



TangerOutlets

2027 Sampling
Opportunities

the **samplingstore**™

CoOptions
GROUP COMPANIES





2027 Event Calendar

2027 PROGRAM DETAILS SUBJECT TO CHANGE BY 1/1/27

Month	Campaign	Dates	Samples (up to)
March	Easter Events	3/18 – 3/28	500K - 12 markets
May	Memorial Day Events Summer Kick-Off Events	5/30 – 6/6 5/30 – 6/27	500K - 20 markets 200K - 12 markets
July	July 4th Events	6/27 – 7/6	500K - 20 markets
July / August	Back-to-School / Back-to-Campus Bashes Tax-Free Weekends	7/25 – 8/23 7/25 – 8/16	500K - 10 markets 1M - 15 markets
September	Labor Day Events	9/3 – 9/12	500K - 20 markets
October	Barktober Events Fall Festivals Trick or Treat Events	10/1 – 10/25 10/10 – 11/1 10/24 – 11/1	100K - 5 markets 200K - 10 markets 200K - 10 markets
November	Holiday Tree Lightings Black Friday Weekend	11/7 – 11/15 11/27 – 11/29	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)



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.

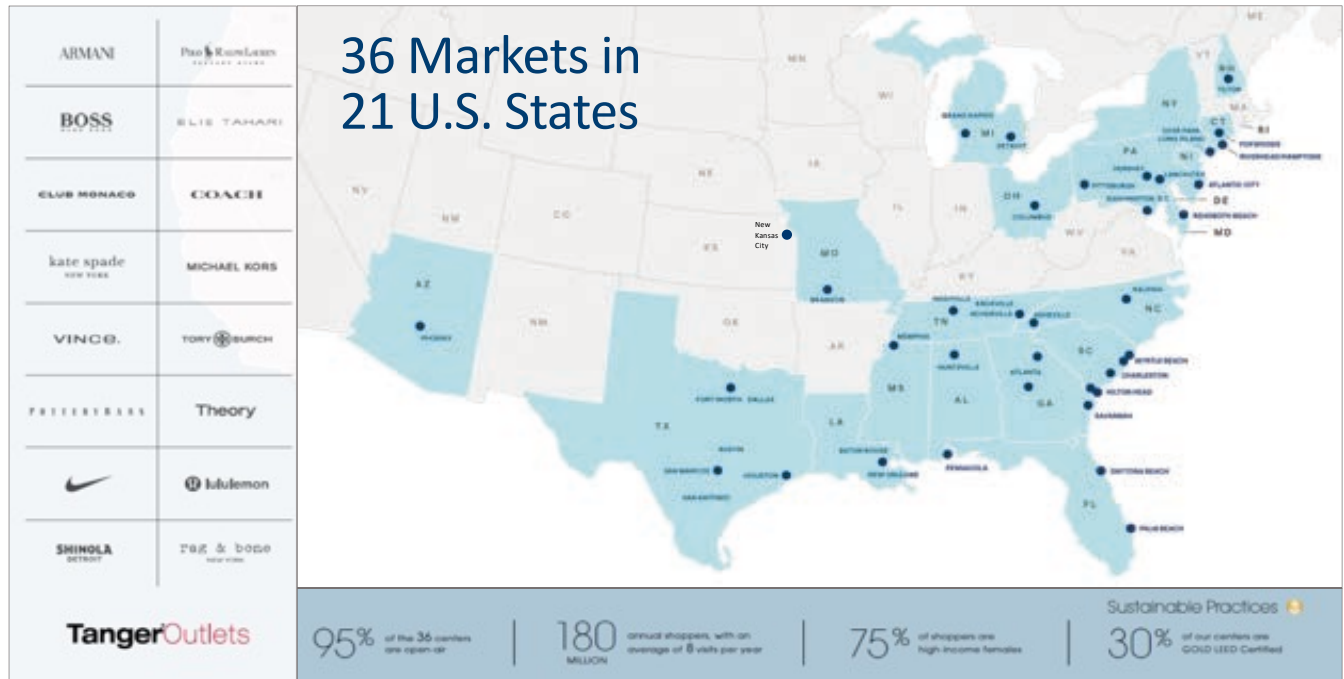
With fully-staffed capability during peak consumer engagements, we provide a **turn-key activation** for your brand with distribution of samples across our locations and to millions of shoppers in our open-air environments. From women's fashion to back-to-school to holiday themed events, we've got you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





