



Tanger Outlets

2026 Sampling Opportunities

the **samplingstore**™

CoOptions™
GROUP COMPANIES

Including Special Sports Events





2026 Event Calendar

2026 PROGRAM DETAILS SUBJECT TO CHANGE BY 1/1/26



Month	Campaign	Dates	Samples (up to)
January	Fiesta Bowl	1/7 – 1/11	100K – Glendale, AZ
April	Easter Events	3/27 – 4/5	500K - 12 markets
May	Memorial Day Events Summer Kick-Off Events	5/24 – 5/31 5/25 – 6/22	500K - 20 markets 200K - 12 markets
July	July 4th Events (U.S. 250 th year anniversary)	6/27 – 7/6	500K - 20 markets
July	FIFA 2026 World Cup	7/2 – 7/5	100K – Kansas City
July / August	Back To School Bashes Tax-Free Weekends	7/26 – 8/24 7/26 – 8/17	500K - 10 markets 1M - 15 markets
September	Labor Day Events	9/4 – 9/13	500K - 20 markets
October	Barktober Events Fall Festivals Trick or Treat Events	10/11 – 10/26 10/11 – 11/2 10/25 – 11/1	100K - 5 markets 200K - 10 markets 200K - 10 markets
November	Holiday Tree Lightings Black Friday Weekend	11/8 – 11/16 11/28 – 11/30	600K - 25 markets 2M - 36 markets

ALL PROGRAMS INCLUDE:

- 1) Custom **table signage** (and optional onsite media)
- 2) Two-tier **custom brand consumer research**:
 - **Trial research survey** (trial, usage, appeal, competitive usage, purchase dynamics, demographics, etc.)
 - Longitudinal **conversion survey** (2 purchase cycles from trial— purchase conversion and class of trade, household competitive brand replacement, usage and occasions, sentiment, etc.)
- 3) Sampling table in front of specific stores possible (inquire)



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Product Sampling

With more than **120 million annual shoppers** visiting 36 locations in 20 states, Tanger Outlets is the perfect location to engage with millions of consumers under key seasonal themes, driving powerful trial and conversion.

In fact, our conversion rates across all Tanger programs / brands over the past 3 years has averaged a **24.2% purchase conversion rate** (1 in 4 buying the product within 2 – 4 weeks of trial), plus an additional **60.4% continued purchase intent** among consumers recently receiving samples and still planning to convert.

With fully-staffed capability during peak consumer engagements, we provide a **turn-key activation** for your brand with distribution of samples across our locations and to millions of shoppers in our open-air environments. From women's fashion to back-to-school to holiday themed events, we've got you covered.

