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:			
Off	Offer Details		
First day of validity:	Last day of validity:		

Please detail the offer and its value in local currency or percentage discount:				
Flease detail the other and its value in local currency of percentage discount.	Diagon datail the	offer and its value in	lagal aurranav ar	noraantaga dicaaunt
	riease uetali tile (Jitel allu its value li	nocal currency of	percentage discount.

Offer applicable for:

American Express Products			
Centurion	🗆 Platinum Charge	🗆 Platinum Credit	□ Gold Charge
□ Gold Credit	□ Green Charge	🗆 Dubai Duty Free Card	□Blue
□ All products	□ Other products		

Markets

□Bahrain	□Kuwait	□UAE	□Qatar
□Oman	Lebanon	□Jordan	□Egypt
□ All □ 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 submited for approval to AMEX				
□ Facebook	□Twitter	□Instagram	□e-newsletter	Banners
□ Others:	Please specify:			

	Outlet(s)/Branch(es) Location	
	es) for each Outlet/Branch in which the nowcased in Google Maps for ease of ref	
e.g. The location of AMEX Headquarter 50.5483374	rs in Bahrain is in the following coordina	tes – Latitude 26.2321421, Longitude
	ndian Embassy(2) Rd No 2819 Directions Directions Directions SHARE	drive - home
To get the coordinates of your location using Google	Maps, click here https://support.google.com/maps/a	answer/18539?hl=en&co=GENIE.Platform=Desktop
Outlet/branch name	Latitude	Longitude

Images

Provide a link with 3-2 images in high resolution with the following specifications: 300 X 300 (jpg), 607×1080 (jpg) and 1520x506 (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-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	
L	1	