

The logo consists of the letters 'VDR' in white, bold, sans-serif font, set against a dark blue rectangular background.

We connect the world of
business mobility



VDR
Partner Catalogue

2025

Dear Partners,

what are the VDR highlights in 2025 and what new opportunities do you have as a partner to position yourself?

ITB in Berlin traditionally takes place in March, where we are represented with the „**Home of Business Travel by ITB & VDR**“.

- ✓ **NEW:** You have the choice between the large “all-inclusive lounge” or the reduced “factory style” - for those who don't want to dig deep into their pockets. (from page 6)

VDR Regional Conferences travel through Germany in spring and fall.

- ✓ **NEW:** You can present yourself exclusively to participants in the break foyer. (page 11)

VDR Conference from May 19 to 21 in Ingolstadt is THE meeting place for the industry in 2025

- ✓ **NEW:** Austria and Switzerland are also part of the modern DACH of the Maritim Hotel. (from page 14)

VDR benefit platform V-KON is open to all suppliers.

- ✓ **NEW:** Do you want to grant VDR corporate member companies special benefits? Then join the VDR platform - it's easier than ever before and comes with many marketing benefits throughout the year. (from page 31)

You can once again set your **green footprint** specifically as a promoter of sustainable corporate mobility and via the VDR Academy.

- ✓ Both packages ensure you a year-round and versatile presence via our media. (pages 33 & 39)

Please feel free to share your ideas with me – I am looking forward to hearing from you!

Best regards and see you soon,

Julia Weigel

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Your Opportunity: Sponsoring with High-Quality Reach

We open the door to more than 5,000 high-quality contacts in the business travel world, our members. You have the chance to choose one of our sponsorship packages or tailor your very own individual sponsorship strategy from a range of options.

Profit from our reach!

- ✓ Over 600 VDR member companies, of which 65 % are corporates
- ✓ Around 1,800 event participants
- ✓ 5,000 contacts in the business travel sector
- ✓ 19,500 website hits per month on average

Whether through events, online platforms or the media - take advantage of our unique, unrivalled network of contacts. With VDR you can reach the most important target groups: from large enterprises to medium-sized companies, from decision-makers and experts to trainees.

Become a VDR Strategic Partner

Strategic partnership

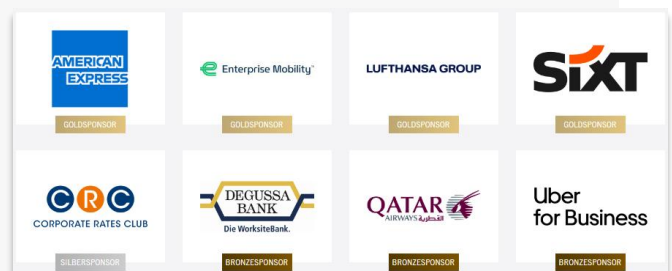
Determine your sponsorship package today and establish yourself as a strong strategic partner.

Classification according to the amount of the annual commitment:

- Gold Sponsor from 50,000 euros/year
- Silver Sponsor from 40,000 euros/year
- Bronze Sponsor from 30,000 euros/year

Your free benefits:

- ✓ Logo and web-link in the Membership Directory
- ✓ Your logo on our homepage
- ✓ Repeated mentions in VDR reporting
- ✓ Preferential allocation of event packages and online space



Contents

Events 2025

- ✓ „Home of Business Travel by ITB & VDR“ March 4-6, Berlin
- ✓ Regional Conferences nationwide
- ✓ VDR Conference May 19-21, Ingolstadt
- ✓ VDR-Spotlight July 1-2, Garmisch-Partenkirchen
- ✓ Live on Stage: Online-Events on key topics, corporates-only

Full-year Theme Placement and Online Media

- ✓ NEW: VDR Benefit Platform
- ✓ Promoter of Sustainable Corporate Mobility
- ✓ VDR Business Travel Analysis
- ✓ VDR Academy: annual partner, banner, seminar program & newsletter
- ✓ VDR Online Media: VDR-aktuell, SME page & banner



VDR – on site and online

Events

Overview

- ✓ ITB in Berlin traditionally takes place in March, where we are represented with the „Home of Business Travel by ITB & VDR“.
- ✓ VDR Regional Conferences travel through Germany in spring and fall.
- ✓ VDR Conference from May 19 to 21 in Ingolstadt is THE meeting place for the industry in 2025
- ✓ We have found an online format that is ideal for presenting your products to corporates - put yourself in the right light – “Live on Stage”!



ITB 4-6 March 2025 in Berlin

Co-Exhibitor

The ITB has changed into a pure B2B trade show and thus there is now a stronger focus on the business travel sector.

- ✓ VDR and its co-exhibitors will be at the "Home of Business Travel by ITB & VDR" in Hall 10.2 from 4-6 March 2025 (Tuesday-Thursday).
- ✓ In addition to this, we will be discussing the topic of business travel on Wednesday morning live on stage at the Congress.
- ✓ NEW: You have the choice between the large "all-inclusive lounge" (Option 2) or the reduced "factory style" (Option 1).
- ✓ Join us - our model can grow flexibly and the bigger our business travel community is, the better!



ITB 4-6 March 2025 in Berlin

Home of Business Travel by ITB & VDR

ITB in numbers – Visitor Survey 2024



ITB BERLIN 2024 BRIEF ANALYSIS OF THE TRADE VISITOR SURVEY

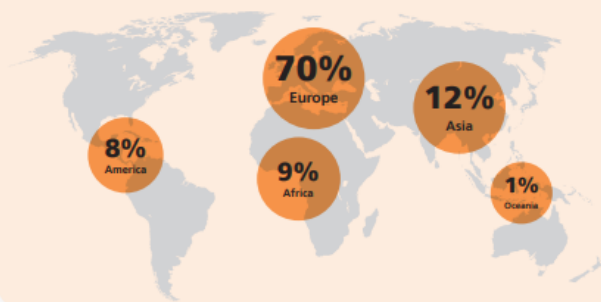


**ITB
BERLIN**

The World's
Leading
Travel Trade
Show*

ORIGIN OF TRADE VISITORS

(Source: Visitor survey)



From Germany
44%



From abroad
56%

OFFER EVALUATION

95%

of trade visitors are **satisfied**
with the **range of products**
at the trade show.

OFFER INTEREST

(Multiple answers/ Extract of trade visitors > 10%)