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%

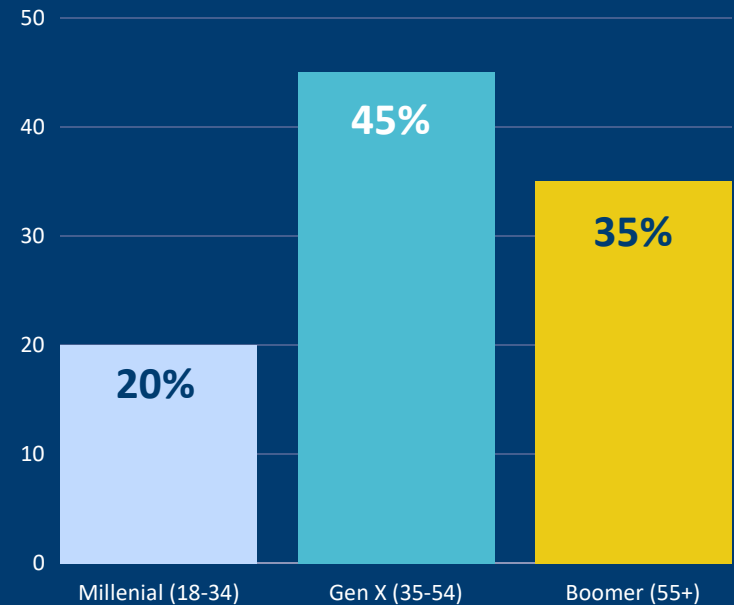
Family Households

\$110,203

Average Household Income

68%

Females



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Source: Esri, Placer.ai



TangerOutlets

EASTER Celebrations

PRODUCT SAMPLING
(March 18 – 28)

Program Closes February 22

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HOP ON OVER!





On-Site Live Staffed Tent Sampling (Mar 18 – 28)

Tanger Outlets will host a basketful of families nationwide for highly-anticipated Easter events and programs March 18 – 28, 2027. 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:	24.0¢ - 22.0¢ / sample	100 core / 50 conversion
- 200,001 to 350,000:	22.0¢ - 20.5¢ / sample	150 core / 75 conversion
- 350,001 to 500,000:	20.5¢ - 19.5¢ / sample	200 core / 100 conversion

* Liftgate required for pallet deliveries



Tanger[®]Outlets

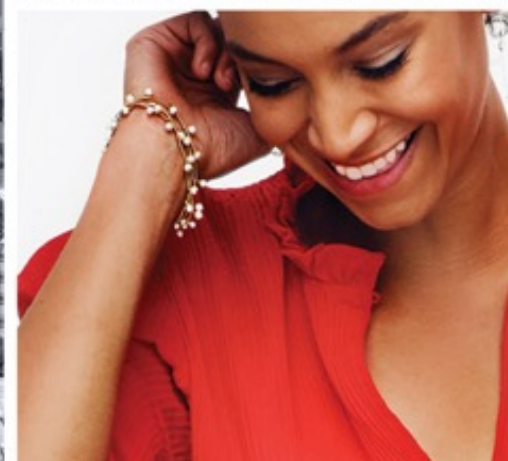
SPRING/SUMMER National Holiday Celebrations

PRODUCT SAMPLING
(Three holiday weekend windows)

Memorial Day Closes Apr 16
Independence Day Closes May 28
Labor Day Closes Jul 30

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TangerOutlets Spring/Summer 2027 Holiday Celebrations

During summer 2027 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 30 – June 6
(500K samples in 20 markets)

Independence Day Celebration

June 27 – July 6
(500K samples in 20 markets)

