

The VDR logo consists of the letters 'VDR' in a white, bold, sans-serif font, positioned within a dark blue rectangular box in the top-left corner of the page.

VDR

We Connect the World of  
Business Mobility

A large, artistic photograph of water splashing, with numerous droplets and bubbles captured in mid-air, creating a sense of movement and freshness. The water is clear and bright, set against a soft, out-of-focus background.

50 Years of VDR  
Partner Catalogue

2024

# Dear Partners,

The coming year is shining with a very special glow - VDR is celebrating its 50th birthday!

## Business Mobility in a Changing World

50 years of existence means that the Association and its members have managed to adapt to changing times and to ever-evolving challenges. Where do you see the future changes and focus? Emphasise your offer as a sponsoring partner with us and provide corporates with the tools they need - to shape the future of business mobility in a seamless, open and flexible way!

## Place Your Main Topics Now

In October we will already start with the topic-selection for the **Business Travel Analysis 2024 report** and make new trends clear. Place yourself and your industry topic – prominently and exclusively! You can set the green agenda as a supporter of sustainable corporate mobility, as a sponsor of environmental training through the Academy and as a compensator for VDR events. All three options guarantee you a year-round and multifaceted presence via our media.

## Celebrate VDR with us at our events throughout the year 2024

We kick off with our birthday on March 5<sup>th</sup> and are delighted to be able to combine this date with the first ITB day. VDR will have been thriving for 50 years and this must be celebrated by ITB and VDR together at the **"Home of Business Travel"**!

The celebrations will continue with the **VDR Regional Conferences** across the country and the **VDR Conference** in Frankfurt. Here the program starts on June 3 with the Annual General Meeting and an inspiring ceremony. We would like to arrange the agenda for the following two conference days together with you and are looking forward to receiving your ideas!

✓ Take a look at [VDR Sponsorship 2024](#) and discover the wide range of opportunities & benefits.

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**  
Director Member Services and Partner Management  
T. +49 69 695229 23 | [weigel@vdr-service.de](mailto:weigel@vdr-service.de)

Verband Deutsches Reisemanagement e.V. | VDR Service GmbH  
Darmstädter Landstraße 125 | 60598 Frankfurt



# Contents

## Online Media

- ✓ VDR Academy: Annual partners, banners, seminar program & newsletter
- ✓ VDR Online Media: VDR-aktuell, SME portal, events calendar, advertorials, topic teasers & banners

## Full-year Theme Placement 2024

- ✓ VDR Business Travel Analysis Report: theme & key data partners, advertisements and logo partners
- ✓ Compensation partner of the year
- ✓ Supporter of sustainable corporate mobility

## Events 2024

- ✓ "Home of Business Travel by ITB & VDR" March 5-7, Berlin
- ✓ Regional Conferences nationwide
- ✓ VDR Conference June 3-5, Frankfurt
- ✓ VDR Spotlight July 2-3, Bonn
- ✓ Live on Stage: Online-Events on key topics, corporates-only



# 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!

- ✓ 575 VDR member companies, 65 % of which 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

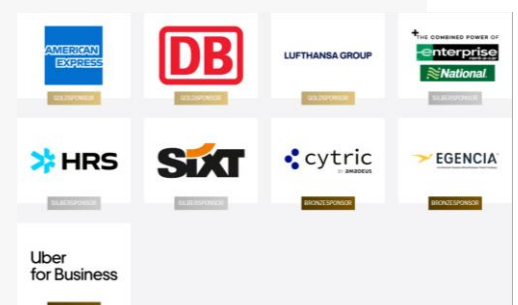
Determine your sponsorship package today and establish yourself as a strong strategic partner.