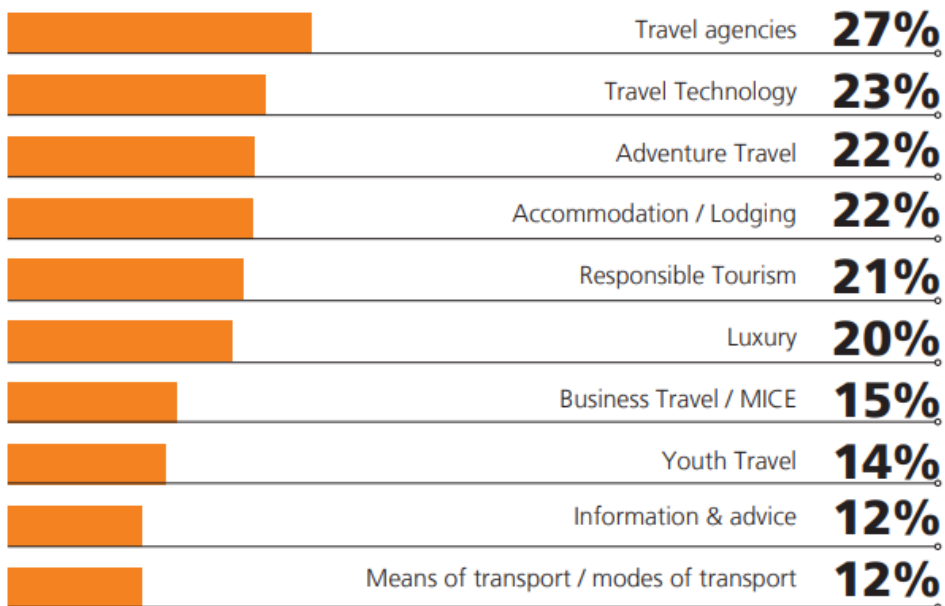


Photo Source: Messe Berlin

ITB 4-6 March 2025 in Berlin

Co-Exhibitor

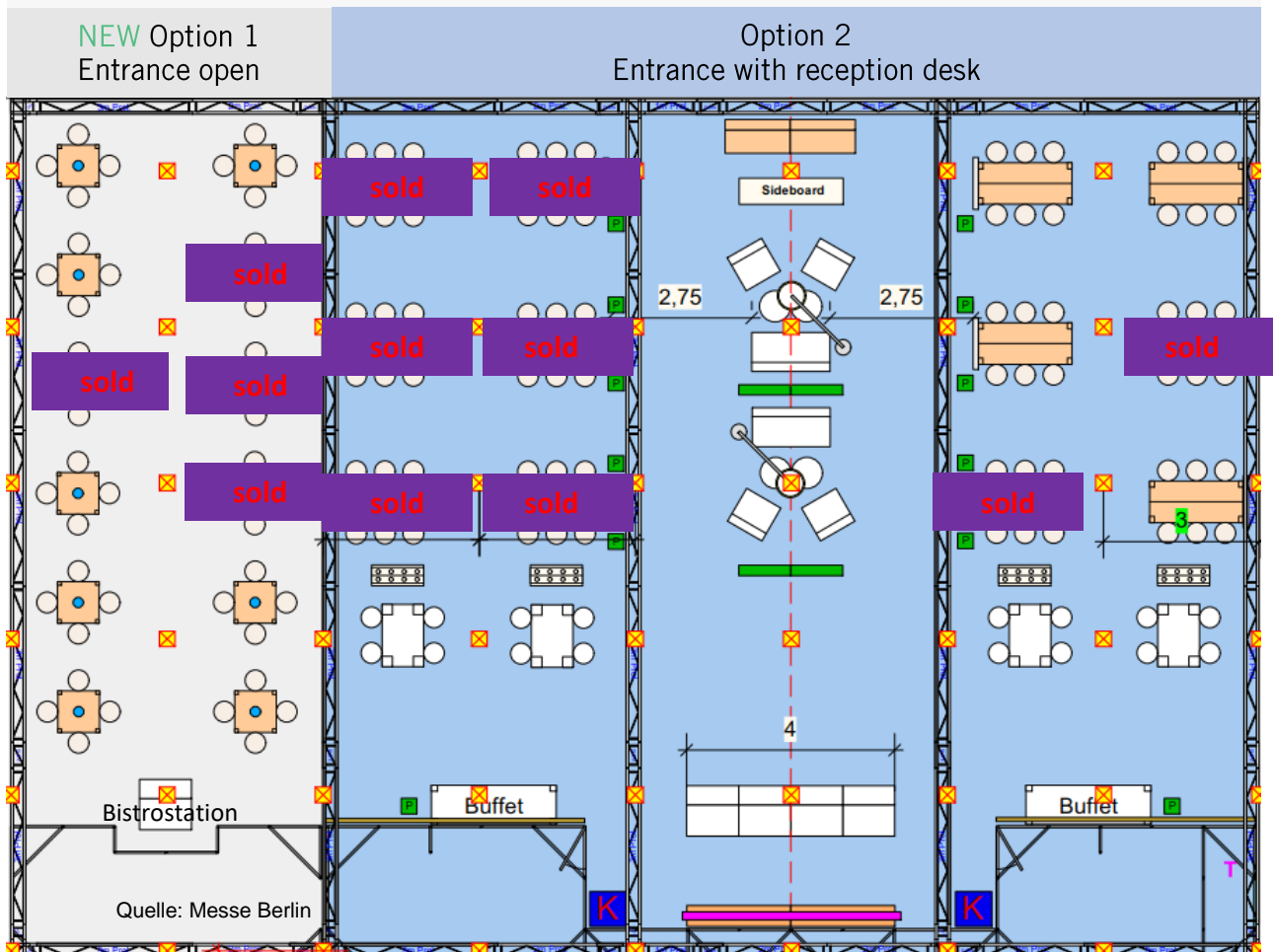
Options 1 + 2

NEW Basic services for Option 1 in cool “factory style”

- ✓ NEW Basic services for option 1 in cool factory style
- ✓ Stand planning and organization by VDR
- ✓ All over logo display at the “Home of Business Travel by ITB & VDR”
- ✓ Open entrance area
- ✓ Bistro station: coffee/water; supplies such as croissants, sandwiches and cakes. Served via the bistro station.

Basic services for Option 2, the “all-inclusive lounge”

- ✓ Stand planning and organization by VDR
- ✓ All over logo display at the “Home of Business Travel by ITB & VDR”
- ✓ Logo display in the entrance area of Option 2
- ✓ Reception of guests/appointments by VDR at the entrance counter
- ✓ Corporates and, by invitation, suppliers have access
- ✓ Full catering for you and your customers



ITB 4-6 March 2025 in Berlin

Co-Exhibitor – Option 1 in cool factory style

EUR 9,800

Home of Business Travel by ITB & VDR - Basic services

- ✓ Stand planning and organization by VDR
- ✓ All over logo display at the “Home of Business Travel by ITB & VDR”
- ✓ Open entrance area
- ✓ Bistro station: coffee/water; supplies such as croissants, sandwiches and cakes. Served via the bistro station.

All ITB and VDR communication services

- ✓ Own company entry in the exhibition catalog
- ✓ Short portrait and logo on the ITB and VDR website
- ✓ Prominent presentation in newsletters and advertising materials
- ✓ Mention via various ITB media partners
- ✓ Mention in ITB and VDR pre- and post-show coverage
- ✓ Mention in the invitation to all VDR corporate contacts

- 1 high table (75x75 cm)
- 4 bar stools
- High logo lamp above the table Power connection
- Presence of two employees (two exhibitor tickets included), an additional is not possible
- Price: 9,800 euros



ITB 4-6 March 2025 in Berlin

Co-Exhibitor – Option 2 “All-Inclusive-Lounge”

EUR 17,500

Basic services for Option 2, the “all-inclusive lounge”

- ✓ Stand planning and organization by VDR
- ✓ All over logo display at the “Home of Business Travel by ITB & VDR”
- ✓ Logo display in the entrance area of Option 2
- ✓ Reception of guests/appointments by VDR at the entrance counter
- ✓ Corporates and, by invitation, suppliers have access
- ✓ Full catering for you and your customers

All ITB and VDR communication services

- ✓ Own company entry in the exhibition catalog
- ✓ Short portrait and logo on the ITB and VDR website
- ✓ Prominent presentation in newsletters and advertising materials
- ✓ Mention via various ITB media partners
- ✓ Mention in ITB and VDR pre- and post-show coverage
- ✓ Mention in the invitation to all VDR corporate contacts

- 1 large frame as back wall incl. full-surface digital print (200x200 cm)
 - 1 wide wooden high table (160x80 cm)
 - 6 high chairs
 - Table lamps with logo image
 - Power connection
 - Presence of three employees (three exhibitor passes included), a maximum of four tickets can be purchased. The additional ticket costs 850 euros
 - Price: 17,500 Euro
- ✓ DOUBLE: Do you need more space? Then rent two tables at a price of 31,500 euros



VDR Regional Conferences

Lectures at Regional Conferences

- ✓ Take place throughout Germany
- ✓ VDR is organised in six regions
- ✓ You can present yourself exclusively as an Expert Partner to the participants

EUR 2,800 sold

- Neutral, professionally relevant presentation of approx. 30 min.
- Integration of your logo (with link) under the menu item VDR Regional Conferences
- Digital representation of the logo in the invitation mailing
- LinkedIn post invitation: link to the partner
- Up to two representatives of the company may attend (incl. the speaker)
- Price per Regional Conference: 2,800 euros

Roadshow: Business Mobility in Transition

Topic focus

Business Mobility has been, and is constantly changing.

- ✓ What do you see as the key topics in the future?
- ✓ What tools can you share with the participants?

We look forward to receiving your application!

- Book a Roadshow: six regions are looking forward to your presentation: North, East, West, Central, South, Bavaria
- Potential saving of 2,000 euros
- Take a look at the dates and locations for 2025 on page 13

EUR 14,800 sold



VDR Regional Conferences

High Table in the break foyer

EUR 2,200

- ✓ Take place throughout Germany
- ✓ VDR is organised in six regions
- ✓ You can present yourself exclusively to participants in the break foyer
- ✓ Package can only be booked once per region

- 1 high table in the break foyer, you only bring your roll-up and any give-aways with you
- Integration of your logo (with link) under the menu item VDR Regional Conferences
- Digital representation of the logo in the invitation mailing
- LinkedIn post invitation: link to the partner
- Up to two representatives of the company may attend
- Price per Regional Conference: 2,200 euros

High Table in all six regions

EUR 11,200

- ✓ Book a Roadshow through the six regions: North, East, West, Central, South, Bavaria
- ✓ You can present yourself exclusively to participants in the break foyer
- ✓ Potential saving of 2,000 euros
- ✓ Take a look at the dates and locations for 2025 on page 13



VDR Regional Conferences

Dates & Locations

Region	Date	Location
Bayern	13.03.2025	Holiday Inn München
	08.10.2025	AirportAcademy, Flughafen München
Mitte	18.03.2025	Avani Frankfurt City
	16.09.2025	Adina Hotel Frankfurt Neue Oper
Nord	12.02.2025	Adina Hotel Hamburg Speicherstadt
	09.09.2025	Best Western Premier Parkhotel Kronsberg Hannover
Ost	11.02.2025	Holiday Inn Berlin East Side
	30.09.2025	Estrel Berlin
Süd	03.04.2025	Pullmann Stuttgart Fontana
	24.09.2025	Mövenpick Stuttgart
West	01.04.2025	Holiday Inn Düsseldorf City Toulouser Allee
	18.09.2025	Novotel Düsseldorf Airport

VDR Conference

19-21 May 2025 in Ingolstadt, Maritim Hotel

Finally back in the south of Germany!

