

**DININGCITY ASIA**

The number 1 digital marketing platform for restaurants.  
Schreurs & Bierman Economic Information Consulting (Shanghai)  
Company 舒睿贝蒙经济信息咨询(上海)有限公司  
www.diningcity.asia

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Restaurant Consultant .....

Starting date ..... / ..... / .....  
Day Month Year

Restaurant Details / Address / Contact person

(USE BLOCK LETTERS)

Restaurant Name(s)	Name in English		Name in Chinese	
Hotel name (if applicable)				
Restaurant Group Name				
City			Country	
Address	Street			Nr.
	Building		Nr.	
Cuisine Type			District	
Name of Main Contact Person				
Email Address			Mobile Phone	
WeChat ID			Office Number	
POS Machine Number				

CHOOSE A,B or C

Fixed Fee

Reservation Fees(Prices in RMB)

Membership Options: Light, Premier or Premier Plus (all membership options include Dining Cheque, Book & Save, and events.)			Price Per year	One time Set up Fee	Event Reservations	Regular Reservations	Widget Reservations	Third Party Bookings
					% of the Menu price	Per cover	Per cover	Per cover
<input type="checkbox"/>	A	<b>DININGCITY</b> Light	None	2.999	17%	15	8	15
<input type="checkbox"/>	B	<b>DININGCITY</b> Premier	9.999	0	13%	12	Free	12
<input type="checkbox"/>	C	<b>DININGCITY</b> Premier [Plus] 100 free seats in each Restaurant Week	15.999	0	10%	8	Free	8



Choose which events and campaigns to participate

CAMPAIGNS	Fees per cover			Description	Join (Fill in)	
	Light	Premier	Premier Plus		YES	NO
Christmas Campaign	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
New Year's Eve Campaign	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
Chinese New Year	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
Valentine's Day	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
Easter	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
Mother's Day / Father's Day	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
Chinese Valentine's Day	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
Halloween	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
Thanksgiving	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Dining / Terrace Festival	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>
Other...	¥ 15	¥ 15	¥ 8		<input type="checkbox"/>	<input type="checkbox"/>

EVENTS	Fees % of menu price			Description	Join (Fill in)	
	Light	Premier	Premier Plus		YES	NO
Restaurant Week (March and September)	17%	13%	10%		<input type="checkbox"/>	<input type="checkbox"/>
Seafood Week	17%	13%	10%		<input type="checkbox"/>	<input type="checkbox"/>
Meat Lovers Festival	17%	13%	10%		<input type="checkbox"/>	<input type="checkbox"/>
Brunch Weekend	17%	13%	10%		<input type="checkbox"/>	<input type="checkbox"/>
Chef's Tasting Menu	17%	13%	10%		<input type="checkbox"/>	<input type="checkbox"/>
Other Themed Events	17%	13%	10%		<input type="checkbox"/>	<input type="checkbox"/>

**DININGCITY** Membership

<b>DININGCITY</b> Membership	<input type="checkbox"/> a	<b>DININGCITY</b> Light	Free	¥ .....
	<input type="checkbox"/> b	<b>DININGCITY</b> Premier	RMB 9.999 per year	¥ .....
	<input type="checkbox"/> c	<b>DININGCITY</b> Premier Plus <small>Including 100 free seats per Restaurant Week edition</small>	RMB 15.999 per year	¥ .....

Extra Promotional options (Add on to the Membership)

Channel	Description	Period/Quantity	Subject to availability	RMB	Total
a. WeChat Post	An exclusive WeChat post on the official DiningCity service account. The post can be purchased for one city.	1 Time 1 Post, date to be Confirmed	1st position	5.800	¥ .....
			2nd Position	4.500	¥ .....
b. Weibo Post	An exclusive Weibo post on the official DiningCity service account. One post for one city.	1 Time 1 Post, date to be Confirmed	1st Position	5.800	¥ .....
			2nd Position	5.000	¥ .....
c. EDM (E-newsletter) placement	Exclusive e-newsletter or top position in e-newsletter to whole database of one city. Price varies per city.	1 Email Blast to 1 City	Exclusive	25.000	¥ .....
			Top position	4.999	¥ .....
d. Leaderboard Banner	Full (front page) top banner on; 1) DiningCity App 2) Website and 3) WeChat mini program.	1 time	Main banner	7.999	¥ .....
e. Loading add	The add loads for every user that opens the app. 100 % of users will see the add.	1 week	Loading Add (3 to 7 Seconds)	15.000	¥ .....

All above prices for extra promotional options are for periods outside of the Restaurant Week period. During the Restaurant Week period, slots are also available but on request only. The price for slots during Restaurant Week are subject to availability and price on request

Extra Promotions Add ons. (Boostings) Choose the Promotional Channels & Price	1	¥ .....	
	2	¥ .....	
	3	¥ .....	
	4	¥ .....	
		Net Total	¥ .....
		Discount amount	¥ .....
		Tax	¥ .....
		<b>TOTAL PRICE</b>	<b>¥ .....</b>



On behalf of DiningCity Asia  
 SCHREURS & BIERMAN Economic Information  
 Consulting (Shanghai) Company  
 舒睿贝蒙经济信息咨询（上海）有限公司

On behalf of  
 Restaurant name .....  
 .....  
 Official Company name .....

Signature	
Company chop	
Name	
Title	

Signature	
Company chop	
Name	
Title	

**CHINA Banking Details**

BANKING DETAILS: 银行账户信息 (DININGCITY   CHINA 中国)	
SCHREURS & BIERMAN Economic Information Consulting (Shanghai) Company Limited / 舒睿贝蒙经济信息咨询（上海）有限公司	
Banking details:	中国银行，上海市静安支行
Account name:	舒睿贝蒙经济信息咨询（上海）有限公司
Account number:	433859235800

**HONG KONG Banking Details**

Banking details	HSBC Hong Kong
Account name	Schreurs & Bierman Ltd.
Account number	808.766661.838

	Program name	Dining Programs	Description	Costs	PARTNERS
<input type="checkbox"/>		Dining Cheque www.diningcheque.com Running from 1 Jan. till 31 Dec.	Restaurants will accept dining discount vouchers. The discount voucher will be deducted from total bill. See terms and conditions.	No fees	Bank logo's
<input type="checkbox"/>		Buy 1, Get 1 Buffet Program	Restaurant wants to participate in the American Express Buy 1 Get one buffet program. Max 50 restaurants, only buffet or ADD,	No fees	American Express
<input type="checkbox"/>		30 % OFF total bill	Restaurant wants to participate in the American Express 30% OFF the total bill dining program. Max 50 restaurants.	No fees	American Express
<input type="checkbox"/>	Other Banks	Buy 1, Get 1 Buffet Program	Restaurant wants to participate in the Buy 1 Get 1 buffet program. Accessible by all banks. Exclusively for buffet restaurants or ADD.	No fees	All banks