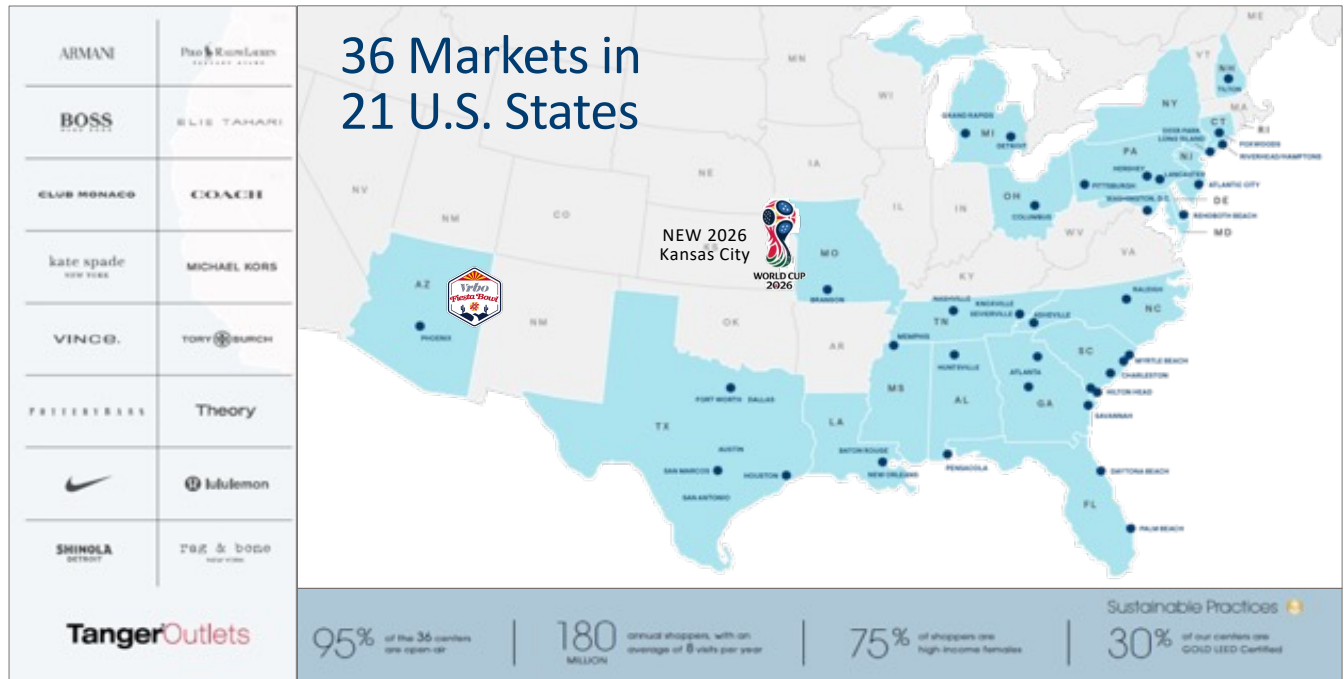
New for 2026, two major sports events— the **Fiesta Bowl** in January (Glendale Arizona), and the **FIFA World Cup** matches and quarter finals in June/July (Kansas City)!





The Power of Tanger

Tanger® is a leading operator of upscale open-air outlet centers with more than 125 million annual shoppers. Tanger has 36 outlet malls properties in the U.S. in 21 states, totaling approximately 13.6 million square feet leased to over 3,000 stores (operated by more than 500 different brand name companies).



68% of Tanger shoppers are women, the majority are affluent, college-educated, average HH Income of \$110K+, all shopping for bargains on their favorite designer brands. These include Banana Republic, Coach, Gap Outlet, Nike, Old Navy, Polo Ralph Lauren, Michael Kors, Kate Spade, Tommy Hilfiger and many more. Additional demographics on the following page.



DEMOGRAPHICS

125+ Million

Annual visitors to Tanger centers each year

36

Centers in 20 U.S. States

60%

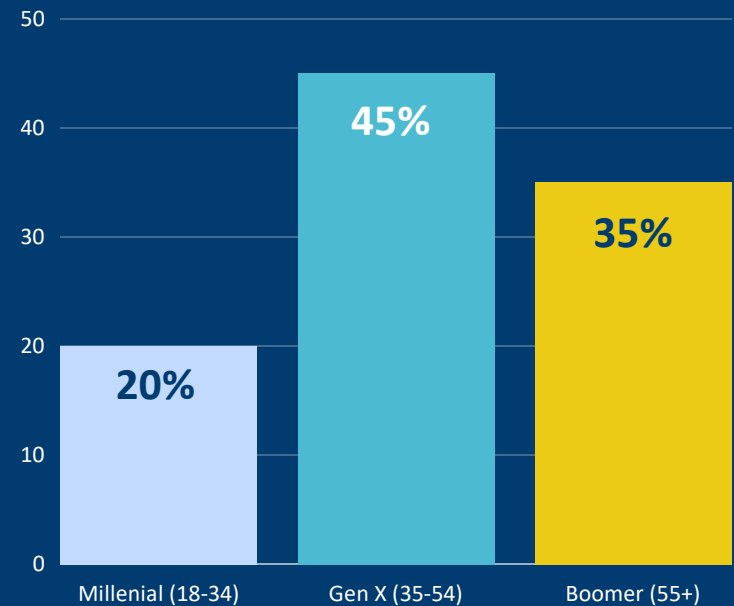
Family Households

\$110,203

Average Household Income

68%

Females



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Source: Esri, Placer.ai



TangerOutlets

MAJOR SPORTS EVENTS

PRODUCT SAMPLING W/MEDIA

**Program Closes 1 Month
Before Events**

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Building Tanger's past events with NFL for Super Bowl 2023 and the NCAA for the Men's Final Four (at its Westgate property, which shares facilities with *State Farm Stadium* in Glendale, AZ), Tanger is thrilled to be a part of two major sports events in 2026— the **VRBO Fiesta Bowl** and the **FIFA World Cup**.