- ✓ Austria & Switzerland are invited to meet with VDR under the modern DACH
- ✓ The Maritim Hotel Ingolstadt with its new Congress Centrum is idyllically situated directly on the Danube and the ICE train stops only 4 km away.
- ✓ A variety of chic branding & placement options are waiting for you!
- ✓ NEW: We have integrated tickets into ALL packages.



Sponsoring Basic Services - for all conference packages

- ✓ Conference page: Logo, link & introduction
- ✓ Mention in the mailings and newsletters
- ✓ Mention and/or logo placement in VDR communications:
- ✓ Social media channels, landing page & invitation mailing
- ✓ Company list and authorised list of participants sent to you in the follow-up period (Please only send unique, individually tailored marketing messages!)
- ✓ Logo presence on the list of participants
- ✓ Logo placement on the selfie photo wall

Networking – Evening Event, May 19th

Assumption
of costs

NEW: „Welcome Reception“ in the Maritim Congress Center

- ✓ We start the 1st networking event directly on Monday in the foyer, the exhibition and on the beautiful roof top terrace!
- ✓ Organization with several partners is possible
- ✓ Price: assumption of the “Welcome Reception” costs (F&B, branding & supporting program)
- ✓ Low organizational effort: F&B offers are already available, you only have to make a selection. We are happy to take care of the branding and supporting program on your behalf.

- Organization of the Welcome Reception at your own expense (possibly with partners) for approx. 350 participants
- On the exhibition level and exclusively in the rooftop bar and terrace
- Naming of the partner “Your host...” and integration of the logo in the program (sent to approx. 1,700 Mobility Managers)
- Announcement in the plenum and personal invitation by your company representative
- Video interlude: max. 90 sec.
- Distribution of give-aways
- 4 Conference Participant Tickets

Additional branding opportunities

- Advertising banner (level selectable) 100cm (w) x 200cm (h) on May 19th, price EUR 450,00
- Roof top bar front banner 400cm (w) x 90cm, price EUR 500,00
- Staircase to the rooftop bar, 37 steps, permanent, price EUR 6,000 (right of first refusal)



VDR Conference

Networking: Sports Session, May 20th

EUR 4,000 sold

Yoga on the roof terrace and morning run through Ingolstadt

Give participants the gift of a lively start to the morning!

Early birds have the choice:

- ✓ Start the day relaxed with a 45-minute yoga session on the beautiful rooftop bar OR
- ✓ Take a 45 minutes run through idyllic Ingolstadt and explore the surrounding area

Use the package to give the hard-working a sporty gift and a lasting memory in addition to the joy.

- ✓ Distribution of sports accessories such as t-shirts, towels, water bottles and running belts
- ✓ No further costs and organizational effort, the trainers for the yoga session and the city run are already organized
- ✓ Communication through: Program item in the agenda, participant mailing and announcement in the plenum
- ✓ Duration of the sports session: 45 minutes before breakfast
- ✓ 1 Conference Participant Ticket



The unofficial VDR merchandise store: #VDR: www.viadellerose.eu

Networking – Evening Event, May 20th

sold

Evening Event in Ingolstadt

- ✓ Give your customers an unforgettable evening - without any compliance issues
 - ✓ Co-operation with several partners possible
 - ✓ Price: You design your own event and control your own costs.
-
- Organisation of the evening event at your own expense for approx. 400 participants
 - Choice of location and design of the evening programme is up to you in consultation with VDR
 - Your company name prominently displayed - "Your host is ..."
 - Logo included in the programme (dispatched to approx. 1,700 mobility managers)
 - Special announcement in the plenary session and short speech by company representative
 - Video interlude: max. 90 sec.
 - Distribution of give-aways
 - Participation of up to ten (in total) of your team in the Evening Event
 - 4 Conference Participant Tickets



VDR Conference

Active Programming

EUR 10,600

Opening Keynote

Introduce yourself as the sponsor of this programme highlight and be in the spotlight during the plenary.

- ✓ Short introductory presentation by the sponsor during the plenary session
- ✓ Video interlude: max. 90 sec.
- ✓ Placement of roll-up displays in the conference room
- ✓ Distribution of give-aways in the conference room
- ✓ 2 Conference Participant Tickets



EUR 10,600

Inspirational Speaker

Introduce yourself as the sponsor of this programme highlight and be in the spotlight during the plenary.

- ✓ Short introductory presentation by the sponsor during the plenary session
- ✓ Video interlude: max. 90 sec.
- ✓ Placement of roll-up displays in the conference room
- ✓ Distribution of give-aways in the conference room
- ✓ 2 Conference Participant Tickets



EUR 4,150

Workshop Partner

Direct contact with participants who are particularly interested in your topic. Opportunity to actively present yourself as an expert in the Workshop:

- ✓ Partner of a Workshop (90 min)
- ✓ Presentation about your company as a sponsor
- ✓ Active participation during the workshop
- ✓ Video interlude: max. 90 sec.
- ✓ Roll-up displays, give-aways or similar can be placed in the room
- ✓ 1 Conference Participant Ticket

EUR 4,150

Theme Partner

Direct contact with participants who are particularly interested in your topic. Opportunity to actively present yourself as an expert at the beginning of the Theme Forum:

- ✓ Partner of an Theme Forum (45 min)
- ✓ Presentation about your company as a sponsor
- ✓ Video interlude: max. 90 sec.
- ✓ Roll-up display, give-aways or similar can be placed in the room
- ✓ 1 Conference Participant Ticket

VDR Conference

Digital – anytime, anywhere

7,500 EUR

Event APP

NEW: For the first time, we are providing participants with an app for the VDR Conference - up close and up to date.

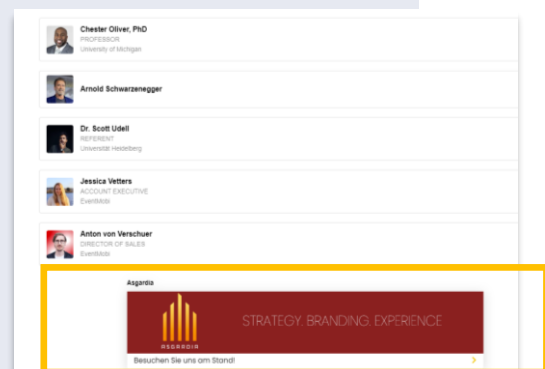
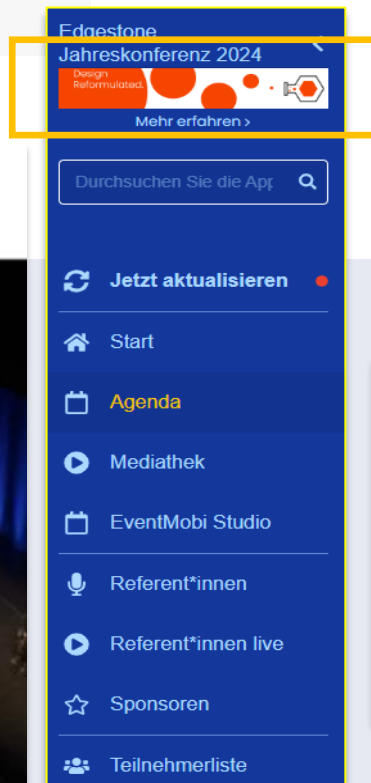
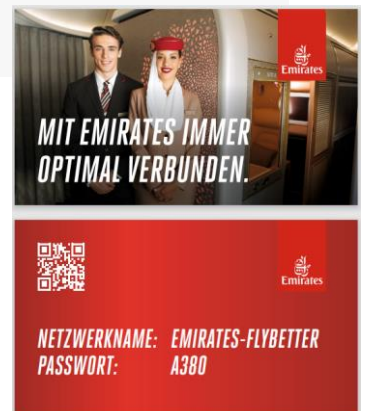
- ✓ Go live approx. 4 weeks before the event
- ✓ Exclusive advertising partner
- ✓ 5 banner placements:
 - ✓ in the menu
 - ✓ on the agenda
 - ✓ on the participant pages
 - ✓ with the speakers
 - ✓ with the sponsors
- ✓ Static or animated
- ✓ No additional costs
- ✓ 1 Conference Participant Ticket

2,500 EUR *sold*

WIFI

The first question from the participants is "What is the wifi code?"- Why not add your own message here?

