



American Express Programme Participation Agreement 2010 & 2011 Network Marketing

This Participation Agreement supplements the terms and conditions of American Express Card Acceptance dated May 2007. The agreement entered into between the business entity listed below and by executing the signature page hereof ("Participant" or "you") and American Express New Zealand Limited ("American Express"), the terms of which are hereby incorporated by reference. This Participation Agreement establishes the terms and conditions of the marketing engagement described herein.

By executing this Participation Agreement, the Participant agrees to have its brand name, logo and website URL appear in various ongoing communications by American Express or its affiliates or licensed issuers of American Express branded Cards or co-brand partners of American Express during 2010 & 2011, and at times will be used in conjunction with other brand names in marketing collateral including but not limited to, email, direct mail, statement inserts, newsletters, website, and other off and online channels (no exposure is guaranteed).

Participating Merchant Information			
Merchant Company Name		Merchant Trading Name (As it should appear in the communication)	
Merchant Contact Name (Client Manager Contact)		Website URL (As it should appear in the communication)	
American Express Contact Information			
Account Manager Name:		Phone #:	
Email Address:			

Highlighted below in BOLD are the channel categories, if you would like American Express and/or Licensed issuers and Co-Brand Partners, or Network Marketing teams to feature your brand name, logo and website URL in ongoing Cardmember communication during 2010 & 2011 . (tick the box for approval)
Approval for brand name usage in: <input type="checkbox"/> Websites of Licensed (Bank) Issuers, Co-Brand Partners and other Network websites <input type="checkbox"/> Additional on-line marketing channels (e.g., emails, electronic statements, electronic newsletters) <input type="checkbox"/> Additional off-line marketing channels (e.g., Cardmember newsletters, statement materials, Direct Mail)
Approval for logo usage in: <input type="checkbox"/> Websites of Licensed (Bank) Issuers, Co-Brand Partners and other Network websites Additional on-line marketing channels – All of the below <input type="checkbox"/> <input type="checkbox"/> emails, <input type="checkbox"/> electronic statements, <input type="checkbox"/> electronic newsletters, <input type="checkbox"/> website banner ads Additional off-line marketing channels – All of the below <input type="checkbox"/> <input type="checkbox"/> Cardmember newsletters, <input type="checkbox"/> Statement inserts, <input type="checkbox"/> Statement messages, <input type="checkbox"/> Direct Mail, <input type="checkbox"/> Acquisition envelopes, <input type="checkbox"/> Cardmember statement envelopes, <input type="checkbox"/> ATL media (Press, OOH, billboards)
Approval for website URL usage in: <input type="checkbox"/> Websites of Licensed (Bank) Issuers, Co-Brand Partners and other Network websites <input type="checkbox"/> Additional on-line marketing channels (e.g., emails, electronic statements, electronic newsletters) <input type="checkbox"/> Additional off-line marketing channels (e.g., Cardmember newsletters, statement materials, Direct Mail)

Logo Requirements
Please email a high resolution (90X90 pixel) soft copy of your logo in JPEG, EPS or GIF format, along with the duly filled Participation form to the Client Manager at Click here to enter text .

Merchant Approval – Must be fully completed before participation agreement can be processed			
Name: (Authorised Signature)		Title:	
Signature:		Date:	
Email Address:			
<input type="checkbox"/> <i>By checking this box, I authorise American Express to send me email messages with account and marketing information, offers that may be suited to my needs and/or savings for my business. I understand that I can remove my name from this email marketing list by unsubscribing to one of the marketing emails.</i>			
<i>For information on how we use your information and protect your privacy, please visit us at www.americanexpress.co.nz/privacy.</i>			