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



# VDR-Academy

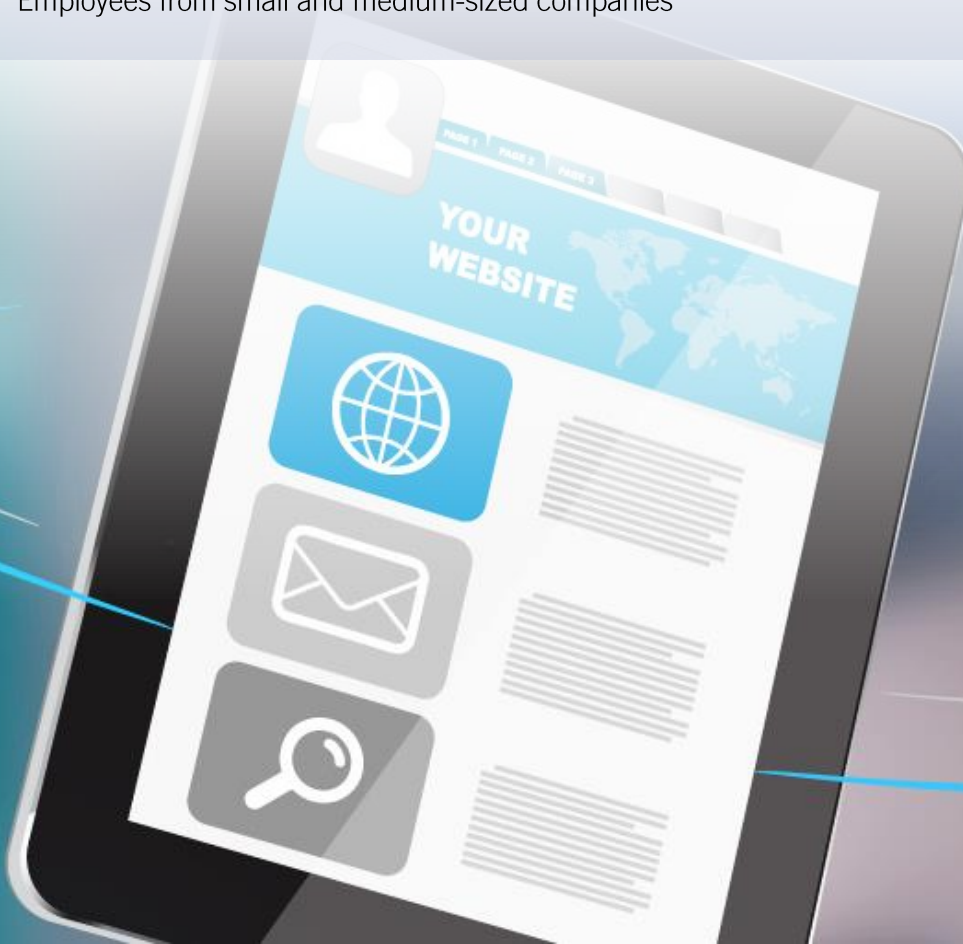
## Online Media

### Profit from our high-quality reach!

- ✓ 600 individual participants per year
- ✓ 40% of these participants non-VDR members
- ✓ 80% from medium-sized businesses
- ✓ 3,300 contacts receive the Academy newsletter

### Target group – who can you reach directly?

- ✓ Employees in Travel and Mobility Management
- ✓ Personal Assistants, Secretaries and Administrators
- ✓ All employees in companies who are responsible for the organisation of business trips
- ✓ Employees from small and medium-sized companies



# VDR Academy Annual Partnership

**EUR 7,500**

With thematic focus,  
for example Sustainability, Digitalisation, Global Mobility etc.

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

- ✓ Four prominent and themed website-placements in one go
- ✓ Topic selection from a wide range: including Sustainability, Global Mobility, Digitalisation, Travel Risk...
- ✓ Choose your topics here: [www.vdr-akademie.de/themen](http://www.vdr-akademie.de/themen)

**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



# Banner Band & Advertisement

**EUR 1,300**

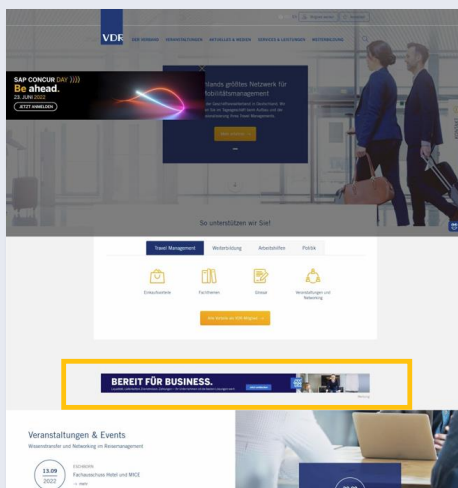
## Banner Band on the Academy homepage

- ✓ 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 23
- ✓ Constantly updated online version available on the VDR Academy homepage
- ✓ 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

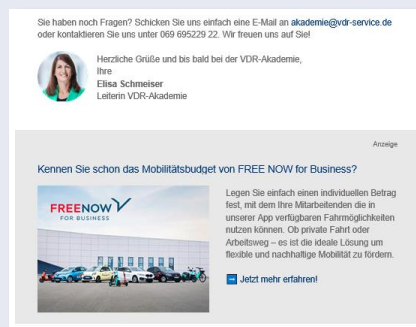
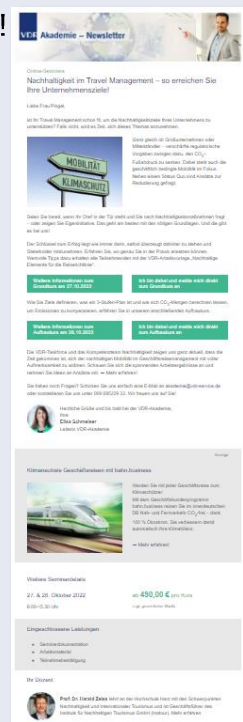
## Benchmark Figures Academy Newsletter, that's something to be proud of!

