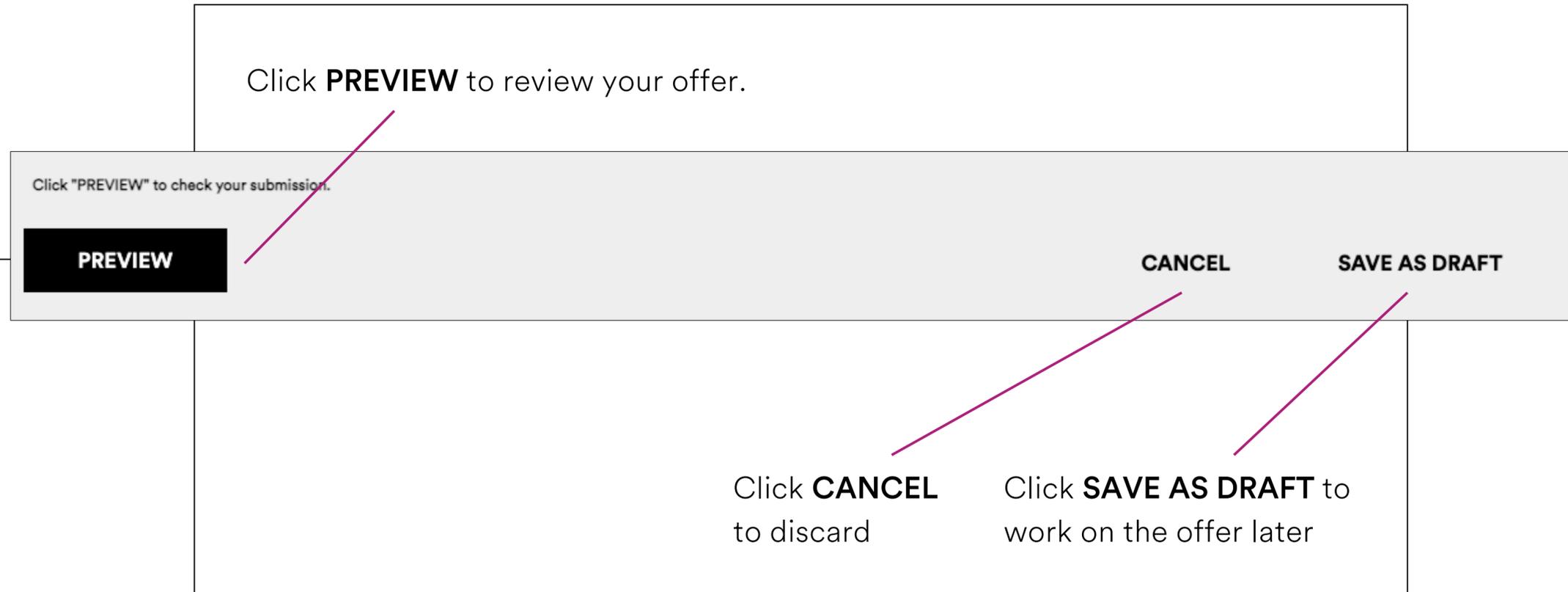
<input type="checkbox"/> 4th of July Sale	<input type="checkbox"/> Back-to-School Sale	<input type="checkbox"/> Black Friday Sale	<input type="checkbox"/> Columbus Day Sale
<input type="checkbox"/> Deal Hunters' Weekend	<input type="checkbox"/> Dining Deals	<input type="checkbox"/> Fall Savings	<input type="checkbox"/> Family at Simon Offer
<input type="checkbox"/> Father's Day Sale	<input type="checkbox"/> Holiday Sale	<input type="checkbox"/> Labor Day Sale	<input type="checkbox"/> Lunar New Year Sale
<input type="checkbox"/> Memorial Day Sale	<input type="checkbox"/> Military Deals	<input type="checkbox"/> Mother's Day Sale	<input type="checkbox"/> New Year Deals
<input type="checkbox"/> President's Day Sale	<input type="checkbox"/> Spring Savings	<input type="checkbox"/> Tax-Free Shopping Sale	<input type="checkbox"/> Valentine's Day Sale
<input type="checkbox"/> Veteran's Day Sale			

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.