Each participating brand at each event will receive sample distribution of up to 100,000 samples by live-staff at themed tables / tents, **custom 8.5"x 11" brand table signage**, one :15 video rotating ad spot on our **10' x 20' digital billboard**, and our signature custom **two-tiered consumer research** (trial research w/100 respondents and follow-up purchase conversion research one month later (both with \$10 Visa® eGift card rewards):

1. The 2026 **VRBO® Fiesta Bowl** (Tanger shares parking with State Farm Stadium, Glendale, AZ) — January 7 - 11.
2. The **2026 FIFA World Cup** soccer matches and quarter finals (at the new Kansas City, KS property, with shared facilities for Arrowhead Stadium, to be called Kansas City Stadium for World Cup) for quarter finals weekend — July 2 – 5.



**WORLD CUP
2026**

Investment

Samples	Flat Fee*
25,000	\$25,000
50,000	\$40,000
75,000	\$48,750
100,000	\$52,500

Inclusions

- Storage, staging, and hand-distribution of samples
- 8.5" x 11" **custom brand signage** (including design)
- **Two-tiered Sampling Store signature consumer research** (initial consumer depth brand trial survey; purchase conversion follow-up survey one month later, including 150 \$10 Visa® eGift card rewards).
- One :15 rotating ad on **10' x 20' digital billboard**
- Category exclusivity.

* Two brands from a single company in same or adjacent category may share a program slot at no additional cost.

Brands ship directly to Tanger locations to arrive 7 – 14 days prior to events (liftgate / pallet mover required). Pricing based on storage of non-bulky shelf-stable samples under 3.0 oz. (please provide product dimensions, weight, case packing, and pallet info, additional storage / handling costs will be provided for heavy / bulky samples).



TangerOutlets

EASTER Celebrations

PRODUCT SAMPLING
(March 27 – April 5)

Program Closes February 26

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On-Site Live Staffed Tent Sampling (Mar 27 – Apr 5)

Tanger Outlets will host a basketful of families nationwide for highly-anticipated Easter events and programs March 27 - April 5, 2026. This multi-weekend program will feature community-centric themed Bunny interactions, photos, and, of course, amazing deals always found at Tanger Outlets! Our Easter program will fill your basket with maximum consumer exposure to up to 1 million family-focused consumers.

PROGRAM SUMMARY

- Tanger Outlet locations in 12 markets.
- Up to 500,000 samples.
- Custom table tent signage w/invite for dedicated consumer research (i.e., demographic, category and brand usage, competitive purchases, shopping behavior, brand benefit multi-attribute matrix, and purchase intent; follow-up longitudinal survey to determine actual brand conversion from trial). Includes \$10 Visa® eGift cards for each completed survey.
- Photos and full report at conclusion of each event.

PRICING & PARAMETERS:

- Brands ship directly to Tanger locations to arrive 7 - 14 days prior to events.*
- Provide brand dimensions and weight, case packing, and pallet info, which impacts storage / handling costs. Pricing based on non-bulky shelf-stable samples under 3.0 oz.
- Different SKUs in same category from a client may be aggregated together.
- Per sample cost (100,000 minimum samples):

<u>Number of Samples:</u>	<u>Cost Per Sample</u>	<u>Consumer Surveys/Rewards</u>
- 100,000 to 200,000:	22.0¢ - 20.0¢ / sample	100 core / 50 conversion
- 200,001 to 350,000:	20.0¢ - 19.0¢ / sample	150 core / 75 conversion
- 350,001 to 500,000:	19.0¢ - 18.5¢ / sample	200 core / 100 conversion