- ✓ Branding of the wifi cards
- ✓ Production by the sponsor
- ✓ Issued at registration by VDR
- ✓ 1 Conference Participant Ticket (NEW!)



VDR Conference

Entrance Level

Whether you enter the entrance area directly from the hotel or from the Congress Center, this is the place to meet! A spacious staircase leads down one floor to the conference room and a Cinderella staircase one floor higher to the exhibition and breakout rooms.

The large and open entrance area accommodates:

- ✓ Part of the catering - 2nd part of the catering is located on the level of the exhibition and breakout rooms

EUR 4,500

Table Cover on 20 tables

- ✓ 10 bar tables in the entrance area and
- ✓ 10 bar tables on the foyer level printed with your message
- ✓ Digital print on the cover
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket (NEW!)

EUR 3,500

Handrail stickers across from the coffee bar

- ✓ 3 glass panes 201cm (w) x 104cm (h) frontal
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket



VDR Conference Entrance Level

EUR 7,500 sold

Registration

Attention, new VDR appearance: VDR shares the front and the back wall of the registration desk with you

- ✓ Logo placement on the front of the Desk
- ✓ Logo placement on the back wall
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket



EUR 5,700 sold

Lanyards

Your logo can be with everyone everywhere - in all the photos at the event and on a popular souvenir afterwards.

- ✓ Provision of lanyards for the badges of the participants
- ✓ Issued during registration by VDR (approx. 500 pieces)
- ✓ Production costs are covered by the Sponsor
- ✓ 1 Conference Participant Ticket



EUR 4,000

Gift Bags

You fill the Gift Bags and VDR gives them out on arrival at the Registration Desk - pure branding!

- ✓ Production and provision one Gift Bag for the participants (approx. 300 pieces)
- ✓ Integration of own advertising materials and give-aways (max. 500g). Please think about sustainability!
- ✓ Supplied by Sponsor
- ✓ 1 Conference Participant Ticket (NEW!)



VDR Conference

Entrance Level & Plenary Level



EUR 6,500 sold

Presence in the spacious entrance foyer

Welcome the event participants directly at the entrance.

- ✓ Area around 400cm (w) x 200cm (h)
- ✓ Placement of a car, flying seat mockup, bicycle, scooter, etc. possible!
- ✓ 2 Conference Participant Tickets (NEW!)

EUR 6,900

Coffee Bar at the entrance

Create your own area at the VDR Conference next to the registration

- ✓ Additional branding costs
- ✓ Additional operating costs
- ✓ 1 Conference Participant Ticket



Working Space – an oasis of retreat at the level of the plenary

- ✓ Large back wall 400cm (w) x 250cm (h) in the entrance foyer
- ✓ Carpet 400cm (w) x 300cm (h)
- ✓ 2 large bar tables with 8 stools each
- ✓ 1 additional bar table
- ✓ No additional production costs
- ✓ Further decoration elements possible
- ✓ Display of materials such as blocks and pens possible
- ✓ 1 Conference Participant Ticket (NEW!)

EUR 5,000



VDR Conference

Entrance Level & Plenary Level



EUR 4,900 sold

Huge banner at the entrance level

- ✓ 500cm (w) x 300cm(h)
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket (NEW!)

5.500 EUR

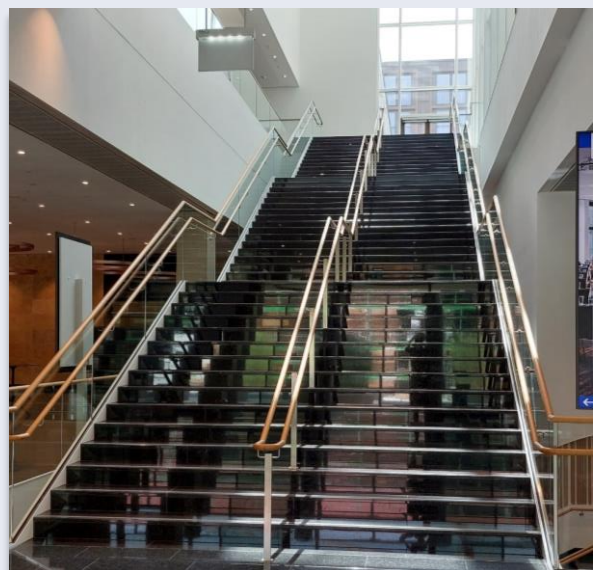
On Foot: Stairway from the entrance level to the plenary level

- ✓ 26 steps - stickers
- ✓ 400cm (w) x 16cm (h)
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket

9.900 EUR

Staircase from the entrance level to the exhibition and breakout rooms

- ✓ 47 steps - stickers
- ✓ 300cm (w) x 16cm (h)
- ✓ No additional production costs
- ✓ 2 Conference Participant Tickets

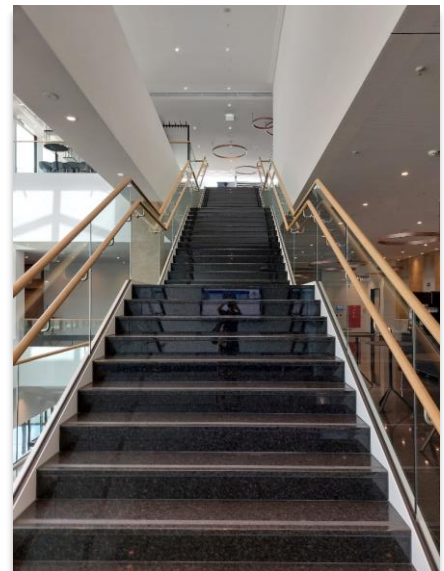
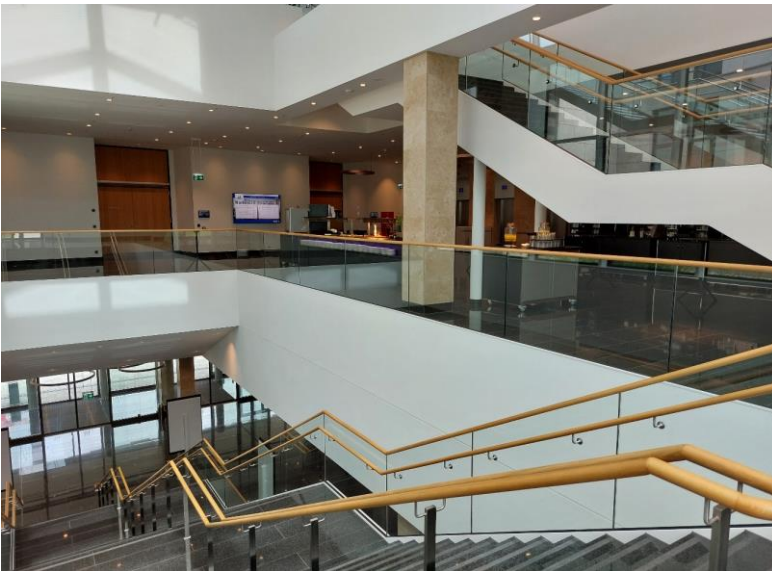


VDR Conference

Exhibition Level & Breakout Rooms

The large and open foyer level accommodates

- ✓ Part of the catering - 2nd part of the catering is located on the entrance level
- ✓ The exhibition
- ✓ The breakout rooms



EUR 4,500 sold

Handrail stickers I

- ✓ 7 glass panes 196 cm (w) x 104 cm (h) sideways
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket

EUR 3,500 sold

Handrail stickers II

- ✓ 3 glass panes 201cm (w) x 104cm (h) frontal
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket

EUR 6,000

Staircase to the rooftop bar

- ✓ 37 steps – stickers
- ✓ 196cm (w) x 16cm (h)
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket
- ✓ Attention: Right of first refusal lies with the partner of the Welcome Reception

Exhibition Level & Breakout Rooms



EUR 3,700 sold

Candy-Bar in front of the breakout rooms
Nourishment for all participants

- ✓ Large back wall 300cm (w) x 250cm (h)
- ✓ No additional production costs
- ✓ Additional operating costs by the hotel
- ✓ 1 Conference Participant Ticket (NEW!)

Please note that operating costs are added for the coffee bar and juice bar, the candy bar and the bedtime sweets:

- The equipment and running of the coffee bar and juice bar must be organized additionally. We will be happy to help you with this.
- The candy bar is operated by the hotel - we will be happy to put you in touch with our contact person for any further details.
- The bedtime sweets will be distributed by the hotel staff. The flat rate of 3.50.euros will be added per hotel room at the Maritim (180 rooms) and 1.50 euros at the enso Hotel (170 rooms).