Select up to **5 SALES TYPES**

How to Register & Post on Retailer Showcase: Quick User Guide

CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM



How to Register & Post on Retailer Showcase: Quick User Guide

CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM

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 US Polo Assn. com](#)

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

PUBLISH **SAVE AS DRAFT**

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

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

How to Register & Post on Retailer Showcase: Quick User Guide

CREATE A NEW OFFER, EVENT, OR NEWS ITEM

Your promotion has been approved and will be posted on the respective mall sites on simon.com!

Here is a summary of your promotion:

Event Name: Lane Teachers

Approved By: Ryan Oldfather

Retailer: Lane Bryant

Number of Malls: 1

Del Amo Fashion Center® (Torrance, CA)

<https://www.simon.com/retailshowcase/login.aspx?returnurl=%2fretailshowcase%2fManageShowcaseItem.aspx%3fshowcaseItemId%3d457809>

Be sure and let your store teams know about this promotional message as shoppers will likely be bringing in copies of it they have received at Guest Services or printed from the web.

Should you have any questions please contact your mall marketing team or account representative.

Thank you for submitting a promotion to the Simon Seasonal Sales program.

Checking the Status of Your Submittee Posts

A confirmation email will be sent to you once your post has been reviewed and approved by the Simon Team.

You can also check the status of your post in Retailer Showcase by searching for it. The post **STATUS** will show as one of the following:

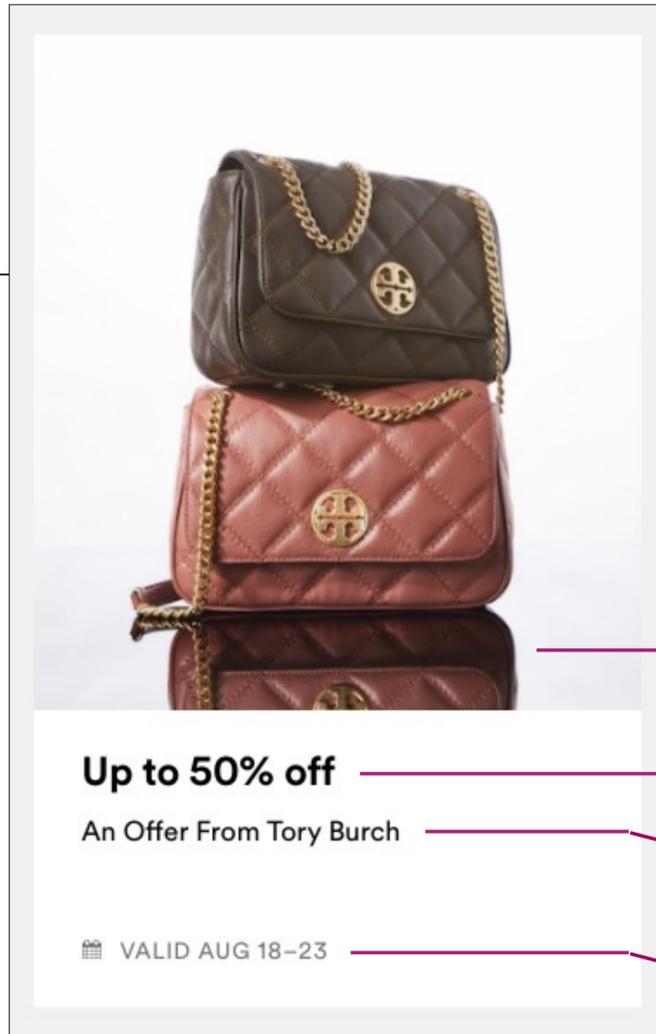
- Pending (post has not been approved yet)
- Approved (post has been approved)
- Posted (post is live on the site)

OFFER, EVENT OR NEWS ITEM SEARCH RESULTS				DOWNLOAD RESULTS (.XLS)		DOWNLOAD AUDIT REPORT (.XLS)		
SHOWCASE ITEM <small>(click title to preview)</small>	STATUS	TYPE	STICKY	CREATE DATE/TIME	POST DATE VALID FROM - TO	CREATED BY	RETAILER	MALLS
Lane Teachers	Approved	offer		07/30/21 - 5:14 PM	8/1/21 8/1/21 - 7/31/21	Oldfather, Ryan	Lane Bryant	Del Amo Fashion Center®
Lane Teachers	Posted	offer		08/02/21 - 6:32 PM	8/1/21 8/1/21 - 8/31/21	Oldfather, Ryan	Lane Bryant	Del Amo Fashion Center®

