

❖ Medium / Comprehensive Promotional Campaign

▪ Name of Service:	<u>Medium / Comprehensive Promotional Campaign</u>
▪ Description (Simple Explanation of the Service):	<ul style="list-style-type: none"> <li>Promotional offers in small shops to promote their products and awards less than AED 50,000</li> </ul>
▪ Service Category & Type:	<ul style="list-style-type: none"> <li>Sub-service / Procedural</li> </ul>
▪ Service Beneficiary:	<ul style="list-style-type: none"> <li>Establishment</li> </ul>
▪ Required Documents :	<ul style="list-style-type: none"> <li>Copy of valid license</li> <li>❖ Letter showing the details of the promotional campaign: <ul style="list-style-type: none"> <li>Method of promotional campaign implementation</li> <li>Type and number of prizes offered and the value thereof</li> <li>Prize purchase invoices</li> <li>The method of payment for the awards (immediate or specific to a certain date)</li> <li>Promotional campaign implementation period</li> <li>Date of draw to announce winners, if any</li> <li>The locations participating in the campaign, if any</li> <li>Models for ad designs and models for draw tickets (if any)</li> </ul> </li> </ul>
▪ Steps for Receiving the Service (Customer Journey):	<ul style="list-style-type: none"> <li>Presence of the concerned party or the representative of the company or establishment for request (application) approval.</li> <li>Creation of request (application) and submission of papers.</li> <li>Payment of fees</li> <li>Electronic archiving of documents</li> <li>Receipt of permit or its transmission by email.</li> </ul>
▪ Terms & Conditions:	<ul style="list-style-type: none"> <li>Submission of external approvals : <ol style="list-style-type: none"> <li>Approval of Municipality &amp; Planning Department</li> <li>Roads &amp; Infrastructure Department in case of display of promotional prize outside an Establishment</li> </ol> </li> <li>The permit holder must comply with laws, regulations and Local Order No. (1) of 1994</li> <li>The owner of Establishment must comply with the conditions, periods, locations and areas planned for sales or draws without DED's notification of the date of the draw or the prevention of DED's inspector from attending the draw process or the manipulation the draw or manipulation of the draw.</li> </ul>

	<ul style="list-style-type: none"> <li>• Payment of fine in case of sale of promotional campaign tickets against financial consideration</li> <li>• The Establishment must give prizes to winners.</li> <li>• All posters must be removed after the end of the promotional campaign.</li> <li>• Posters should not be put on the façade of the shop only after obtainment of permit for the promotional campaign.</li> <li>• The permit will be cancelled in case of non-compliance with laws and regulations.</li> <li>• In case of draw, the campaign organizer must approach DED (Control &amp; Consumer Protection Department) within 30 days of the close of the campaign or the last draw date with the proof of winners' receipt of their prizes, their personal IDs and winning coupons</li> </ul>
<ul style="list-style-type: none"> <li>▪ Fees:</li> </ul>	<ul style="list-style-type: none"> <li>• AED 5000</li> <li>• Fees of Administrative Services Application Form AED 50</li> <li>• AED 250 printed advert fee</li> <li>• 10% of the value of sold tickets (if any) in case of draws (AED 1000 for each draw plus AED 100 for any draw after the fifth one (if any))</li> </ul>
<ul style="list-style-type: none"> <li>▪ Service Correlation with other Services:</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<ul style="list-style-type: none"> <li>▪ Service Delivery Channels:</li> </ul>	<ul style="list-style-type: none"> <li>• Service Delivery Centers</li> </ul>
<ul style="list-style-type: none"> <li>▪ Service Code:</li> </ul>	<ul style="list-style-type: none"> <li>• Application for Permit No .TL21</li> </ul>
<ul style="list-style-type: none"> <li>▪ Service Delivery Duration::</li> </ul>	<ul style="list-style-type: none"> <li>• 10MN</li> </ul>
<ul style="list-style-type: none"> <li>▪ Limitation of the Service:</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>