

## 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"/> Other products		

### 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):



### 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-up 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 accordingly.

### Authorised Signatory

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