- Average opening rate 24.4%
- Click rate 4.2 %
- Effective click-through rate 16.9%

## Benchmarks from the field of education\*

- Average opening rate 24.3%
- Click rate 4.2%
- Effective click-through rate 18.2%

\*Source: Inxmail study Email Marketing Benchmark 2023





# 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

- ✓ 560 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
- ✓ Calendar of Events
- ✓ Advertorials
- ✓ Theme Teasers
- ✓ 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 27.5
- Click rate 7.6
- Effective click-through rate 27.7

### Benchmarks from the field of associations, clubs & co.\*

- Average opening rate 25.7
- Click rate 3.4
- Effective click-through rate 13.8

\*Source: Inxmail study Email Marketing Benchmark 2023

Aspekte bei der Anschaffung einer Firmenkreditkarte



# Product Placement in SME sector

Free of charge

### 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).

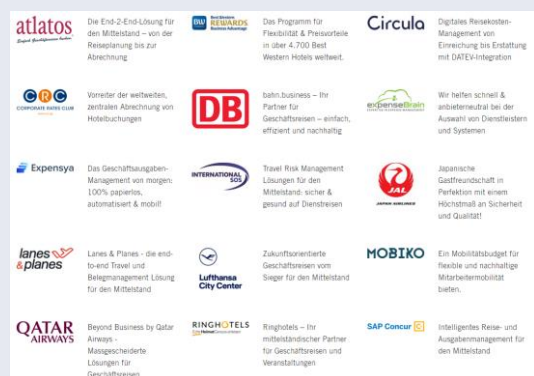
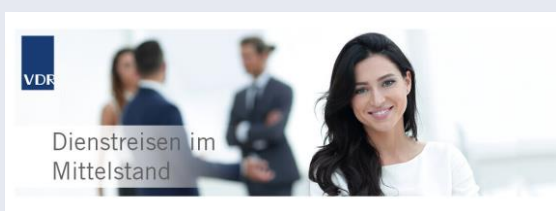
### Alternatively,

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



# 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.**



# Your Event in VDR's Calendar

450 EUR

## Industry events

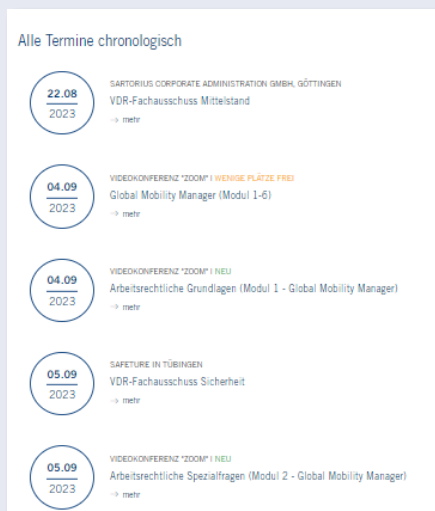
✓ There are three important aspects to planning a successful event:

1. The topic must be right.
2. The potential participants must be informed.
3. The right channels have to be used.

We offer a platform where you can market your event. Use the VDR calendar to target members & interested parties, and see at a glance what other providers are planning.

## Your Event Placement

- Up to three entries per year in the VDR "Industry Events" calendar
- Additional placement on the VDR homepage, shortly before the deadline
- Input format:
  - Organiser
  - Headline (50 characters incl. spaces)
  - Teaser text (100 characters incl. spaces), CTA and link
- Price: 450 euros for three placements, each additional placement is 100 euros



# VDR Website Homepage & Newsroom

## News-like Advertorial

EUR 1,500

- ✓ Prominent placement on the homepage next to two VDR news items
- ✓ Additional placement in the newsroom, analogous to tiles 1, 2 or 3
- ✓ Duration one week

### Extension for one week

- ✓ Placement in the newsroom, on tiles 4, 5 or 6
- ✓ Price: 750 Euro

## Details Advertorial

Input for the tile

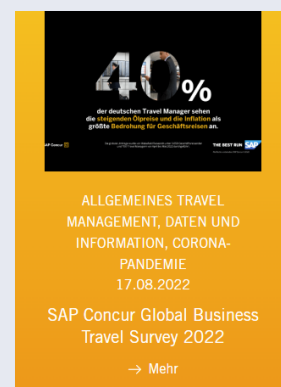
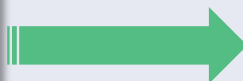
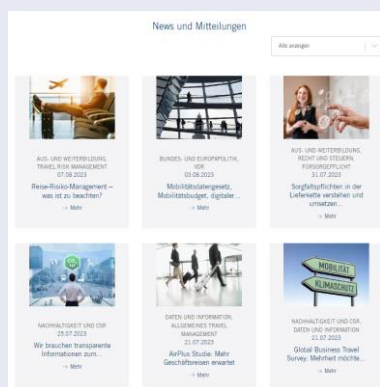
- Graphic 540 x 400 px
- Headline [50 characters incl. spaces]

Variant 1: Landing page at the VDR

- Subheadline [100 characters incl. spaces]
- Text [between 1,000 and 1,500 characters incl. spaces]
- Graphics: three more graphics 540 x 400 px
- ✓ Our tip: Use the template as an [aid for the structure of your advertorial](#)

Variant 2: direct link to the company

- The link goes to a news item of an editorial nature (e.g. publication of a current study/whitepaper, new offer/product or similar).



# VDR Website Theme Teaser

EUR 2,400

Place yourself exclusively with your topic!