* Liftgate required for pallet deliveries



Tanger[®]Outlets

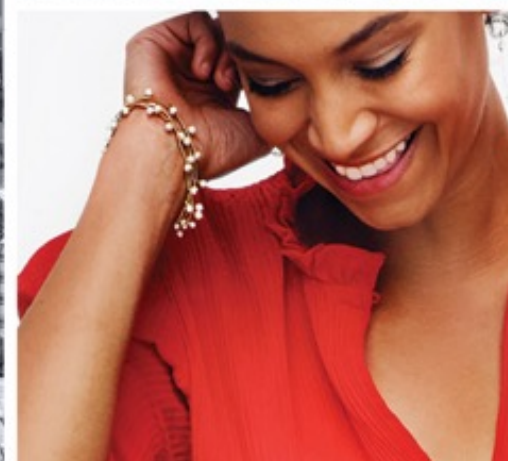
SPRING/SUMMER National Holiday Celebrations

PRODUCT SAMPLING
(Three holiday weekend windows)

Memorial Day Closes Apr 23
Independence Day Closes May 27
Labor Day Closes Jul 29

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Spring/Summer 2026 Holiday Celebrations

During summer 2026 Tanger Outlets centers will host over 5 million regional families for our exciting array of summer **Holiday Celebrations** featuring dazzling entertainment, free activities, tasty food options, and of course, amazing deals always found at Tanger Outlets! These events will delight shoppers young and young at heart! The Sampling Store™ has been asked to partner in this wonderful experiential series to help its clients deliver product samples to families.

Leverage the power of Tanger Outlets during three major spring / summer holiday windows—Memorial Day, Independence Day, and Labor Day.

If your brand wants to drive trial with families, you don't want to miss this opportunity to engage directly with your family customer base through on-site live staffed sampling of up to 1.5 million samples, **for as little as 18¢ per sample, turn-key, including branded table signage, dedicated opt-in consumer depth research, and follow-up conversion research.**

American Holiday Celebrations Event Series

Memorial Day Celebration

May 24 – 31

(500K samples in 20 markets)

Independence Day Celebration

June 27 – July 6

(500K samples in 20 markets)

Labor Day Celebration

Sept 4 – 13

(500K samples in 20 markets)

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On-Site Live Staffed Tented Sampling

PROGRAM SUMMARY

- Tanger Outlet locations in 20 markets for each national holiday celebration.
- 3 promotional holiday event windows (Memorial Day, Independence Day, Labor Day).
- Up to 500,000 samples per holiday window (up to 1.5 million samples total).
- Custom table tent signage w/invite for dedicated consumer research (i.e., demographic, category and brand usage, competitive purchases, shopping behavior, brand benefit multi-attribute matrix, and purchase intent; follow-up longitudinal survey to determine actual brand conversion from trial). Includes \$10 Visa® eGift cards for each completed survey.
- Photos and full report at conclusion of each event.

PRICING & PARAMETERS:

- Brands ship directly to Tanger locations to arrive 7 - 14 days prior to events.*
- Provide brand dimensions and weight, case packing, and pallet info, which impacts storage / handling costs. Pricing based on non-bulky shelf-stable samples under 3.0 oz.
- Different SKUs in same category from a client may be aggregated together.
- Per sample cost (100,000 minimum samples per event window):

<u>Number of Samples:</u>	<u>Cost Per Sample</u>	<u>Consumer Surveys/Rewards</u>
- 100,000 to 250,000:	22.0¢ - 20.0¢ / sample	100 core / 50 conversion
- 250,001 to 500,000:	20.0¢ - 19.0¢ / sample	150 core / 75 conversion
- 500,001 to 1,000,000:	19.0¢ - 18.5¢ / sample	200 core / 100 conversion
- 1,000,001 to 1,500,000:	18.5¢ - 18.0¢ / sample	300 core / 150 conversion

* Liftgate required for pallet deliveries



TangerOutlets

SUMMER KICKOFF EVENTS



PRODUCT SAMPLING
(May 25 – June 22)

Program Closes April 25



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On-Site Live Staffed Tented Sampling (May 25 – Jun 22)

Get psyched for summer at 12 Tanger Outlet malls. You can deliver up to 200,000 samples to families during the busy pre-summer sales window, when families shop for summer style. Families engage in activities for both adults and kids throughout the period, when each Tanger Outlet mall takes advantage of their outdoor spaces in ushering in the beautiful spring weather.