Labor Day Celebration

Sept 9 - 12
(500K samples in 20 markets)



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:	24.0¢ - 22.0¢ / sample	100 core / 50 conversion
- 250,001 to 500,000:	22.0¢ - 19.5¢ / sample	150 core / 75 conversion
- 500,001 to 1,000,000:	19.5¢ - 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 30 – June 27)

Program Closes April 23

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On-Site Live Staffed Tented Sampling (May 30 – Jun 27)

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 30th, 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:	24.0¢ - 22.0¢ / sample	100 core / 50 conversion

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Tanger[®]Outlets

BACK-TO-SCHOOL / BACK-TO-CAMPUS

& Tax-Free Weekends



PRODUCT SAMPLING

Jul 25 – Aug 23

Programs Close Jun 25

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Back to School Bash



On-Site Live Staffed Sampling (Jul 25 – Aug 23 – dates vary by market)

We're thrilled to share our new BACK-TO-SCHOOL / BACK-TO-CAMPUS themed events for 2027:

- **Back-To-School Bash:** up to 500,000 samples in 10 markets (July 25 – August 23)
- **Tax-Free Weekends:** up to 1 million samples in 15 markets (July 25 – August 16)

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:	24.0¢ - 22.0¢ / sample	100 core / 50 conversion
- 250,001 to 500,000:	22.0¢ - 19.5¢ / sample	150 core / 75 conversion
- 500,001 to 1,000,000:	19.5¢ - 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



Tanger[®]Outlets

BARKTOBER FEST



PRODUCT
SAMPLING
(Oct 1 – 25)



Program Closes Sept 1

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On-Site Live Staffed Sampling (Oct. 1 – 25, 2027)

Calling all household pet products! Tanger Outlets is hosting a month-long event called **Barktober Fest** in nine markets throughout October, welcoming bunches of beloved pups and their humans.

Families will enjoy fun pet parades, doggie toys giveaways, musical entertainment, dog costume contests, and more! This *dont-want-to-miss* opportunity is an ideal platform to reach potential brand buyers (AND their canine consumers) in categories including pet food, treats, toys, and other supplies. We invite your brand to engage directly with Tanger's dog loving customer base through pre-event marketing, on-site tabling, live staffed hand-delivered giveaways, and more.

The program includes distribution of 15,000 samples per market, Tanger marketing (mail **signage, digital media, and 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 and deep consumer insights into current, prospective, and new users.

2027 EVENTS TBA	MARKETS / TIMING EXAMPLES	
Tanger Asheville	Asheville, NC	October 1
Tanger West Palm	West Palm Bch, FL	October 2
Tanger Nashville	Nashville, TN	October 10
Tanger Pittsburgh	Nashville, TN	October 10
Tanger Kansas City	Kansas City, KS	October 17
Tanger Rehoboth	Rehoboth Bch, DE	October 17
Tanger Fort Worth	Fort Worth, TX	October 24
Tanger Bridge St.	Huntsville, AL	October 24
Tanger Columbus	Columbus, OH	October 25

* Liftgate required for pallet deliveries



PRICING & PARAMETERS:

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

Markets:	Samples	Cost / Market	Total Cost	Cost / Sample	Consumer Sureys & Rewards
1	15,000	\$12,000	\$12,000	\$0.800	100 trial / 50 conversion
2	30,000	\$10,000	\$20,000	\$0.667	120 trial / 60 conversion
3	45,000	\$9,000	\$27,000	\$0.600	140 trial / 70 conversion
4	60,000	\$8,000	\$32,000	\$0.533	160 trial / 80 conversion
5	75,000	\$7,500	\$37,500	\$0.500	180 trial / 90 conversion
6	90,000	\$7,000	\$42,000	\$0.467	200 trial / 100 conversion
7	105,000	\$6,500	\$45,500	\$0.433	220 trial / 110 conversion
8	120,000	\$6,250	\$50,000	\$0.417	240 trial / 120 conversion
9	135,000	\$6,000	\$54,000	\$0.400	260 trial / 125 conversion