- ✓ Year-round placement
- ✓ Our topics in focus - your choice: <https://www.vdr-service.de/services-leistungen/fachthemen/themen-im-fokus>

## Details Theme Teaser

- Headline: [65 characters incl. spaces]
- Teaser text: [up to 300 characters incl. spaces].
- Short link text (CTA) and linking
- Graphic 540 x 400 px
- Term 1 year
- Price: 2,400 euros



**Kennen Sie schon das Mobilitätsbudget von FREE NOW for Business?**  
Legen Sie einfach einen individuellen Betrag fest, mit dem Ihre Mitarbeitenden die in unserer App verfügbaren Fahrmöglichkeiten nutzen können. Ob private Fahrt oder Arbeitsweg – es ist die ideale Lösung um flexible und nachhaltige Mobilität zu fördern.  
→ Jetzt mehr erfahren!

**Mobilitätsbudget - Zukunftskonzept mit Potenzial?**



Die Mobilität ist im Wandel und ein verändertes Konsumverhalten stellt neue Anforderungen an Mobilitätskonzepte: Nachhaltigkeit, Wertewandel und ein hoher Grad an Flexibilität erfordern ein Umdenken auch in den Unternehmen. Eine Lösung kann das sogenannte Mobilitätsbudget sein. Doch was genau steckt dahinter? Wir haben für Sie die wichtigsten Informationen zusammengestellt.

**Mobilitätsbudget: Was steckt hinter diesem Zukunftsthema?**



Alle, deren Autobatterie im Lockdown den Geist aufgegeben hat oder die sich fragen, warum die private Nutzung des Dienstwagens für den Aufenthalt in der Garage privat versteuert werden muss, beschäftigen sich in der Isolation des Homeoffice mit dem Thema Mobilitätsbudget. Genauso wie die Nichtnutzer des Jobtickets im Homeoffice oder pandemiebedingt "Nichtdienstreisende". Ein Beitrag von VDR-Vizepräsidentin Inge Pirner.  
→ Weiterlesen

**Im Podcast: Mobilitätsexpertin Sylvia Lier beleuchtet den Trend**



Wie reisen Mitarbeitende zukünftig und was stellt das Unternehmen dafür zur Verfügung? Wann lohnt es sich, über ein Mobilitätsbudget nachzudenken? Mobilitätsexpertin Sylvia Lier kennt Konzerne genau so gut wie mittelständische Unternehmen und spricht in unserem Geschäftsreise-Podcast über diese und viele weitere spannende Fragestellungen. Aktuelles finden Sie auch in der LinkedIn-Gruppe → "Mobilitätsbudget" von Sylvia Lier.

**VORTEILE / ARBEITSVORLAGEN**

**FACHTHEMEN**

- Themen im Fokus
- Mobilitätsbudget
- A3-Berechnung
- Corona-Pandemie Auswirkungen im Business Travel
- SCA - Strong Customer Authentication
- New Distribution Capability (NDC)
- DSGVO
- Nachhaltige Unternehmensmobilität
- VDR-Geschäftsreisanalyse
- Fachschlüssel und Kompetenzmatrix
- VDR-TravelPlan
- Zukunftsbild Flottenhofer
- Ausbildungen im Geschäftsreisemanagement
- Bereichsleit Travel Manager
- VDR-Glossar

**FACHMEDIEN**

**DISKUSSIONSFORUM**

**EXPERTENPOOL**

**MITGLIEDER- UND KONTAKTLISTE**

**PRODUKTE & DIENSTLEISTER**

**NACHWUCHSKRÄFTE**

**Geschäftsreise-Themen beim VDR im Fokus**

**Aktuell**  
**Nachhaltige Unternehmensmobilität**  
Was kann der Sektor geschäftlich bedingt mobilisiert das beitragen, die Unternehmensmobilität zu erhalten und gleichzeitig die Nachhaltigkeitsziele zu erreichen? Das VDR-Kompetenzteam Nachhaltigkeit entwickelt konkrete Umsetzungsideen für Travel- und Mobilitätsmanager.  
Nachhaltige Unternehmensmobilität →

**Aktuell**  
**Wegweiser Nachhaltigkeit**  
Wie passt Nachhaltigkeit und Mobilität zusammen? Das 8-Schritte-Modell des VDR gibt Orientierung dabei, Geschäftsreiseprozesse nachhaltig umzusetzen. Schritt für Schritt wird auf gezeigt, welche Maßnahmen zur Reduktion von Emissionen greifen.  
Wegweiser Nachhaltigkeit →

**Klimaschonende Geschäftsreisen durch konsequente CO<sub>2</sub>-Reduzierung: Die 8 Schritte im Detail**

**Dienstreisen 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, Flugvergütung, Nachhaltigkeit oder die Frage nach der Arbeitszeit am Markt geht, wir geben Ihnen die passende Hilfestellung.  
Dienstreisen im Mittelstand →

**Mobilitätsbudget - Zukunftskonzept mit Potenzial?**  
Die Mobilität ist im Wandel und ein verändertes Konsumverhalten stellt neue Anforderungen an Mobilitätskonzepte. Wir haben die wichtigsten Informationen zusammengestellt.