PROGRAM SUMMARY

- Tanger Outlet locations in 12 markets
- Summer kickoff events begin May 25th, with up to 500,000 samples distributed.
- Custom table tent signage w/invite for dedicated consumer research (i.e., demographic, category and brand usage, competitive purchases, shopping behavior, brand benefit multi-attribute matrix, and purchase intent; follow-up longitudinal survey to determine actual brand conversion from trial). Includes \$10 Visa® eGift cards for each completed survey.
- Photos and full report at conclusion of each event.

PRICING & PARAMETERS:

- Brands ship directly to Tanger locations to arrive 7 – 14 days prior to events.*
- Provide brand dimensions and weight, case packing, and pallet info, which impacts storage / handling costs. Pricing based on non-bulky shelf-stable samples under 3.0 oz.
- Different SKUs in same category from a client may be aggregated together.
- Per sample cost (100,000 minimum samples):

<u>Number of Samples:</u>	<u>Cost Per Sample</u>	<u>Consumer Surveys/Rewards</u>
- 100,000 to 200,000:	22.0¢ - 19.0¢ / sample	100 core / 50 conversion

* Liftgate required for pallet deliveries



Tanger[®]Outlets

BACK TO SCHOOL Back to School Bashes & Tax-Free Weekends



PRODUCT SAMPLING
Jul 26 – Aug 24

Programs Close Jun 25

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Back to School Bash



TangerOutlets Back-to-School 2026

On-Site Live Staffed Sampling (Jul 26 – Aug 24 – dates vary by market)

We're thrilled to share our new BACK-TO-SCHOOL events for 2025:

- **Back-To-School Bash:** up to 500,000 samples in 10 markets (July 26 – August 24)
- **Tax-Free Weekends:** up to 1 million samples in 15 markets (July 26 – August 17)

These events offer the biggest 3-day shopping weekends of the summer season, driving millions of local and regional families to Tanger Outlets to score tax-free, back-to-school bargains, focusing on families with school age kids.

PROGRAM SUMMARY

- Tanger Outlet locations in 25 total markets (Back-To-School Bash markets where tax-free weekend events are not hosted in those states). Up to 1.5 million combined samples.
- Custom table tent signage with invite for dedicated consumer research (i.e., demographic, category and brand usage, competitive purchases, shopping behavior, brand benefit multi-attribute matrix, and purchase intent; follow-up longitudinal survey to determine actual brand conversion from trial). Includes \$10 Visa® eGift cards for each completed survey.
- Photos and full report at conclusion of each event.



PRICING & PARAMETERS:

- Brands ship directly to Tanger locations to arrive 7 – 14 days prior to events.*
- Provide brand dimensions and weight, case packing, and pallet info, which impacts storage / handling costs. Pricing based on non-bulky shelf-stable samples under 3.0 oz.
- Different SKUs in same category from a client may be aggregated together.
- Per sample cost (100,000 minimum samples per event window):

Number of Samples:	Cost Per Sample	Consumer Surveys/Rewards
- 100,000 to 250,000:	21.0¢ - 19.0¢ / sample	100 core / 50 conversion
- 250,001 to 500,000:	19.0¢ - 18.0¢ / sample	150 core / 75 conversion
- 500,001 to 1,000,000:	18.0¢ - 17.5¢ / sample	200 core / 100 conversion
- 1,000,001 to 1,500,000:	17.5¢ - 17.0¢ / sample	300 core / 150 conversion

* Liftgate required for pallet deliveries

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Tanger[®]Outlets

HALLOWEEN & FALL FESTIVAL

Celebrations

PRODUCT SAMPLING
(Oct 11 – Nov 2)