Let us advise you on how best to use these active and frequently visited areas!

VDR Conference Plenary & Hotel Rooms

EUR 5,700 sold

Chair Covers in the conference room

Your visible presence - on all seats:

- ✓ Production and provision of covers for the chairs in the (approx. 300 pieces)
- ✓ Distribution by the Sponsor or by the hotel (possibly with additional costs in this case)
- ✓ Production costs will be covered by the Sponsor
- ✓ 1 Conference Participant Ticket



EUR 3,000 sold

Bedtime sweets

Make sure that the participants get a good night's sleep!

- ✓ 180 rooms are reserved at the Hotel Maritim for participants
- ✓ Additional costs due to distribution
- ✓ 1 Conference Participant Ticket (NEW!)



VDR Conference Exhibition Level

EUR 9,900

Info Booth

- ✓ 1 large frame as back wall incl. full-surface digital print (200x200cm)
- ✓ 1 wide bar table (160x80cm)
- ✓ 4 stools
- ✓ Set-up, design and execution by VDR
- ✓ 2 Conference Participant Tickets

Our tip: Add upgrades!

- Table lamp with logo image > +130 EUR
- Illuminated back wall via 2 arm spotlights > +80 EUR
- Sustainable option: storage of digital print for reuse in 2026 > +100 EUR

EUR 5,200

Coffee Table

- ✓ 1 high table (120x80 cm)
- ✓ 2 stools
- ✓ High logo lamp above the table, 40 cm diameter (twice as large as in the illustration!)
- ✓ 2 Conference Participant Ticket



VDR-Spotlight: Theme Partner



EUR 4,500

Spotlight on a future topic of holistic mobility management

- ✓ Participation of two company representatives. Please feel free to include Product Management and Development staff!
- ✓ Active, content-related participation in the Workshop
- ✓ Opportunity to welcome participants and distribute give-aways
- ✓ Logo on invitation, programme and list of participants
- ✓ Mention and/or logo placement in VDR Reports
- ✓ Exclusive exposure - only one company per sector can be a Theme Partner

- The Workshop will be attended by approx. 30 participants from Business, Politics and Research
- Termin : 1–2 July 2025, Mercure Hotel, Garmisch-Partenkirchen



VDR Theme Events

Online Event: Live on Stage

EUR 1,300

VDR regularly exchanges information with its Members about current topics in an entertaining format.

- ✓ Free corporate-only online event
- ✓ Each event focuses on one topic
- ✓ The target group consists of Travel Managers, Buyers and Mobility Managers

www.vdr-service.de/live-on-stage

Package: Showcase

- Presentation of your product/solution as part of the focus topic
- Duration 20 minutes: 15 minute lecture and 5 minute Q&A session
- Mention and/or logo placement in VDR communications:
 - VDR Newsletter, social media channels, landing page, invitation mailings
 - Speaker profile: photo and short CV on the landing page
 - Whole Live On Stage Session available to download afterwards
 - Partner placement in the follow-up mailing
 - Company list and authorised list of participants sent to you in the follow-up period (Please only send unique, individually tailored marketing messages!)

Events start in February - our 2025 topics are

- ✓ 06.02.2025: Ground mobility & employee mobility
- ✓ 29.04.2025: Hotel industry and serviced apartments
- ✓ 07.07.2025: NDC: Solution approaches Airlines/TMC/technology providers
- ✓ 21.10.2025: AI in travel management (applications)
- ✓ 25.11.2025: Sustainability in travel management
- ✓ End-to-end solutions (date tbd)

Apply now for one or more topics!



VDR - ONLINE

Year-round Presences & Marketing

Overview

- ✓ NEW: VDR Benefit Platform
- ✓ Promoter of Sustainable Corporate Mobility
- ✓ VDR Business Travel Analysis
- ✓ VDR Academy: annual partner, banner, seminar program & newsletter
- ✓ VDR Online Media: VDR-aktuell, SME page & banner



VDR

VDR Benefit Platform

The VDR Consolidation Program (V-KON) has been in existence since 1995. The aim is to target SME and support companies without individual contracts with service partners to effectively reduce travel costs.

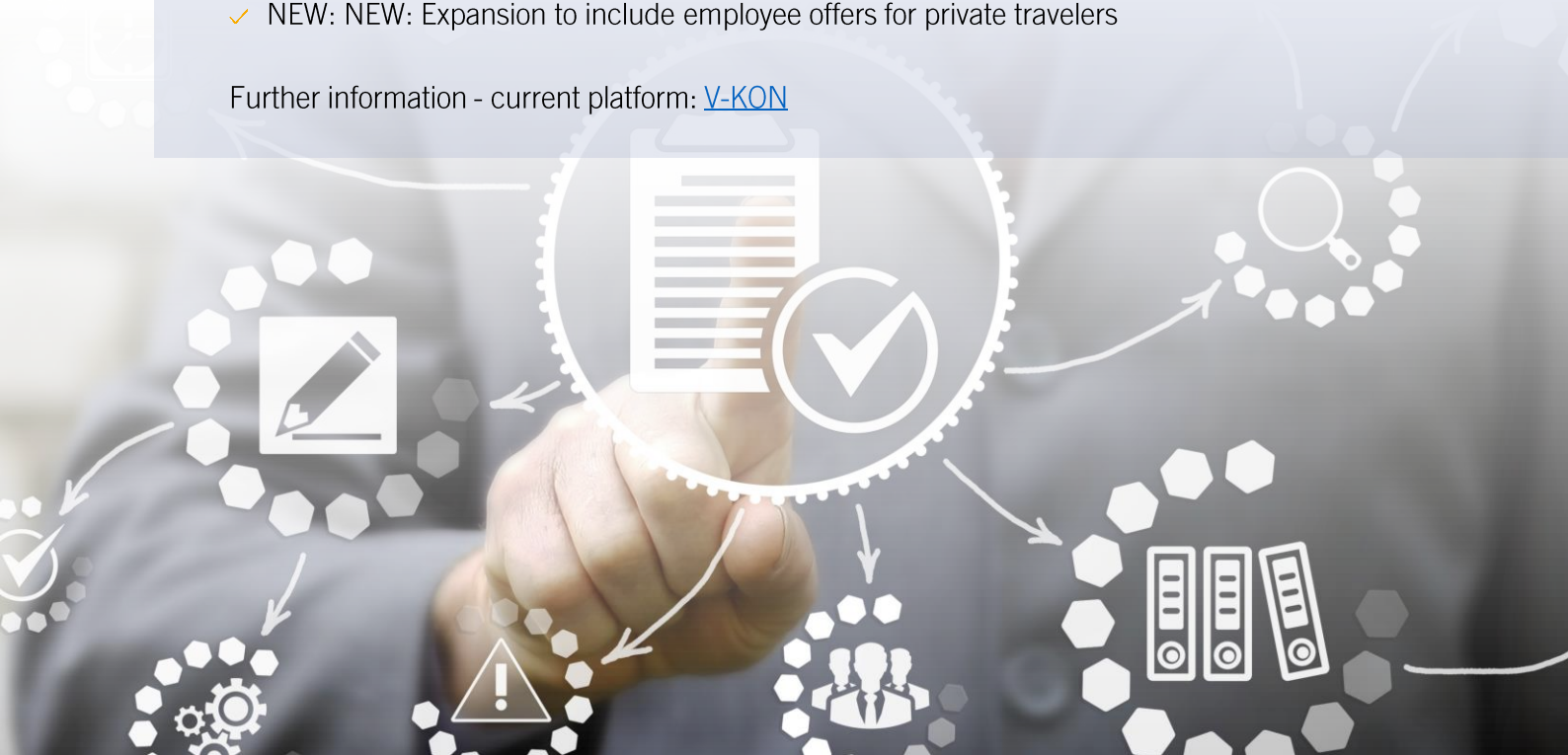
In the past, the main focus was on airlines that offered special corporate net rates or discounts. Now we want to expand the offer and make it more attractive for corporates. The more sectors and suppliers participate, the more varied and exciting the offer will be. Join this platform and offer VDR members exclusive benefits.

Your advantages at a glance

Very wide reach with just one contract: 380 corporate VDR member companies have direct access to your offer.