# VDR Website Overlay Banner

EUR 2,000

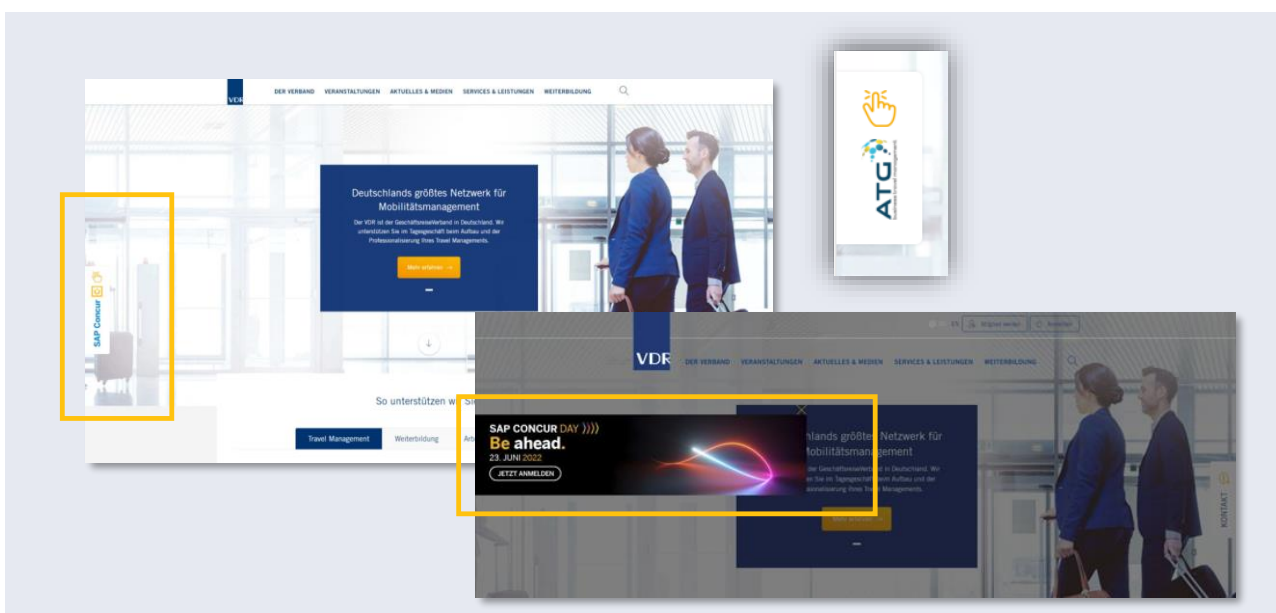
Your message is everywhere!

- ✓ 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
- Initialisation costs: one-off 500 euros
- 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

The screenshot shows the VDR homepage. At the top, there is a navigation bar with 'VDR' and menu items: 'DER VERBAND', 'VERANSTALTUNGEN', 'AKTUELLES & MEDIEN', 'SERVICES & LEISTUNGEN', and 'WEITERBILDUNG'. Below the navigation, there is a large banner for 'SAP CONCUR DAY' with the text 'Be ahead. 23. JUNI 2022' and 'JETZT ANMELDEN'. To the right of this banner, there is a smaller banner for 'Standards größtes Netzwerk für Mobilitätsmanagement'. Below these banners, there is a section with icons for 'Einkaufshilfe', 'Fachwissen', 'Globe', and 'Veranstaltungen und Networking'. At the bottom, there is a 'BEREIT FÜR BUSINESS' banner with a 'JETZT einladen' button. The page also features a 'Veranstaltungen & Events' section with a '13.09 2022' date and 'ESCHEN' location.

The screenshot shows the VDR website content page for the 'GBTA & VDR Conference 2022'. The page has a navigation bar with 'VDR' and menu items: 'DER VERBAND', 'VERANSTALTUNGEN', 'AKTUELLES & MEDIEN', 'SERVICES & LEISTUNGEN', and 'WEITERBILDUNG'. The main content area is titled 'GBTA & VDR Conference 2022' and includes a 'Fach- & Abendprogramm' section with dates: 'Donnerstag, 8. November', 'Mittwoch, 9. November', and 'Donnerstag, 10. November'. Below this, there is a 'FACHVERANSTALTUNGEN' section with a '14.00-17.00 Uhr' time slot. The 'BEREIT FÜR BUSINESS' banner is highlighted with a yellow box at the bottom of the page.

# Business Travel Analysis

## Overview

- ✓ In 2024 VDR calculating the economic impact of „Business Travel“ for the 22nd time and evaluating the responses from 800 German companies and public institutions.
- ✓ VDR thus continuously makes visible the changes, developments and trends in the business travel market from various angles.
- ✓ Take advantage of this opportunity and ask 800 companies in Germany your individual questions as a Theme Partner.
- ✓ As a Key Data Partner you not only benefit from broad marketing exposure but also from cutting-edge real-time market intelligence.
- ✓ [www.geschaeftsreiseanalyse.de](http://www.geschaeftsreiseanalyse.de)



# VDR Business Travel Analysis Theme Partner 2024

EUR 12,500

## Great opportunity to be a Theme Partner!

- ✓ Have your own Theme with three closed questions - the VDR team and the Research Institute will provide advice on content
- ✓ Use our know-how and expertise to obtain clear and comprehensive answers with maximum significance through guided questioning.
- ✓ You receive evaluations of your results as Excel tables, PowerPoint graphics and Word documents approx. three weeks before publication.
- ✓ Free use of the findings from the official publication onwards if annotated with "In cooperation with the VDR Business Travel Analysis 2024".