SHOWING 1 - 2 OF 2 (10PER PAGE) < Previous 1 Next > RESULTS PER PAGE 10 20 50

How to Register & Post on Retailer Showcase: Quick User Guide

CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM



This is a view of a Simon Retailer Showcase offer when viewed on a desktop device.

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

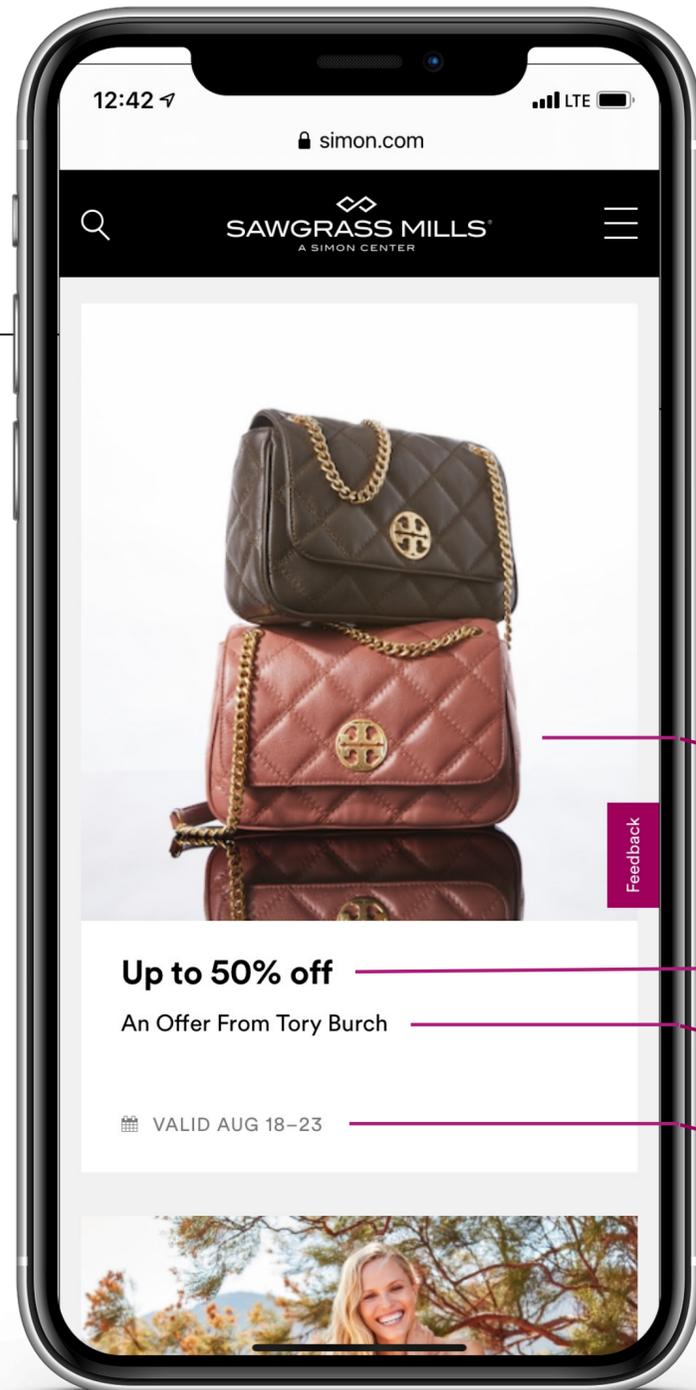
The **TITLE** of your offer appears at the top of your post on the Simon Web Site.

The system automatically enters your Store Name

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

How to Register & Post on Retailer Showcase: Quick User Guide

CREATE A NEW
OFFER, EVENT,
OR NEWS ITEM



This is a view of a Simon Retailer Showcase offer when viewed on a mobile device.

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

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