

5301 North 45th Street
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www.shoptalkmarketing.com

SHOP *talk*

WHAT ARE CONSUMERS SAYING ABOUT YOU ?

- + Strategic Marketing Plan Development
- + Public Relations
- + Event Coordination
- + Tenant Relations
- + Sponsorship
- + Creative Leasing Solutions

Let's Talk About You

Whether the talk about your product is good (buzz), bad (really bad), or ugly (nada), it may not be enough to win the competition for the loyalty of today's consumer. What are your tenants saying about you? Are you maintaining a low vacancy rate and healthy tenant mix? Do you want to increase your revenue generating operations? Do you want to put your location on the retail beat?

RETAIL MARKETING

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Let's Talk Shop

ShopTalk Marketing is a retail marketing & public relations firm that develops results-driven tactics for developers, retailers, and consumer goods. We are detail-oriented, creative, and bottom-line driven marketers who execute on what we know: innovative marketing, public relations, event programming, tenant relations, sponsorship and creative leasing solutions in the retail industry.

What Are They Saying About Us



“Working with the Marketing Team at Tempe Marketplace has been one of, if not, the best experiences I have ever had. Emily and Summer actively developed and executed events that draw people to Tempe Marketplace. The marketing team has clearly set the standard for marketing in this type of environment.”

-Pete LaCava, Operating Partner
King's Fish House

“This marketing team has been an integral partner in our entrance into the Phoenix DMA. For a restaurant chain whose first out-of-state unit was in Tempe Marketplace, Summer and Emily made our efforts to create traffic, brand awareness and community relations much easier than expected. They were on-point with strategy and provided a well-needed sounding board for ideas.”

-Young Kim, Marketing Director
Kabuki Japanese Restaurant

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EMILY'S BIO

Emily's passion and experience resides in retail and consumer marketing, public relations, and sponsorship. She has executed a comprehensive mix of events and marketing partnerships to drive traffic to tenants and retail centers with results-based methodology. Her specialty is increasing revenue through a variety of effective programs and partnerships to fuel marketing programs on the tenant and center level. She has successfully developed and implemented programs with national firms such as Chase Bank, American Outdoor Advertising and Arizona State University to increase exposure and cultural awareness on the center level. Emily served as Director of Marketing for Vestar Development for nearly six years while the company grew from nine to nineteen centers in the Southwestern U.S. She graduated from Arizona State University and majored in Business Administration, Marketing at the W.P. Carey Business School. She has worked with over a dozen non-profit organizations, including the Boys and Girls Clubs of Greater Scottsdale, Tempe Community Foundation, and Forever Young Foundation. Emily is a member of the International Council of Shopping Centers and the Urban Land Institute.

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SUMMER'S BIO

Summer is driven to execute effective and innovative marketing strategies to increase brand awareness and customer traffic. Most recently, she directed the marketing for Vestar Development's newest outdoor shopping destination, Tempe Marketplace. While there, she provided marketing and promotional consulting to 120 tenants; developed three marketing campaigns including all advertising mediums; executed the center's Grand Opening celebration in September 2007 which resulted in over 6,000 attendees throughout the center each day; executed more than 75 additional special events within one year with event attendance ranging from 50-5000 per event; developed mutually beneficial relationships with key community partners: City of Tempe, Arizona Diamondbacks, Phoenix Suns, Phoenix Mercury, Arizona State University, Forever Young Foundation, Boys & Girls Clubs, Tempe Community Foundation; created and developed two art gallery spaces - in partnership with Art One Gallery and ASU Herberger College of Fine Arts to bring art to a non-traditional venue; designed and executed all philanthropic programs and events and served as media and community relations spokesperson. Prior to Vestar Development, Summer gained significant special event, communication, marketing and public relations experience at Valley of the Sun United Way and Cold Stone Creamery World Headquarters. Summer graduated from the University of Arizona. Summer is committed to charity work in the areas of art, domestic violence and children's causes.

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Let's Talk Business

ShopTalk will develop a comprehensive program to get the word out and drive consumers in. We are dedicated to understanding and evaluating our client's needs, developing an effective plan supported by research and trade area demographic data, and delivering a powerful message. ShopTalk provides a value-added service that will help you to retain tenants, increase traffic, and maximize revenue. With nearly 15 years of combined retail marketing and public relations experience, ShopTalk has a proven track record of defining the bottom line - increasing profits.

ShopTalk provides a variety of custom and á la carte marketing solutions to meet your needs. Our portfolio outlines our services ...



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- Strategic Marketing Plan Development
- Brand Identification
- Media & Advertising Placement
- Market & Demographic Research
- Non-Traditional Media Tactics
- Marketing Collateral Evaluation



Grand Opening Campaign



Gen-Y Campaign

ShopTalk can create a customized strategic marketing plan and budget that can be implemented to meet your goals. If you need assistance with branding and messaging, we can do that too...or media and advertising placement, market research, creative direction, non-traditional media, social marketing, viral, large-scale media...and the list goes on. We know what it takes to create that much desired "buzz" about your product.