- Question Selection Nov & Dec 23, Field Phase Jan to March 24
- Cross-evaluation of your three questions by Category
  - "Industry" (trade, services, manufacturing/construction and public sector)
  - "Size categories" (10-250 employees, 251-500 employees, 501-1,500 employees, over 1,500 employees).
- Includes package "Key Data Partner" (see in detail page ff.)
  - Ad teasers in the Business Travel Analysis
  - Logo display
  - Banner on the VDR homepage



**VDR-Geschäftsreiseanalyse 2023 erschienen**

Wieviel wurde in 2022 gereist und ausgegeben und welche Entwicklungen sind zukünftig zu erwarten? Die 21. Ausgabe beleuchtet darüber hinaus Themen wie Preissteigerungen, Klimaschutz & Nachhaltigkeit, Fachkräftemangel und Internationale Reiseziele.

Kostenfrei downloaden →

# VDR Business Travel Analysis

## Key Data Partner

EUR 3,100

### 10 Great opportunities to be a Key Data Partner!

- ✓ Support the Business Travel Analysis Report and thus the comparison of market conditions over the years
- ✓ Three marketing packages are included
  1. Ad teasers in the Business Travel Analysis Report
  2. Logo display
  3. Banner on the VDR homepage

#### Ad teaser

- Headline: [65 characters incl. spaces], teaser text [up to 300 characters incl. spaces].
- Graphic with logo or logo only [size depending on possible placement: 2220 x 900 px or 1590 x 1320 px].
- Linking of the advertisement

#### 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](http://www.geschaeftsreiseanalyse.de))
- Multiple mention of the partner in VDR reporting and press releases (distribution list: trade and business press)

#### Banner on the VDR homepage

- Banner band width x height: 1680 x 120 px; runtime two weeks, deadline 2024 tbd
- Static or animated, individual mouseover title and accessible description, link to your offer



# VDR Business Travel Analysis Advertisement & logo Display

**EUR 6,000**

## Advertisement cover page 2 or 3 full page

- ✓ Package logo display included
- ✓ Price: 6.000 Euro

### Topic-related

- ✓ Placement with your content focus
- ✓ Package logo presentation included
- ✓ Price: 4.700 Euro, full page
- ✓ Price: 3.500 Euro, half page

**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](http://www.geschaeftsreiseanalyse.de))
- ✓ Multiple mention of the partner in VDR reporting and press releases (distribution list: trade and business press)



# VDR

# Sustainability

Sustainable corporate mobility is a crucial topic for VDR - the topic that affects us all! Never has it been more important to take care of the environment in order to leave a livable Planet Earth for future generations. Societal and legal pressures mean that more and more travel and mobility managers need to find an answer to the question "What does the business mobility sector contribute to achieving sustainability goals while maintaining corporate mobility?".

The VDR Competence Team helps you to answer this question, to calculate your CO<sub>2</sub> footprint transparently, to find solutions to achieve your goals and to implement new policies successfully within your company guidelines. At the same time VDR connects all relevant levels and actors to set the standards and direction of travel for tomorrow.

**The focus in 2024 is to:**

- ✓ Further develop the existing portfolio of information and assistance for our membership
- ✓ Bundle and further develop core competencies
- ✓ Further promote cooperation within the field of business mobility and bring together market participants to achieve intelligent solutions
- ✓ Market present information in a comprehensible in a clear way
- ✓ "Do good and talk about it" – we need to get the message out about what we are doing and to spread the word.

# CO<sub>2</sub> Compensation Partner for the Year 2024

EUR 10,500

## VDR Services

- ✓ Naming and / or logo placement in VDR communications as "CO<sub>2</sub> Compensation Partner for the Year 2024".
- ✓ Year-round presence (banner) on the "Sustainable Corporate Mobility" theme page
- ✓ Logo presence at the Green Meeting Point at VDR events: Regional Conferences, ITB & VDR Conference
- ✓ Basic Partner Services and Event Packages
- ✓ Year-round and flexible presence via all our media
- ✓ Price: 10,500 euros for the whole year

## VDR is responsible for:

- ✓ The collection and calculation of participant emissions for Arrival and Departure, F&B and Accommodation
- ✓ Calculating the costs of offsetting the emissions incurred and commissioning a company to do so.