Program Closes Sept 10



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On-Site Live Staffed Sampling (Oct. 11 – Nov. 2, 2026)

Fall events to be held across 20 markets from early October for **Fall Festivals** (up to 200,000 samples in 10 markets, October 11 – November 2) and Halloween **Trick or Treat** events (up to 200,000 samples in 10 markets, October 25 – November 1). Between Food Truck Festivals, Trick-or-Treat Events, and Harvest Fests, Tanger Outlets will host over 1 million shoppers for these events, targeting moms 25 – 44 with kids. If your brand targets families, you don't want to miss this opportunity to engage directly with your customer base through experiential activities, on-site activations, displays and more!

PROGRAM SUMMARY

- Tanger Outlet locations / up to 400,000 samples (200,000 samples each event group)
- Custom table tent signage w/invite for dedicated consumer research (i.e., demographic, category and brand usage, competitive purchases, shopping behavior, brand benefit multi-attribute matrix, and purchase intent; follow-up longitudinal survey to measure actual brand conversion from trial). Includes \$10 Visa® eGift cards for each completed survey.
- Photos and full report at conclusion of each event.

PRICING & PARAMETERS:

- Brands ship directly to U.S. Tanger locations to arrive 7 – 14 days prior to events.*
- Provide brand dimensions and weight, case packing, and pallet info, which impacts storage / handling costs. Pricing based on non-bulky shelf-stable samples under 3.0 oz.
- Different SKUs in same category from a client may be aggregated together.
- Per sample cost (100,000 minimum samples per event window):

<u>Number of Samples:</u>	<u>Cost Per Sample</u>	<u>Consumer Surveys/Rewards</u>
- 100,000 to 250,000:	22.0¢ - 20.0¢ / sample	100 core / 50 conversion
- 250,001 to 500,000:	20.0¢ - 19.0¢ / sample	150 core / 75 conversion

* Liftgate required for pallet deliveries



Tanger[®]Outlets

BARKTOBER FEST



PRODUCT
SAMPLING
(Oct 11 – 26) 

Program Closes Sept 10

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On-Site Live Staffed Sampling (Oct. 11 – 26, 2026)

Calling all Pet Products! Tanger has just the event hosting thousands of Four- Legged Fur Babies and their humans. Five markets will host **Barktober** events at Tanger during October. Families will enjoy fun pet parades, fur baby giveaways, musical entertainment, doggie costume contests, and more!

If your brand targets buyers of dog food / treats and supplies for their four-legged friends, then you don't want to miss this opportunity. We invite your brand to engage directly with our shared customer base through pre-promotional marketing, on-site tabling, sampling, giveaways, register-to-wins, and more.

Tanger Location	Market DMA / TIMING	
Tanger Columbus	Columbus, OH	Oct - TBA
Tanger Commerce	Atlanta, GA	Oct - TBA
Tanger Myrtle 501	Myrtle Beach, SC	Oct - TBA
Tanger Nashville	Nashville, TN	Oct - TBA
Tanger Rehoboth	Rehoboth Beach, DE	Oct - TBA

The program includes distribution of 75,000 samples, Tanger-supported marketing (mall **signage**, **digital media**, **email marketing**). The program also includes dual-consumer research– initial **core / trial research** around event, plus **follow-up purchase conversion research** and analysis one month later, so you can gain unique insights into current and new users.

PRICING & PARAMETERS:

- Brands ship directly to U.S. Tanger locations to arrive 7 - 14 days prior to events.*
- Provide brand dimensions and weight, case packing, and pallet info, which impacts storage / handling costs. Pricing based on non-bulky shelf-stable samples under 3.0 oz.
- Different SKUs in same category from a client may be aggregated together.