- ✓ Simple handling: VDR advises you on the composition and placement of your offer and its integration. No more reporting necessary.
- ✓ Exclusive marketing: We promise you comprehensive marketing of your benefits!
- ✓ NEW: NEW: Expansion to include employee offers for private travelers

Further information - current platform: [V-KON](#)



VDR purchasing platform

Annual V-KON partnership package

Services for all partners on the VDR Benefit Platform

EUR 6,000

Your individual benefits

- ✓ Company logo and link on the purchasing platform (A-Z)
- ✓ Presentation of your exclusive offer for regular VDR members in the closed area of the homepage
Logo, text, link or code
- ✓ Banner as “Partner of the week” on the “Purchasing benefits” website
- ✓ Additional integration of the company logo on the VDR website (member list) with a link to your homepage

Services in the network of all V-KON partners

- ✓ Mention of V-KON partners in the VDR newsletter at the beginning of the year as well as a LinkedIn Post
- ✓ Mention of V-KON partners in the quarterly mailings
- ✓ Mention of V-KON partners in the individual mailing to corporates “Advantages of your VDR membership” at the beginning of the year
- ✓ NEW: Presentation of the V-KON partners at the regional conferences by the VDR Executive Committee or the regional management (once a year per region)

Annual price: 6,000 euros (monthly flat rate 500 euros, will be charged once in total)

Inclusion of new partners on the purchasing platform

Integration of your offer and your individual services

- ✓ Introduction as a new partner through individual mailings to all corporates
- ✓ Introduction as a new partner via the VDR newsletter
- ✓ LinkedIn post of the new partner is actively commented on by VDR

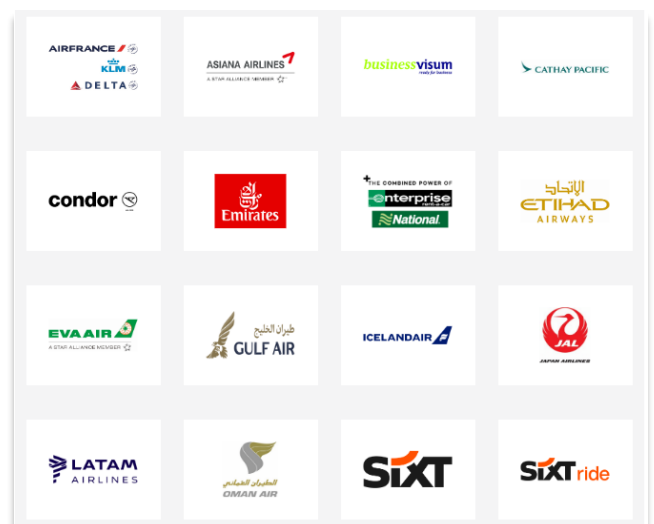
Admission fee & marketing services one-off: 1,500 euros

NEW: V-KON Special employee offers!

In combination with your participation as a V-KON partner, you also have the opportunity to make individual employee offers for private travelers:

- The VDR communicates this special in an individual mailing to regular member companies and provides them with a communication aid for internal forwarding to travelers.

Annual price: 2,000 euros



VDR

Sustainability

Sustainable corporate mobility is an association topic through and through - our topic! There has never been a more urgent need to ensure that we leave a livable planet for future generations. Social and legal pressure means that more and more travel and mobility managers have to find an answer to the question “How can the business mobility sector keep corporate mobility alive while achieving sustainability goals?”.

The VDR develops guidelines in committees, projects and in dialog with other associations at national and international level in order to create transparency and promote the implementation of sustainable mobility solutions. Last but not least, the association organization examines its own processes in order to keep the ecological footprint as small as possible.

Key topics of the 2025

- ✓ Sustainable purchasing
- ✓ CO2 calculation in the end-to-end process
- ✓ Legal framework conditions
- ✓ Sustainability in the association organization: package of measures
- ✓ Climate-friendly VDR events



Promoter of Sustainable Business Mobility 2025

EUR 6,500

VDR services

- ✓ We can only make the difference and intelligently provide and promote climate-conscious business travel by working together.
- ✓ Set a great example and become a Promoter of Sustainable Business Mobility 2025 with your company!
- ✓ Earmarked use of funds – can only be spent on Sustainable Business Mobility
- ✓ Large marketing package – VDR provides exposure via all our media as a thank you for your financial support and trust in us.

Year-round and flexible logo presence

- Logo presence at the Green Meeting Point at VDR events: Regional Conferences, ITB & VDR Conference
- Live On Stage Session with a thematic focus: Slide with logo image of the Promoters
- Publications of the VDR Competence Team feature with logo image of the Promoters
- Logo presence with link on the topic page "Sustainable Corporate Mobility" www.vdr-service.de/nachhaltigkeit



Business Travel Analysis

Overview

- ✓ Target group: Politics, business, press & media
- ✓ As a partner, you benefit from the wide marketing and fundamental relevance of the survey.
- ✓ For the 23rd time, 800 German companies will be surveyed. In this way, the VDR continuously monitors changes, developments and trends in the business travel market from various perspectives.
- ✓ New: Thematic impulse package at C-Level
- ✓ New: The business travel analysis for the year 2025 has a new look.
- ✓ www.geschaeftsreiseanalyse.de



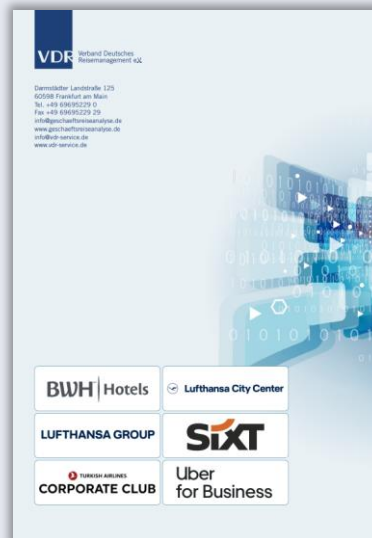
VDR-Business Travel Analysis

Thematic Impulse & Key Data Partner

EUR 9,500

NEW: Thematic Impulse

- ✓ Give your impulse on a specific topic
- ✓ Impulse provider: C-level from your company
- ✓ Designed like a foreword to the chapter (text, signature, image/photo)



EUR 2,500

Logo Display

- ✓ The partner logo appears on the outside cover (U4) "With the kind support of...".
- ✓ Partner logo (with link) under "Trade media" (www.geschaeftsreiseanalyse.de)
- ✓ Multiple mention of the partner in VDR reporting and press releases (distribution list: trade and business press)

VDR-Business Travel Analysis Advertisement

EUR 6.500

Advertisement cover page 2 or 3

- ✓ Full page
 - ✓ Package logo display included
- Price 6.000 euros

EUR 4,000

Topic-related Advertisement

- ✓ Placement with your content focus
 - ✓ Package logo presentation included
- Price: 5,000 euros, full page
Price: 4,000 euros, half page

Lufthansa
DAS NEUE ERLEBNIS
AUF LANGSTRECKEN
Persönlicher. Individueller.
Lufthansa Allegris!

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SIXT

SCHNELLER ZUM AUTO!

Nutzen Sie den Mobile Check-In und sparen Sie Zeit bei Ihrer Mietwagenabholung.

Wiederholende Informationen: corporate.sixt.com/de/de

KEEP FLYING WITH THE BEST

Best Airline in Europe, Best Business Class Catering, Best Economy Class Catering, Best Airline in Southern Europe, Best Economy Class Seat in Europe

Thanks for honouring us on five categories at Skytrax Passengers Choice Awards.

TURKISH AIRLINES

VDR-Academy Online Media

Profit from our high-quality reach!

- ✓ 600 individual participants per year
- ✓ 40% of these participants non-VDR members
- ✓ 80% from medium-sized businesses
- ✓ 3,400 contacts receive the Academy newsletter

Target group – who can you reach directly?

- ✓ Employees in travel and mobility management
- ✓ Young professionals and junior managers
- ✓ Assistants and team organizers
- ✓ All employees in companies responsible for organizing business travelers



VDR Academy Annual Partnership

EUR 7,500

With thematic focus

Be present in the VDR Professional Development Materials in all VDR media for one year.

- ✓ vier prominente und themenbezogene Platzierungen auf einen Streich
- ✓ Four prominent and themed website-placements in one go
- ✓ Topic selection from a wide range: including Sustainability, Global Mobility, Digitalisation, Travel Risk...