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HALLOWEEN & FALL FESTIVAL

Celebrations

PRODUCT SAMPLING
(Oct 10 – Nov 1)

Program Closes Sept 10



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On-Site Live Staffed Sampling (Oct. 10 – Nov. 1, 2027)

Fall events to be held across 20 markets from early October for **Fall Festivals** (up to 200,000 samples in 10 markets, October 10 – November 1) and Halloween **Trick or Treat** events (up to 200,000 samples in 10 markets, October 24 – 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:	24.0¢ - 22.0¢ / sample	100 core / 50 conversion
- 250,001 to 500,000:	22.0¢ - 19.5¢ / sample	150 core / 75 conversion

* Liftgate required for pallet deliveries



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HOLIDAY SEASON

Tree Lighting &
Black Friday Events

PRODUCT SAMPLING
(Nov 7 – 29)

Program Closes October 8

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On-Site Live Staffed Tent Sampling (Nov 7 - 29, 2027)

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 7 - 15) 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 (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	26.0¢ - 24.0¢ / sample	100 core / 50 conversion
- 250,001 to 500,000:	24.0¢ - 22.0¢ / sample	150 core / 75 conversion
- 500,001 to 1,000,000:	22.0¢ - 20.0¢ / sample	200 core / 100 conversion
- 1,000,001 to 1,500,000:	20.0¢ - 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

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PAST EVENT IMAGES

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ENJOY YOUR FREE SAMPLE!



Dove hair therapy
care of hair's cellular level

97% less breakage.*
*system vs non-conditioning shampoo

Features Nutrient Lock Serum
Safe for color-treated hair

TELL US WHAT YOU THINK AND GET REWARDED!

Celebrate Happiness!
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.DOVEHSURVEY.COM

OR SCAN THIS QR CODE WITH YOUR PHONE CAMERA
SCAN ME

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ENJOY YOUR FREE SAMPLE!



Dove hair therapy
care of hair's cellular level

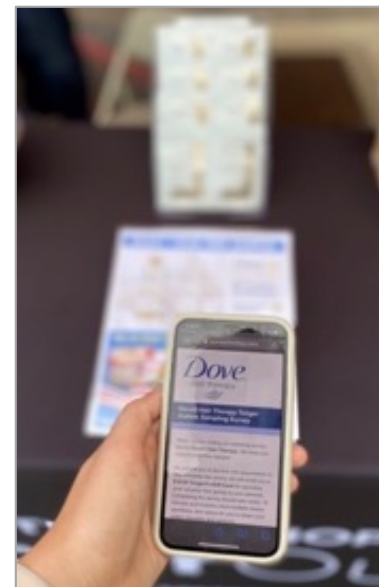
97% less breakage.*
*system vs non-conditioning shampoo

Features Nutrient Lock Serum
Safe for color-treated hair

breakage remedy
shampoo / shampooing

nutrient-lock serum
+ 97% less breakage*
+ 97% less breakage*
+ 97% less breakage*

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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](http://Walgreens.com)

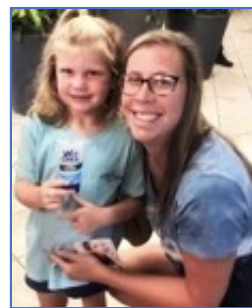
Celebrate Happiness! **\$10** Tanger Outlets GIFT CARD

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

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* You must be 18 years or older, a U.S. Citizen, and have received the sample of a Tanger Outlets Host to participate. Our 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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ENJOY YOUR FREE SAMPLE!

Aprati™
FOODS

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

Frutati
HARD CANDY ASSORTMENT
Blueberry Popsicle
Pineapple Raspberry
Lemon Lime
NET WT. 4.0 OZ (113g)

Mecati
HARD CANDY ASSORTMENT
Caramel Macchiato
Mocha Espresso
NET WT. 4.0 OZ (113g)

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Thank You!

WE LOOK FORWARD TO PARTNERING FOR SUCCESS



Brian Scott Sockin | Program Director
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