## Compensation for VDR Events

- 11x VDR Regional Conferences (North, East, West, Central, South, Bavaria) > 20-90 participants, regional
- 1x ITB > Joint booth "Home of Business Travel", Berlin
- 1x conference for Business Travel and Mobility Management > 300 participants, nationwide



# Promoter of Sustainable Business Mobility 2024

EUR 6,000

## 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 2024 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

- Business Travel Analysis Report: logo presence of the Promoters
- 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](http://www.vdr-service.de/nachhaltigkeit)

## Advertorial

- In consultation with VDR, you can place your content about the topic of "Sustainable Corporate Mobility" in a one-week advertorial on VDR homepage and simultaneously in the VDR Newsroom. (see the Advertorial Package)

### Förderer der nachhaltigen Unternehmensmobilität im VDR für das Jahr 2023





# VDR

# Events

## Overview

- ✓ 50 years of existence means that the Association and its members have managed to adapt to changing times and to ever-evolving challenges. We are delighted to celebrate our birthday on the first ITB Day. On 5 March VDR will have been thriving for 50 years and we must celebrate this together at the **"Home of Business Travel by ITB & VDR"**!
- ✓ **VDR Regional Conferences** continue across the country with their focus on current issues.
- ✓ **VDR Conference in Frankfurt**: Here the program starts on June 3 with the Annual General Meeting and an inspiring ceremony. We would like to arrange the agenda for the following two conference days together with you and are looking forward to receiving your ideas!
- ✓ Online we have found a format that is perfect for presenting your products to corporates - put yourself in the spotlight **Live On Stage!**

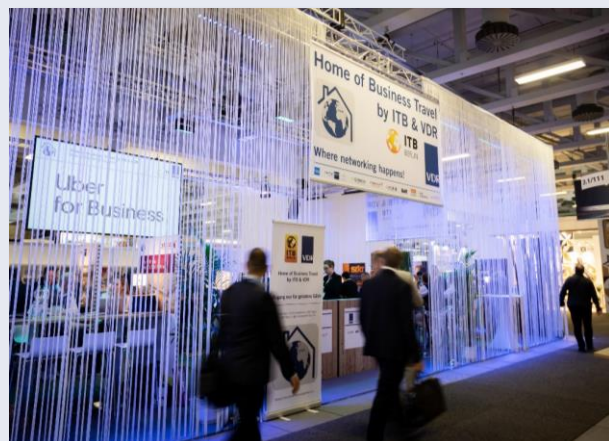


# ITB 5-7 March 2024 in Berlin

## 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 8.2 from 5-7 March 2024 (Tuesday-Thursday).
- ✓ In addition to this, we will be discussing the topic of business travel on Wednesday morning live on stage at the Congress.
- ✓ On 5 March we will celebrate 50 years of VDR together!
- ✓ Join us - our model can grow flexibly and the bigger our business travel community is, the better!



# ITB 5-7 March 2024 in Berlin

## Co-Exhibitor

EUR 17,200

### Home of Business Travel by ITB & VDR - Basic Services

- ✓ All stand preparation and organisation done by VDR
- ✓ Logo display on the VDR banner in the Reception Area and at the VDR entrance counter
- ✓ Full catering for you **and** your customers
- ✓ All guests and corporates welcomed by VDR at the VDR entrance counter
- ✓ Access to the joint booth for corporates and, by invitation, for suppliers
- ✓ HIGHLIGHT: the VDR celebrates its 50th birthday on 5 March 2024!

### Exposure through all ITB and VDR communication channels

- ✓ Brief company profile and logo on the ITB and VDR websites
- ✓ Prominent representation in newsletters and promotional materials
- ✓ Company name used by various media partners of the ITB
- ✓ Mentions in ITB and VDR pre- and post-Fair communications
- ✓ Mention in the invitation sent to all VDR corporate contacts

- 1 large frame as back wall incl. full-surface digital print (200x200 cm)
  - 1 wide wooden table (160x80 cm)
  - 6 chairs
  - Table lamp with logo illustration
  - Power connection
  - Exhibitor passes included for three employees per stand
  - Price: 17,200 euros (1 additional ticket for stand personnel is 850 euros)
- ✓ NEW SHARING OPTION: You can share the stand with a partner company
  - ✓ NEW DOUBLE OPTION: You need more space? Then rent two tables for the price of 30,500 euros



# VDR Regional Conferences

## Lectures

EUR 2,800

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

- 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

EUR 14,800

### 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



## VDR Conference

# 3-5 June 2024 in Frankfurt, Radisson Blu

The VDR Conference in Frankfurt starts in the afternoon with the Annual General Meeting. In the evening, VDR, with its members, will celebrate the key milestones of the last 50 years in a lively ceremony.

- ✓ We would like to arrange the agenda for the two following conference days with you so we can meet the challenges of the transformation of business mobility together. Partners can choose from various options for active programme design.
- ✓ We invite you to present your company to the approximately 300 participants with our new Info Booth concept. Alternatively, you can choose a Coffee Table, one size smaller but just as clear in concept. Both can be used again next year.

### 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



# VDR Conference

## Active Programming

Sold Out!

### Self-designed Evening Event, Frankfurt, 4 June

- ✓ 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. 300 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
- Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position



# VDR Conference

## Active Programming

**EUR 10,500**

### 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
- ✓ Date: 4 June, at the beginning 2 Conference Participant Tickets
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

**EUR 10,500**

### 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
- ✓ Date: 4 June, during the conference
- ✓ 2 Conference Participant Tickets
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

**EUR 4,100**

### 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
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

**EUR 4,100**

### 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
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

# VDR Conference Info Booth in the Exhibition

9.800 EUR

## Your presence in the foyer

- ✓ NEW: VDR has developed a clear, high-quality booth concept which can be individually adapted to your needs.
- ✓ Exchange information with participants and present your latest products and services in style.