Our tip:

- ✓ Select Annual Partnership "Sustainability" presence in combination with a sustainable VDR package

1. Year-round Teaser on Theme Webpage

- Headline: [65 characters incl. spaces]
- Teaser text: [up to 300 characters incl. spaces].
- Short link text (CTA) and linking
- Graphic 540 x 400 px

2. Academy Newsletter: see VDR Academy Newsletter package

3. Half-page Advert in Seminar Programme: see Seminar Programme Advert package

4. Academy homepage: Year-round logo integration



VDR Academy Banner Band & Advertisement

EUR 1,300

Banner Band on the Academy homepage

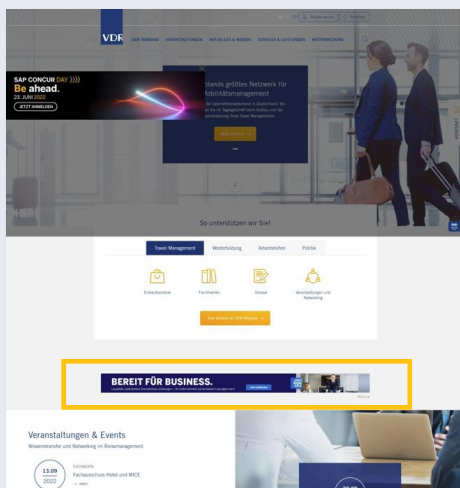
- ✓ Unrivalled – yours is the only banner band for each four-week period
- ✓ Individual mouseover text
- ✓ Link to your offer
- ✓ Width x height: 1680 x 120 px
- ✓ Static or animated
- ✓ Four-week term

EUR 3,500

Advertisement in the Seminar Programme

- ✓ Full-page advertisement on page 2 or 3 of the cover (front or back inside cover)
- ✓ Link to your offer
- ✓ Print version released in November 2024
- ✓ Price: 3,500 euros

- ✓ Topic-related advertisement placed directly in the most relevant area
- ✓ Price: 2,700 euros, full page
- ✓ Price: 1,500 euros, half page



VDR Academy Newsletter

EUR 1,100

Advertisement

- ✓ Headline: [65 characters incl. spaces]
- ✓ Teaser text: [up to 300 characters incl. spaces].
- ✓ Short link text (CTA) and linking
- ✓ Graphic or logo: 540 x 400 px

Landing page (optional)

- ✓ Text [between 1,000 and 1,500 characters incl. spaces]
- ✓ Graphics: three more graphics 540 x 400 px

EUR 1,100

Banner

- ✓ Optical alternative to the Advertisement
- ✓ Static (no animated gif)
- ✓ Link
- ✓ Graphic: 720 x 170 px [create file in 1440 x 340 px]

Landing page (optional)

- ✓ Text [between 1,000 and 1,500 characters incl. spaces]
- ✓ Graphics: three more graphics 540 x 400 px

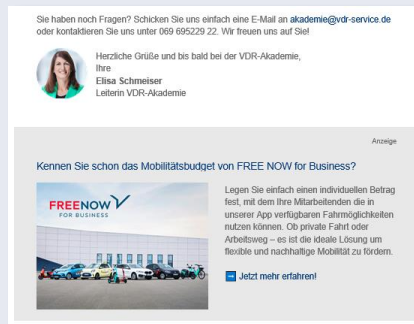
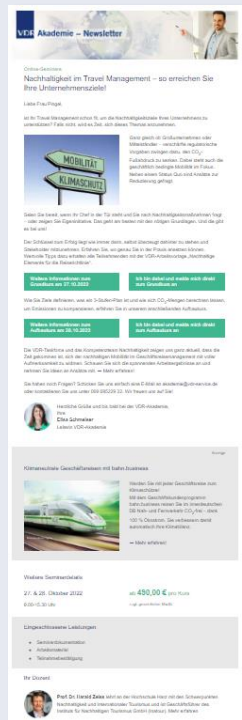
Benchmark Figures Academy Newsletter, that's something to be proud of!

- Average opening rate 23,4 %
- Click rate 2,9 %
- Effective click-through rate 12,1 %

Benchmarks from the field B2B*

- Average opening rate 22,8 %
- Click rate 3,2 %
- Effective click rate 15,2 %

*Source: Inxmail study Email Marketing Benchmark 2024



VDR

Online Media

Online Marketing is one of the most successful and flexible channels for reaching members and interested parties on a regular basis.

Clicks around the VDR pages

- ✓ Over 600 VDR member companies, 65% corporates
- ✓ 5,000 contacts in the business travel sector
- ✓ 4,500 contacts receive the monthly VDR aktuell newsletter

VDR Online Media Packages - your versatile options

- ✓ VDR Newsletter
- ✓ Partner of the SME Portal
- ✓ Banner, banner, banner

Please find examples and tips in our [online guidelines!](#)



Newsletter VDR news

EUR 1,200

Advertisement

- ✓ Headline: [65 characters incl. spaces]
- ✓ Teaser text: [up to 300 characters incl. spaces].
- ✓ Short link text (CTA) and linking
- ✓ Graphic: 540 x 400 px

Landing page (optional)

- ✓ Text [between 1,000 and 1,500 characters incl. spaces]
- ✓ Graphics: three more graphics 540 x 400 px

EUR 1,200

Banner

- ✓ Optical alternative to the display
- ✓ Static (no animated gif)
- ✓ Link
- ✓ Graphic: 720 x 170 px [create file in 1440 x 340 px]

Landing page (optional)

- ✓ Text [between 1,000 and 1,500 characters incl. spaces]
- ✓ Graphics: three more graphics 540 x 400 px

Benchmark figures: The VDR-aktuell is ahead!

- Average opening rate 28,3 %
- Click rate 8,3 %
- Effective click-through rate 29,3 %

Benchmarks from the field B2B*

- Average opening rate 22,8 %
- Click rate 3,2 %
- Effective click-through rate 15,2 %

*Source: Inxmail study Email Marketing Benchmark 2024

Aspekte bei der Anschaffung einer Firmenkreditkarte



Einsparungspotenziale, Erfahrung, Service, Innovationen:
Die VDR-Geschäftsreiseanalyse 2023 zeigt, worauf die allermeisten Travelmanager:innen bei Firmenkreditkarten Wert legen. Dabei sollen Lösungen Transparenz schaffen und Prozesse vereinheitlichen. Geht Ihnen das auch so?
→ Bereit für smarte Firmenkreditkarten



Product Placement in SME sector

EUR 500

If your company

- a) shares the portal with your customers via newsletter, blog or mailing-list in the first half of the year and
- b) publicises a seminar from our wide-ranging seminar programme in the second half of the year. (Text templates can be provided by the VDR).

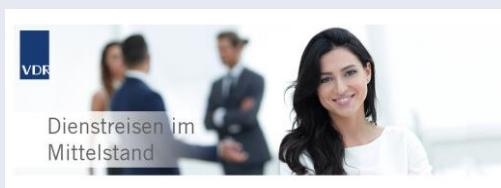
Alternatively,

if communication via your channels is not possible, price for one year: 2,000 EUR

Details of product placement

- Logo placement - in alphabetical order
- Teaser text 85 characters (incl. spaces)
- Link to your specific offer for SMEs. Note: Please make sure that the link is not to your general company homepage but focuses on your solution for SMEs.

The landing page for SME businesses



atlatos Digital Business Partner	Die End-2-End-Lösung für den Mittelstand – von der Reiseplanung bis zur Abrechnung	DB	Mit bahnhof.business einfach und effizient klimaneutrale Geschäftsreisen buchen	REWARDS Business Advantage	Das Programm für Flexibilität & Preisvorteile in über 4.700 Best Western Hotels weltweit
bluebiz powered by AIRLINES	Prämientickets in allen Buchungsklassen, mehr Flexibilität & reduzierte Reisekosten	DEGUSSA BANK Die Wirtschaftsbank	Zahlungslösungen für Ihr Unternehmen: Kreditkartenbasiert und Transparent	FREENOW FOR BUSINESS	Smarte Mobilität, maßgeschneidert für Geschäftsreisen im Mittelstand
INTERNATIONAL SOS	Travel Risk Management Lösungen für den Mittelstand: sicher & gesund auf Dienstreisen	INTER TOURS	Intertours: Ihr Partner für effizientes Reisemanagement im Mittelstand	JAL JAPAN AIRLINES	Japanische Gastfreundschaft in Perfektion mit einem Höchstmaß an Sicherheit und Qualität!
lanes & planes	Vollständig digitales Travelmanagement mit Europas größtem Inventar für Geschäftsreisen	LOFINO	Mobilitätsbudget: Ihre flexible Lösung für individuelle Mobilitätsanforderungen	Lufthansa City Center	Zukunftsorientierte Geschäftsreisen vom Sieger für den Mittelstand
RINGHOTELS LUX Hotels & Resorts	Ringhotels – Ihr mittelständischer Partner für Geschäftsreisen und Veranstaltungen	SIXT	SIXT – Wir halten den Mittelstand mobil. Nachhaltig – Flexibel – Digital.		

Banner on the SME Landing Page

EUR 1,000

Direct Target Group Approach

Be part of the landing page with a visually appealing page-wide banner, attract a high level of attention in VDR's extensive offer for this special target group.