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- Press Kit Development
- Public Relations Strategy & Plan Development
- Training



ShopTalk knows how important it is to maintain positive relationships with the media. Our philosophy is that it's "more important what others say about you than what you say about yourself." We will develop your messaging, press kit materials and craft your public relations strategy. We can also provide media training so you and your team know what it takes to stay confident and "on message" in front of the press. We will help you become "top of mind" to the local media and your target audience.

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- Develop Tenant Advertising Program
- Produce Tenant Communications
- Tenant Retention Strategies
- Conduct Tenant Training Sessions
- Produce Secret Shopper Services & Results Analysis



Services & Amenities

Gift Wrapping
Free (on specified dates).
The 12 Days of Wrapping, presented by Desert Ridge Marketplace Company.
November 28-30
December 1, 2, 13, 14, 20-24

Gift Cards
Desert Ridge Marketplace Gift Cards are available for purchase at The UPS Store. Gift Cards are available in \$25 and \$50 denominations. A 3% service fee applies. See below for hours of operation at The UPS Store.

Packing and Shipping
The UPS Store can handle all packing and shipping for customers including UPS (air and ground), and USPS services, letters, labels, and more.

SHOP, DINE & PLAY!
DESERT RIDGE MARKETPLACE GIFT CARDS.
Now available at The UPS Store, just south of Gilbert's Galleria. Gift card and 10% anniversary. A 3% service fee applies.

FREE GIFT WRAPPING
At \$200 or more in The District Chops between 11/24 and 12/24 and I'll wrap your Packages for FREE (limits on gift wrapping of 12 Packages OR 12 Large Packages OR 3 Medium/Small Packages)

12 DAYS OF WRAPPING
Monday - Friday
Nov. 28-30, Dec. 6, 7, 13, 14, 20-24
- Gift Wrap Station located between AMC Theatres and Fat Tuesday

Monday Night Football
Dave & Buster's, 6:30-7pm, Happy Hour Special.

Live Entertainment
Desert Ridge, 9-10pm, Thursday through Saturday

Account Music
Located at the Marlene Living Room, Friday & Saturday 7-9pm, Sunday 4-6pm

Water Gift Cards
Available in denominations from \$50 to \$500 at the Concourse Desk, adjacent to District Shop. During regular District retail shop hours or at www.DesertRidge.com

For more information on January events, visit www.TurnoutMarketplace.com

It's Not a Mall. It's a Destination.

In the business of retail real estate, tenants can make or break you. But even with a fully leased center, your tenants are delivering a message about your product daily. We are dedicated to developing and maintaining healthy relationships with your tenants and target audience. We will improve marketing and communications on behalf of your tenants and train them how to market their store and product, we can even help them polish their customer service skills. Empowering tenants to market themselves helps to increase traffic and drive sales, so you maintain a happy and healthy tenant mix.

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SHOP *Talk*

EVENT COORDINATION

- Develop Event Programming Platform
- Create Corresponding Event Budget
- Facilitate Event Partnerships



ShopTalk believes that event marketing is an effective way to interact with your consumers and create “buzz” about your location. We can engage your customers by developing an innovative event programming platform, crafting a fiscally-responsible budget, and facilitating event partnerships. Event management can be overwhelming but we can help take the stress and confusion out of programming, so you can execute events in an effective, efficient and successful manner.

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SHOP *talk* | SPONSORSHIP

- Sponsorship Plan Development
- Asset Identification & Evaluation
- Lead Generation
- Facilitation of Marketing Partnerships



Are your assets reaching their full income potential? We can develop a model that can be implemented across a portfolio or tools executed at a single property. Based on a detailed analysis, we will work with a network of clients to facilitate and secure local and national sponsors for your location.

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CREATIVE LEASING SOLUTIONS

- Develop Leasing Marketing Packages
- Create Retail Public Relations Platform
- Research and Identify New Trends & Potential Tenants
- Visual Merchandising
- Facilitate Non-Traditional And Seasonal Tenants



A happy and healthy tenant mix is a critical component to the long-term success of a real estate asset. ShopTalk provides creative solutions for leasing and vacancy challenges. We are experienced in developing leasing marketing packages and executing programs to reduce vacancy rates, such as seasonal tenants and ongoing community programs.

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Let's Talk About You Again

Who is your audience?

What are your successes?

What do you believe that your location/product is missing?

What do you need help with?

What marketing models have you seen and recognize as effective? Ineffective?

Which of the above are most aligned with your product?

What do you see as your most significant threat?

What are people (tenants) saying about you?

What are the top concerns that your tenant/consumer base are expressing?

What are your top 3 short-term and top 3 long-term goals for this location/product?

How can we help you understand what we do?

Do you have a realistic budget in mind?

What are our next steps?