- 1 large frame as back wall incl. full-surface digital print (200x200cm)
- 1 wide table (160x80cm)
- 4 stools
- Set-up, design and execution by VDR
- 2 Conference Participant Tickets
- Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

## 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 2025 > +100 EUR
- ✓ If you want to bring your own booth concept, please feel free to contact me.





# VDR Conference Coffee Table

5.000 EUR

## The stepping stone to the Info Booth!

- ✓ NEW: VDR has developed a clear, high-quality Coffee Table concept which can be individually adapted to your needs.
- ✓ 10 packages available

- 1 table (120x80 cm)
- 2 stools
- High logo lamp above the table
- 1 Conference Participant Ticket
- Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position



1.500 EUR

## 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
- Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

**Upgrade: WIFI cards issued directly at your Information Booth or Partner Coffee Table:**

- 1 Conference Participant Ticket  
+1,000 Euro



# VDR Conference

## Branding Possibilities 1

**5.500 EUR**

### Registration

The first impression is yours! VDR shares the front Registration Desk with you

- ✓ Logo placement on the front of the Desk
- ✓ 4 floor stickers in front of the Desk
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position



**5.500 EUR**

### Chair Covers and Give-aways in the Plenary Hall

Your visible presence - on all seats:

- ✓ Production and provision of covers for the chairs in the Plenary Hall
- ✓ Display of Give-aways on the chairs at the kick-off event in the Plenary Hall (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
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position



**2.100 EUR**

### Via Elevator: exit to the next level

- ✓ Huge banner on the window: 290 cm x 80 cm
- ✓ No additional production costs
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position



# VDR Conference Branding Possibilities 2

**EUR 4,100**

## On Foot: Stairway to the next level

- ✓ 2 displays (1x2m) by the Stairway (entrance & exit)
- ✓ 36 Step Stickers
- ✓ 3 Landing Stickers
- ✓ No additional production costs
- ✓ 1 Conference Participant Ticket
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

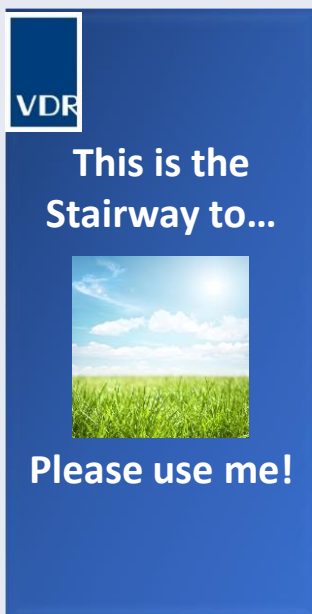
**EUR 3,100**

## Champagne Cube: Banner on the ground floor and on the event level

- ✓ Cube sticker viewed from ground floor: 4m x 80 cm
- ✓ Cube sticker viewed from 1st floor: 4m x 80 cm
- ✓ No additional production costs
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

Find a better way of life by using this Stairway!

- ✓ Combine different packages into one message



# VDR Conference

## Branding Opportunities 3

**EUR 3,200**

### 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), supplied by Sponsor
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

**EUR 6,500**

### Coffee Bar on the Event Level

Create your own area at the VDR Conference. The hotel has a fully equipped coffee area on the Event Level with plenty of opportunities to brand it.

- ✓ Coffee bar directly by the staircase and passageway to the break-out rooms
- ✓ Additional operating costs!
- ✓ 1 Conference Participant Ticket
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

**EUR 5,500**

### 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. 300 pieces)
- ✓ Production costs are covered by the Sponsor
- ✓ 1 Conference Participant Ticket
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position



# VDR Conference Branding Opportunities 4

**EUR 3,100**

## 10 x Table Cover

- ✓ 10 Bar Table Covers printed with your message
- ✓ Digital print on the cover
- ✓ No additional production costs
- ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position

**EUR 3,500**

## Presence in the Hotel Foyer

- Great event participants directly at the hotel entrance.
- ✓ Separate branding area where people can network.
  - ✓ Placement of a car, bicycle, scooter, etc. possible!
  - ✓ Furniture (hotel) and partitioning will be provided by VDR in consultation with you.
  - ✓ 1 Conference Participant Ticket
  - ✓ Logo placement on the 50 Years Selfie Photo Wall, which will be located in a prominent position



# VDR Spotlight Theme Partner

EUR 4,500

## Spotlight on Business Mobility in Change

- ✓ 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
- Date : 2-3 July 2024, Dorint Hotel, Bonn



# VDR

## Online Events

### Business Mobility in Change

The 50th anniversary of VDR clearly shows that the Association and its Members have managed to meet the challenges of ever-changing times and to adapt accordingly.

Where do you see the future challenges and focal points?

Set the agenda with us as a Sponsoring Partner and equip corporates with the necessary tools to shape the future of Business Mobility simply, seamlessly and flexibly!

- ✓ We look forward to receiving your suggestions about new topics!



# VDR Theme Events 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](http://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!)

## Topics

- ✓ 18 June: Payment
- ✓ 10 September: Customer Centricity
- ✓ 24 October: AI fields of application in travel management
- ✓ 26 November: Sustainability

If you have any other suggestions for topics, please feel free to contact me!





# 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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