Details of Banner

- Banner width x height: 1110 x 200 px
- Static or animated
- Link to your offer
- Unrivalled - only one banner per switching time
- Duration two weeks



Dienstreisen und geschäftliche Mobilität im Mittelstand

"Dienstreisen im Mittelstand" ist ein Informationsangebot des VDR für kleine und mittelständische Unternehmen. Sie möchten Ihre Geschäftsreiseprozesse optimieren? Egal, ob es um Themen wie Reisekostenabrechnung, Fürsorgepflicht, Nachhaltigkeit oder die Frage nach den Anbietern am Markt geht, wir geben Ihnen die passende Hilfestellung.

Besonders wichtig ist dabei der Austausch mit KollegInnen aus der Branche. Unsere Veranstaltungen bieten **Informationsvermittlung, Austausch im kleinen Kreis, Expertenwissen zum Anfassen und aktuelle Mobilitätsthemen**. Außerdem stehen Ihnen Verbandsmitglieder für Ihre Fragen persönlich zur Verfügung. Mit unseren **Arbeitshilfen** unterstützen wir Sie ganz konkret im Geschäftsreise-Alltag. Geballtes Know-how verständlich und alltagstauglich aufbereitet.

Unsere Angebote für kleine und mittelständische Firmen können Sie auch ohne Verbandsmitgliedschaft nutzen. **Schauen Sie gleich rein und testen Sie – Sie müssen kein VDR-Mitglied sein.**



VDR Website Overlay-Banner

EUR 2,000

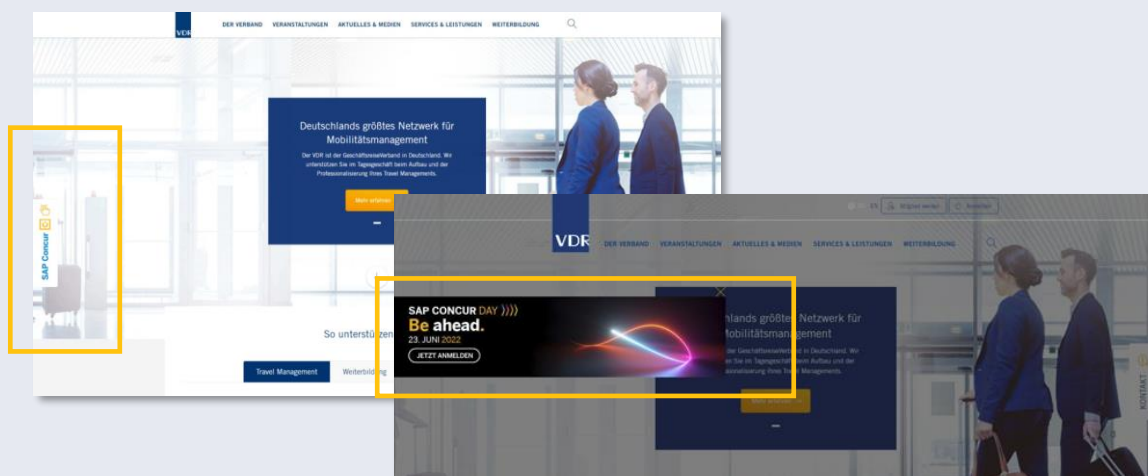
Your message is everywhere!

- ✓ Your banner is always visible.
- ✓ This advertising option appears globally on all VDR pages.

No matter which page is used to enter the VDR website, your banner is highly visible. Of course, the banner is also linked and leads directly to your content when clicked. After a few seconds the animation reduces your banner to a permanently visible call-to-action with your logo.

Details Overlay-Banner

- Width x height: 825 x 200 px
- Static or animated
- Visibility banner 5 sec., permanent call-to-action
- Link to your offer
- Unrivalled - only one banner per switching time
- Duration: two weeks
- 2,000 page visits on average/week



VDR Website

Banner, Banner, Banner

EUR 1,500

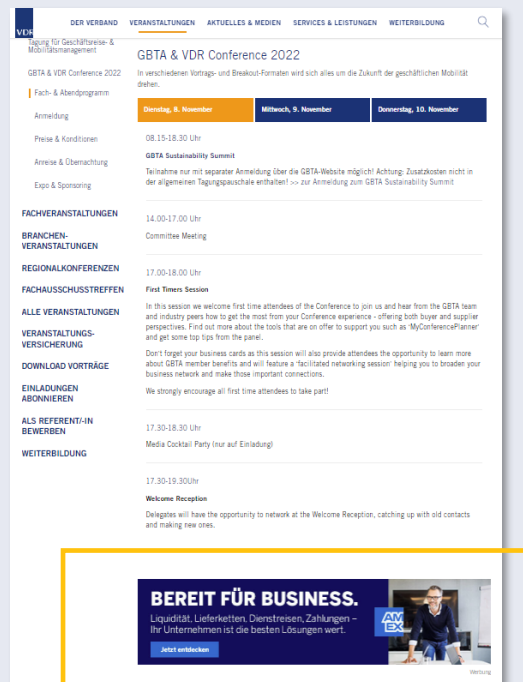
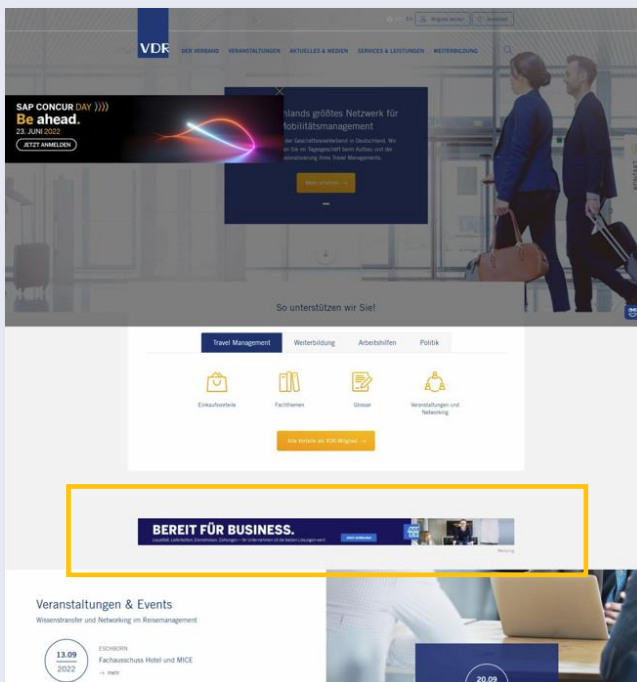
Banner Band on the homepage

- ✓ Unrivalled - only one banner band per switching time
- ✓ Individual mouseover title and description
- ✓ Link to your offer
- ✓ Width x height: 1680 x 120 px
- ✓ Static or animated
- ✓ Duration three weeks

EUR 1,500

Banner on a content page

- ✓ Placement: You have the choice, e.g. at an event (with the sub-pages) or at the highly frequented job exchange. Let us advise you!
- ✓ Link to your offer
- ✓ Unrivalled - only one banner per switching time
- ✓ Width x height: 825 x 200 px
- ✓ Static or animated
- ✓ Duration three weeks



General Information

Award

- VDR reserves the right to make the final selection of partners.
- Locations, number of participants and dates are subject to change.
- If a sponsorship package does not materialise, you can decide whether to take up an alternative offer or to withdraw from the sponsorship agreement.

Invoice and cancellation conditions

- Invoices are usually issued no later than eight weeks before the start of the service provided. All prices are exclusive of VAT.
- A contractual relationship comes into effect as soon as you accept one of the listed partner offers and receive corresponding written confirmation from us. You can cancel your acceptance up to this point. If not described separately in the respective package, 50% cancellation costs apply in the event of cancellation after receipt of the confirmation and up to eight weeks before the start of the service provided. Cancellations made less than eight weeks before the start of the event are subject to payment of the full sponsorship amount. Confirmations will be sent promptly.

Graphic requirements online:

- ✓ Online format: Logo as SVG file
- ✓ Graphics/banner/images as RGB JPG (or PNG, GIF) file

Graphic requirements print:

- ✓ Print format: in vectorised form as EPS file (or high-resolution CMYK JPG file) and additionally as high-resolution RGB JPG file (for presentations/presentations in Word/PDF files).
- ✓ We have compiled all the requirements for you in the [VDR online guidelines](#).

Graphic requirement full page:

- ✓ 300 dpi, CMYK, 3mm bleed, i.e. width 2552 px / 216,07 mm x height 3580 px / 303,11 mm

Graphic requirement 1/2 page:

- ✓ 300 dpi, CMYK, 3mm bleed, i.e. width 2552 px / 216.07 mm x height 1725 px / 146 mm

Cannot find what you are looking for?

Please feel free to talk to me about how you would like to promote your organisation through VDR!

Julia Weigel

Director Member Services and Partner Management

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Darmstädter Landstraße 125 | 60598 Frankfurt

