

PREPARATION NOTES ON APPLICATION FOR ADVERTISEMENT & SALES PROMOTION PERMIT

1. This online form may take you 15 minutes to complete.
2. Ensure you have the following credentials before you access the PRISM e-service to submit an application:
 - CRIS company account
 - Corppass
3. Mode of payment
 - eGIRO
 - Credit Card / Debit Card

Setting up eGIRO requires registration. On HSA's website, navigate to E-Services > Apply eGIRO to submit the application.

Application Form

Part One - Company Particulars

This section requires

- 1) Company Name
- 2) Company Address (ACRA registered address)
- 3) Company Telephone / Fax number
- 4) Unique Entity Number (UEN)

As the company has already registered with CRIS, the above information will be pre-populated. The applicant may fill in the billing address if it is different from the company address.

Part Two – Applicant Particulars

This section requires

- 1) Applicant Name
- 2) Applicant NRIC/Fin
- 3) Designation
- 4) Contact Details (Telephone / Fax / Handphone number and E-mail address)
- 5) Preferred Contact mode
(The preferred contact mode refers to the channel through which you will receive the final notification of the application. Any queries or correspondence arising during the course of the application will be sent to you as an input request via email.)

Part Three – Types of Applications

This section requires

- 1) Application Type (Advertisement or Sales Promotion)
- 2) Advertisement Method (Still, Sound or Light & Sound)
- 3) Sub-method and Language (This field is applicable for Application Type - Advertisement)

Part Four – Product

This section requires

- 1) Product Type (Chinese Proprietary Medicine / Others / Oral Dental Gum)
- 2) Product Reference No / Listing No (if any)
- 3) Product name, ingredients, manufacturer and recommended use
(These fields must be entered manually for Product Type - Others)

Part Five – Supporting Document (as Attachments)

This section requires the soft copy attachment of

- Advertisement; or
- Sales Promotion Mechanics (if the selected Application Type is Sales Promotion)

Please use the standard template below for submission of Sales Promotion Mechanics:

1. Name of product(s) (maximum 5)
2. Sales promotion activity (multiple activities may be submitted under one application) - To provide details, e.g. price discount and the discount quantum.
3. Sales promotion announcement or messages - To provide details on how the above activities will be communicated, e.g. 'Special discount'.
4. Promotion venue - venue(s) where the above activities will be carried out, e.g. retail pharmacy, shopping centre.