



Merchant Partner Information

Merchant name (as it will be displayed in the offer):

SE number (AMEX internal use):

Merchant physical address/headquarters address:

Phone:

Email:

Contact name:

Designation:

Offer Details

First day of validity:

Last day of validity:

Please detail the offer and its value in local currency or percentage discount:

Offer applicable for:

American Express Products

<input type="checkbox"/> Centurion	<input type="checkbox"/> Platinum Charge	<input type="checkbox"/> Platinum Credit	<input type="checkbox"/> Gold Charge
<input type="checkbox"/> Gold Credit	<input type="checkbox"/> Green Charge	<input type="checkbox"/> Dubai Duty Free Card	<input type="checkbox"/> Blue
<input type="checkbox"/> All products	<input type="checkbox"/> Corporate Card	<input type="checkbox"/> Others Products (Specify):	

Markets

<input type="checkbox"/> Bahrain	<input type="checkbox"/> Kuwait	<input type="checkbox"/> UAE	<input type="checkbox"/> Qatar
<input type="checkbox"/> Oman	<input type="checkbox"/> Lebanon	<input type="checkbox"/> Jordan	<input type="checkbox"/> Egypt
<input type="checkbox"/> All	<input type="checkbox"/> Others (please specify):		

Please specify any offer related terms & conditions: (without T&Cs the offer can't be published):

Booking/Reservation/Purchasing Details

Promotional code:

Customer service phone:

Customer service email:

Redemption URL/landing page:

Offer Description

Offer title as you would like the offer to be promoted to Cardmembers.

Offer description (100+ words or 500 characters):

Merchant Communication (Social Media, Targeted Communication)

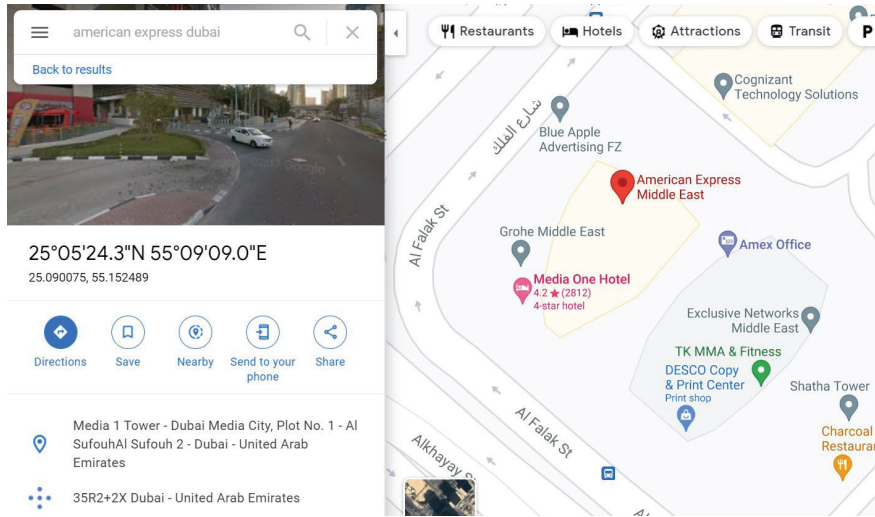
Please specify the channels in which you will also be promoting the offer. Kindly note that all materials need to be submitted for approval to AMEX.

<input type="checkbox"/> Facebook	<input type="checkbox"/> Twitter	<input type="checkbox"/> Instagram	<input type="checkbox"/> e-newsletter	<input type="checkbox"/> Banners
<input type="checkbox"/> Others:	Please specify:			

Outlet(s)/Branch(es) Location

Please provide the location (coordinates) for each Outlet/Branch in which the offer is applicable (this will allow for the different outlets/branches to be showcased in Google Maps for ease of reference to Cardmembers).

e.g. The location of AMEX Headquarters in Dubai is in the following coordinates – Latitude 25.0901021, Longitude 55.1524963



To get the coordinates of your location using Google Maps, click here <https://support.google.com/maps/answer/18539?hl=en&co=GENIE.Platform=Desktop>

Outlet/branch name	Latitude	Longitude

Images

Provide a link with 2-3 images in high resolution with the following specifications:
 300 X 300 (jpg), 1080 X 607 (jpg) and 1520 X 506 (jpg)

Terms & Conditions

We the undersigned hereby agree to the following:

1. To provide the above offer exclusively when payment is made in full with a valid American Express Card ONLY.
2. This offer is better than or at least on par with any other offer that is currently promoted during the validity of this offer.
3. The establishment will ensure that all staff is fully aware of this offer.
4. Due to strict corporate guidelines, American Express reserves the right to decline images and text and use appropriate images and edit write-ups how they see fit.
5. Any collateral related to this offer to be used by the Merchant for advertising purposes must be sent to American Express for approval.
6. I the undersigned hereby confirm that the outlet(s)/branch(es) location(s) provided are accurate and that if any information needs to be updated, we will inform AMEX (Middle East) B.S.C. (c) - Emirates accordingly.

Authorised Signatory

For the establishment	For American Express
Name:	Name:
Title:	Title:
Contact number:	Contact number:
Email:	Email:
Date:	Date:
Signature	Signature

AMEX (Middle East) B.S.C. (c) - Emirates
27th Floor, Media One Tower
Dubai Media City, P.O. Box 2390
Dubai, United Arab Emirates

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