

THE SUMMIT[®]

Retailer Newsletter

January 2018

New Neighbors Coming Soon

Woodhouse Spa: Opening late March 2019

Visitors will be able to enjoy a peaceful, relaxing day away with massages, facials, or a soak in the Aroma Bath. Located in Saks Plaza.

Sephora: Trader Joes is getting a new neighbor, Sephora will be relocating next door. Their new space will be 5,520 square feet.

Anthony Vince Nail Spa: Come relax the senses, repair and nourish your hands and feet. Located in Saks Plaza.



In This Issue

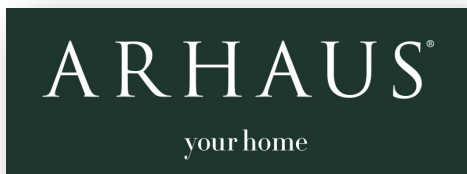
- NEW NEIGHBORS
- SPECIAL THANKS
- MONTHLY SIGNAGE
- NOTES FROM THE OFFICE
- SOCIAL MEDIA
- PROMOTION OPPORTUNITY
- CALENDAR

SPECIAL THANKS

Santa Set Sponsor

In 2018, ARHAUS, decorated our North Pole Pop Up shop's Santa set and visitor seating area. The set was used in all photos with Santa this season and added such holiday cheer to the space.

Thank you ARHAUS!



MONTHLY EXPERIENCE SIGNAGE

Every month The Summit creates 22"X28" signage of our monthly calendar of events which is placed throughout the property to promote your in-store customer experiences and events. Participation is FREE. Please note, to be included on this signage, you must provide an EXPERIENCE that will be at your Summit store —sales and product promotion will not be accepted. This is a great opportunity for you to promote your events to all our guests on property!

How to participate?

Email the [marketing team](#) with your store experience and/or event on a monthly basis (no later than the 25th of the month to be considered for the next month's signage). We do not pre-promote so it must be submitted for that upcoming month (i.e. February events will be due by January 25th).

Experience
#thesummitbham

10/5	Food Truck Friday
10/8	Sweat Free Fitness Class - Pure Barre
10/11	Buti Glow Yoga
10/15	Sweat Free Fitness Class - Yoga
10/17	Shop Save & Share Kick-off Party
10/18	Maker Workshop: Halloween Cookie Decorating
10/20	BlueMercury's Grand Opening
10/22	Sweat Free Fitness Class - Club Pilates
10/25	Maker Workshop: Macrame Plant Hanging
10/27	Chalktober Fest
10/29	Sweat Free Fitness Class - Mat Pilates
11/16	Lights Up

FOR MORE INFORMATION,
VISIT THESUMMITBIRMINGHAM.COM

NOTES FROM THE OFFICE

THE SUMMIT

EMPLOYEE DISCOUNTS

Employees must show proper ID to redeem.

- ◇ **10% OFF** Alumni Hall, Fab'rik, The Fitting Touch, L'Occitane, Lily Rain, Macaroni Grill, Pieology Pizzeria, Seasons 52, Soft Surroundings, Taco Mama, Village Tavern
- ◇ **15% OFF:** Soma and Frutta Bowls
- ◇ **20% OFF** Aveda, Belk Salon & Spa, California Pizza Kitchen

TENANT SPOTLIGHT

Blood Drive

Monday, Jan. 28

1-5 PM

RSM is hosting the Red Cross Blood Drive in January! If your store or restaurant can contribute a coupon or item, those are always appreciated by the donors.



Update Emergency Contact Information

We are updating all tenant emergency contacts for the Building Engines Alert System. This information is only used by property management in the case of an emergency and important property updates.

Please [email](#) us with your contact information for store managers and any additional contacts no later than January 18. Include person's name, position, personal phone number, and email address. To receive, text alerts you must also include the cell phone service provider for those contacts.

The Summit Gift Card Reminders



Shoppers have begun the hunt for post-holiday markdowns, visiting their favorite stores to cash in their assortment of gift cards received from family, friends and colleagues. This is the time to make sure that all your new hires are aware of The Summit Gift Card Program guidelines.

Helpful reminders:

- Always ask for the gift card's remaining balance before processing a transaction.
- Return the gift card to the customer (even if the funds are depleted on the card).
- To resolve any issues, make sure to **call Merchant Support at 1-800-755-8713** while the customer is still present. Keep this important phone number at all store registers.
- If your Point of Sale system has had a software update this could affect your ability to accept The Summit Gift Card. In this case, we will need to reactivate you in the system. Contact The Guest Services Office to set this up by calling 205-967-0111.

Published by Natalie Gravois [?] · December 27 at 8:54 AM · 🌐

Photo opp with @baileyedmonds! We love seeing your pictures of our murals! Have you seen our new murals here at @thesummitbirmingham? If you take a pic- tag us so we can share it! #thesummitbham #blankspace Artist: @robikespie 📷



FACEBOOK

TAG US @THESUMMITBHAM

14,092 LIKES

15,739 FOLLOWERS

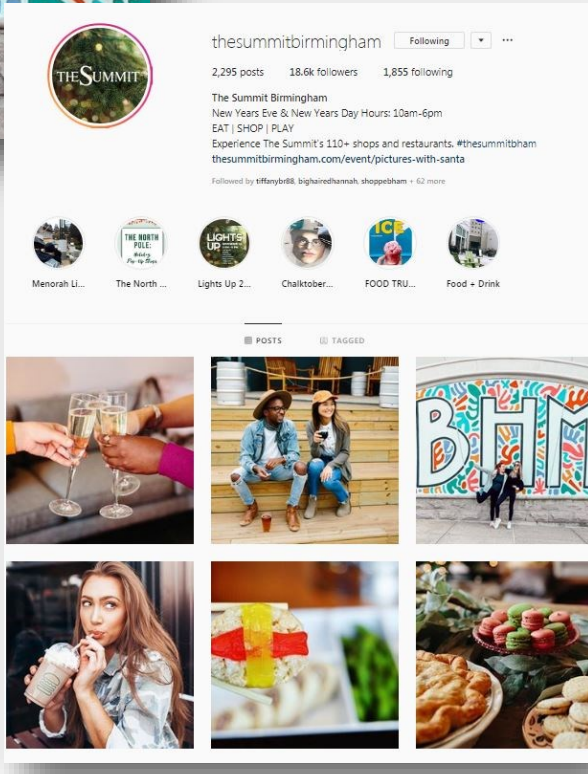


INSTAGRAM

USE #THESUMMITBHAM

2,295 POSTS

18.6K FOLLOWERS



Submit Promotions

The Summit offers multiple avenues to promote your store and boost new product awareness.

These include signage opportunities, Social Media {Facebook & Instagram} as well as the Retailer Newsletter, which will go out on a monthly basis.

Signage is based on availability. For rates and space availability, contact Natalie Gravois The Summit's Marketing Manager [here](#).



Post Sales and Career Opportunities:

- ◇ Visit our website at thesummitbirmingham.com
- ◇ Scroll to the bottom of the page and click on the box that says "Store Log In"
- ◇ Enter the password **sales4u**

JANUARY 2019 CALENDAR

- Jan. 12 Paper Source's DIY Calendar Workshop
- Jan. 21 Martin Luther King Jr. Day
- Jan. 26 Storytime Featuring Pig the Pug at Barnes & Noble
- Jan. 28 Red Cross Blood Drive at RSM

Don't forget to share your upcoming events with us!