Markets:	Flat Fee	Consumer Surveys/Rewards
- Single market:	\$9,000	100 core / 50 conversion
- All 5 markets:	\$34,500	150 core / 75 conversion

* Liftgate required for pallet deliveries



Tanger[®]Outlets

HOLIDAY SEASON

Tree Lighting &
Black Friday Events

PRODUCT SAMPLING
(Nov 8 – 29)

Program Closes October 8

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On-Site Live Staffed Tent Sampling (Nov 8 - 30, 2026 Black Friday)

Amidst the bustling holiday shopping season, more than 30 million consumers will visit a Tanger Outlet. Our big events for the holiday season includes our **Holiday Tree Lighting** events in 25 markets (up to 600,000 samples, November 8 - 16) and our **Black Friday Weekend** events in 35 markets (up to 2 million samples, November 27 - 29).

PROGRAM SUMMARY

- Up to 2.6 million samples in two holiday events
- Custom table tent signage w/invite for dedicated consumer research (i.e., demographic, category and brand usage, competitive purchases, shopping behavior, brand benefit multi-attribute matrix, and purchase intent; follow-up longitudinal survey to determine actual brand conversion from trial). Includes \$10 Visa® eGift cards for each completed survey.
- Photos and full report at conclusion of each event.

PRICING & PARAMETERS:

- Brands ship directly to Tanger locations to arrive 7 - 14 days prior to events.*
- Provide brand dimensions and weight, case packing, and pallet info, which impacts storage / handling costs. Pricing based on non-bulky shelf-stable samples under 3.0 oz.
- Different SKUs in same category from a client may be aggregated together.
- Per sample cost (250,000 minimum samples per event window):

<u>Number of Samples:</u>	<u>Cost Per Sample</u>	<u>Consumer Surveys/Rewards</u>
- 250,001 to 500,000:	22.0¢ - 20.0¢ / sample	150 core / 75 conversion
- 500,001 to 1,000,000:	20.0¢ - 19.5¢ / sample	200 core / 100 conversion
- 1,000,001 to 1,500,000:	19.5¢ - 19.0¢ / sample	300 core / 150 conversion
- 1,500,001 to 2,600,000:	19.0¢ - 18.5¢ / sample	400 core / 200 conversion

* Liftgate required for pallet deliveries



PAST EVENT IMAGES

TangerOutlets

Dry by the time you read this.



TELL US WHAT YOU THINK AND GET REWARDED!

Celebrate Happiness!
TangerOutlets
\$10
Gift Card

Be one of the first 100 shoppers to fully complete our online survey and we'll send you a \$10 Tanger*Gift Card!†
To participate, visit:

TANGERDRYSURVEY.COM

OR SCAN THIS QR CODE WITH YOUR SMART DEVICE



TangerOutlets If you meet the 18 years or older, not a U.S. citizen, and have not used the product in a Tanger Outlet that is participating. †See Tanger's privacy policy for more information. Offer ends per household. Survey by the end of 2018. ©2018 Tanger Outlets, Inc. www.tangeroutlets.com

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PAST EVENT IMAGES

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PAST EVENT IMAGES

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ENJOY YOUR FREE SAMPLE!

Dove hair therapy
care at hair's cellular level

97% less breakage.*

Features Nutrient Lock Serum
Safe for color-treated hair

TELL US WHAT YOU THINK AND GET REWARDED!

Celebrate Happiness!
TangerOutlets \$10

Be one of the first 150 guests to fully complete our online survey and we'll send you a \$10 TangerOutlets Card! To participate, visit:

WWW.DOVEHTSURVEY.COM

OR SCAN THIS QR CODE WITH YOUR PHONE CAMERA

SCAN ME

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ENJOY YOUR FREE SAMPLE!

Dove hair therapy
care at hair's cellular level

97% less breakage.*

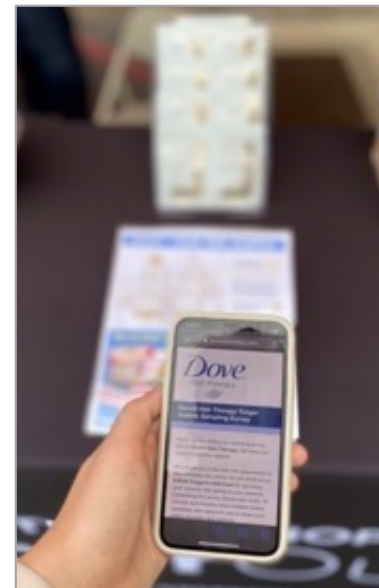
* system vs non-conditioning shampoo

Features Nutrient Lock Serum
Safe for color-treated hair

breakage remedy
9% SULFATES
shampoo / shampooing

nutrient-lock serum
+ 97% less breakage*
+ 97% moins de cassure*
+ 97% less breakage*
+ 97% moins de cassure*

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TELL US WHAT YOU THINK & GET A \$10 GIFT CARD!

