 International Road Shows & Sales Trip (Channel Partner / Broker) - Event Requisition Form		
Details of Requested Event	Date	
	Name of the Agency	
	Proposed Event Country & City	
	Proposed Event Date & Time	
	Preferred Event Venue	
	Focus project for Sale	
	Focus product (Ex. Luxury, Business Bay, JVC)	
	Focus product type (Ex: Studio, 1, 2, 3, 4 Bedroom Apartments , Sky Mansion)	
	Expected Sales Outcome (in AED)	
Roadshow Overall Expense	Total Number of Events (in the last 12 months)	
	Name of the Developers	
	Countries, Cities of Events	
	Average Meetings per Event	
	Average Sales Volume per event (AED)	
	Average Unit Price (Total Volume/Unit) (AED)	
Country / City Specifics (Past Performance in the same City of Roadshow)	No. of Events- City Specific	
	Average meeting per event - City Specific	
	Average Sales Volume per event - City Specific	
	Average Unit Price (Total Volume/Units) - City Specific (AED)	
	Property Type (Villa/Apartment/TH) & (Ready/off-plan) - City Specific	
	Lead Source (Marketing/Sub-agents/Existing Database)	
	Marketing Medium Used	
Leads & Expected Outcome	No. of Existing Leads (Not older than 90 days)	
	No. of Existing Investor Database to be targeted	
	Other Sources of Leads	
	Marketing Budget for Event	
	Marketing Platform for Lead Generation	
	No. of Leads Expected for Event (NEW Marketing Campaign)	
	No. of walkins expected from the new marketing campaign	
	Binghatti (Telesales) support Required? (YES/NO)	
	Number of Leads to be passed to BD - Telesales (Not older than 180 days)	

Signature :


Signature :

Signature :

Name:
Head of Sales / Director of Sales
Binghatti Developers

Divesh Datta
Associate Director - Agency Activations
Binghatti Developers

Essam Ragab
Senior Vice President of Sales
Binghatti Developers

 بن غاطي BINGHATTI			<u>Marketing Collaterals & Support</u>	
Digital Collaterals:	Particulars	Description - Ex. (Language Preferences)		
	Digital Brochures			
	Digital Screen			
	VR System			
	Ipads			
	Videos			
	Particulars	Quantity		
Physical Collaterals:	Mock up			
	Brochures			
	Flyers			
	Roll-ups			
	Dubai Map			
	Binghatti Booklets & Pens			
Additional Marketing Requests Venue Cost (AED) Additional Cost (AED)				
Remarks				

Signature :

Signature :

Signature :

Name:
Head of Sales / Director of Sales
Binghatti Developers

Divesh Datta
Associate Director - Agency Activations
Binghatti Developers

Essam Ragab
Senior Vice President of Sales
Binghatti Developers

Internal Use by Binghatti Admin Team

Flight Expenses

Lugage (Ex. Standrad or Additional
bagage/ weight)

Hotel Accomadations (Preffered Hotel,
No. of Nights)

Daily Allowance (Per DIEM)

Remarks

Signature :

Signature :

Signature :

Name:
Head of Sales / Director of Sales
Binghatti Developers

Divesh Datta
Associate Director - Agency Activations
Binghatti Developers

Essam Ragab
Senior Vice President of Sales
Binghatti Developers