

VDR Conference for Business Travel & Mobility Management on 19 and 20 October 2021

Meeting in the presence of the Steigenberger Airport Hotel in Frankfurt!

You read that right - we finally want to meet in person again. Be there live at the first VDR conference after the Corona break! Our concept is to meet with a maximum of 80 participants at the Steigenberger Airport Hotel in Frankfurt on 19 and 20 October.

Extensive break times will allow the necessary space for intensive on-site exchange with the other participants. The keynotes will take place in the plenary at the beginning and end of the conference, and in between we will offer workshops on three different key topics in three rooms, so you won't miss a thing. Your advantage as a sponsor, apart from the numerous marketing measures, is the guaranteed ticket on site to maintain personal contact with the participants.

Only as a sponsor can you get one of the limited tickets in advance!

General contents for all packages

- Conference page: logo, link & presentation
- Invitation mailing: mention by name
- Press release: mention by name
- Newsletter: presence in the special section of the VDR aktuell newsletter
- Partner mailing to participants: presentation
- List of participants: Logo presence
- Postal mailing: mention by name
- Distribution of the released participant data (Attention: No sending of advertising mailings!)

Package Coffee-Table: Your place is safe!

During the extended networking breaks, participants meet and catch up on the many missed opportunities for exchange. Reserve your permanent place during the breaks and get one of the limited tickets at the same time.

Individual package details

- 1 high table in the break foyer
 - Branding option: Bring your roll-up! (max. 1m width)
 - 1 participant ticket
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- › Price: 2.500,00 Euro plus VAT
 - › 10 coffee tables in the break foyer

Lanyards

The first impression belongs to your logo. This is also seen in all the photos and is a popular souvenir of the event.

Individual package details

- Providing lanyards for the participants' name badges
 - Distribution at registration by the VDR (approx. 100 pieces)
 - Production costs will be covered by the sponsor
 - 1 participant ticket
- › Price: 1,500.00 Euro plus VAT

Carry bag/Travel-Kit

You fill the bags and the VDR distributes them directly at registration - pure branding!

Individual package details

- Production and preparation of bags for the participants (approx. 100 pieces).
 - Integration of own promotional materials and giveaways (max. 500g).
Tip: Everyone is happy about a travel kit with a mask and hygiene articles at the moment! (Can also be handed over without a bag)
 - Handed out during registration by the VDR
 - 1 participant ticket
- › Price: 1,050.00 Euro plus VAT

Opening keynote

Speaker: Dr. Arndt Pechstein, future-proofing organizations

[Homepage](#)

Contents: Under the motto "Moving Forward! Rethinking the future in times of exponential change ", Dr. Arndt Pechstein, future-proofing organization, will inspire us at the beginning of the conference on 19 October.

Individual package details

- Welcome by a company representative
- Promotional clip: Placement at the keynote
- 1 Coffee-Table
- Social media: Post on keynote with partner hashtag #
- 2 participant tickets

› Package is sold!

Closing keynote

Speaker: Sebastian Hofer, freifahrt | mobility innovation

[Podcast series „Freifahrt“](#)

Contents: Sebastian Hofer will give his summary on decisive parameters of the topics of transport turnaround, business mobility and sustainability at the end of the event on 20 October.

Individual package details

- Welcome by a company representative
- Promotional clip: Placement at the keynote
- 1 Coffee-Table
- Social media: Post on keynote with partner hashtag #
- 2 participant tickets

› Price: 5.500,00 Euro plus VAT

Theme partner of a workshop

We offer workshops on three different focus topics on a rolling basis in three rooms. Focus topics:

Digitalization, sustainability (is sold!), new business travel parameters

Individual package details

- Short welcome by a company representative.
 - Video introduction: max. 90 sec.
 - Set up of roll-ups in the workshop room
 - Social media: Post about the workshop with partner hashtag #
 - 1 participant ticket
- › Price: 1.500,00 Euro plus VAT / main topic
- › Each workshop takes place 3 times

Get-together – Barbecue

Invite the participants to the hotel for a long-awaited evening together in a relaxed atmosphere on 19 October! The hotel's rustic Unterschweinstiege offers plenty of opportunities to enjoy the evening and review the first day of the event. It sounds almost too good to be true. 😊

Individual package details

- Welcome to the evening by a company representative
 - 1 Coffee-Table
- › Package is sold!