Wet Ones
the trusted ones



Kills 99.9%
of Germs



Made by
America's #1
Hand Wipe Brand



With Aloe,
Vitamin E &
Pro-Vitamin B5



Great Fresh
Scent



Available at WetOnes.com and *Walgreens*

Celebrate
Happiness!

Tanger
Outlets
GIFT CARD

\$10



SCAN ME

Be one of the first 100 guests to fully complete
our online survey and we'll send you a \$10
Tanger eGift Card! To participate, visit:

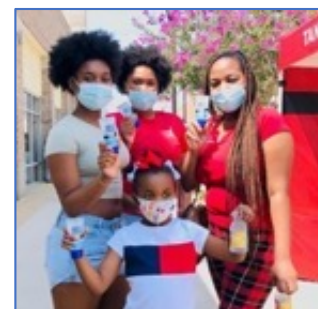
WETONESSURVEY.COM

OR SCAN THIS QR CODE
WITH YOUR PHONE CAMERA

TangerOutlets

* You must be 18 years or older, a U.S. Citizen, and have received the standard of a Tanger
Outlet Mall to participate. Visit WetOnesSurvey.com for more information. One survey per
household. Survey ends 10/31/2020. Sampling Store, Cary, NC. www.samplingstore.com

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www.samplingstore.com



PAST EVENT IMAGES

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ASK FOR YOUR FREE SAMPLES!



ALMOND & AVOCADO

THE ALMOND & AVOCADO COLLECTION

NOURISH YOUR CURLS

ALMOND: Nourishes the hair, adds moisture, and promotes growth.

AVOCADO: Nourishes the hair, adds moisture, and promotes growth.

LEARN YOUR CURL TYPE

WAVE	CURL	COIL
1A-1C	2A-2C	3A-3C
4A-4C	5A-5C	6A-6C

TELL US WHAT YOU THINK AND GET REWARDED!

Celebrate Happiness!

TangerOutlets GIFT CARD \$10

Be one of the first 100 shoppers to fully complete our online survey and we'll send you a \$10 Tanger eGift Card!† To participate, visit:

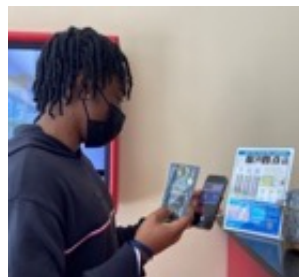
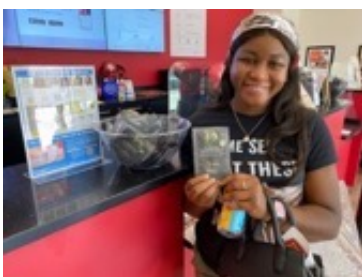
DESIGNESSENTIALSURVEY.COM

OR SCAN THIS QR CODE WITH YOUR SMART DEVICE

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† The survey for 18 years or older, U.S. citizens, and have spent the sample at a Tanger Outlets store. Offer good while supplies last. Some restrictions may apply. See survey for details. ©2019 The Sampling Store, LLC. All rights reserved. The Sampling Store, LLC. All rights reserved.

the sampling store



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PAST EVENT IMAGES

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ENJOY YOUR FREE SAMPLE!

ApratiTM
FOODS

- Non-GMO
- No artificial color
- Less than 2g of sugar
- Delicious flavor blends



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the sampling store.



the sampling store.

www.samplingstore.com



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Thank You!

WE LOOK FORWARD TO PARTNERING FOR SUCCESS



Brian Scott Sockin | Program Director
bsockin@cooptions.com

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www.samplingstore.com