



VDR

We connect the world of
business mobility



VDR
Partner Catalogue

2025

Dear Partners,

The year is in full swing and many partners have already secured a place as a sponsor for 2025. The good news is that we still have a few highlights up our travelling case and would be delighted to have you actively involved.

What are the current opportunities to get involved in VDR events?

The online format '**Live on Stage**' will present the following topics to corporates this year:

- ✓ NDC: solution approaches
- ✓ AI in travel management
- ✓ Sustainability in travel management

This is a rough overview of the events. From page 7 you will find many opportunities to communicate your **activities online** and give the necessary push.

I am looking forward to hearing from you!

Best regards,

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

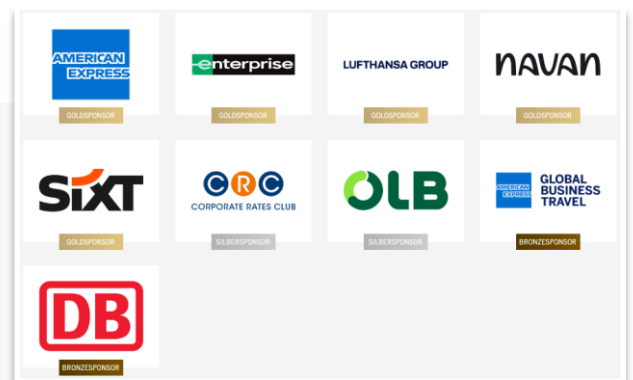
Determine your sponsorship package today and establish yourself as a strong strategic partner.

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

- ✓ The VDR Spotlight, 'Future' strategy workshop, 1 & 2 July in Garmisch-Partenkirchen
- ✓ 'Live on Stage' online format on various focus topics

Online Media 2025

- ✓ VDR Academy: banner & newsletter
- ✓ VDR Online Media: VDR-aktuell, SME page & banners



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

Which branches are still missing?

- Airline
- TMC
- Payment



- 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 minutes lecture and 5 minutes Q&A session
- Mention and/or logo placement in VDR communications:
 - VDR Newsletter, social media channels, landing page
- 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

- ✓ 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

Apply now for one or more topics!



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



Banner Band & Advertisement

EUR 1,300

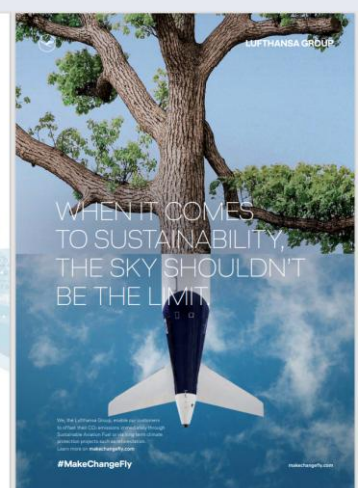
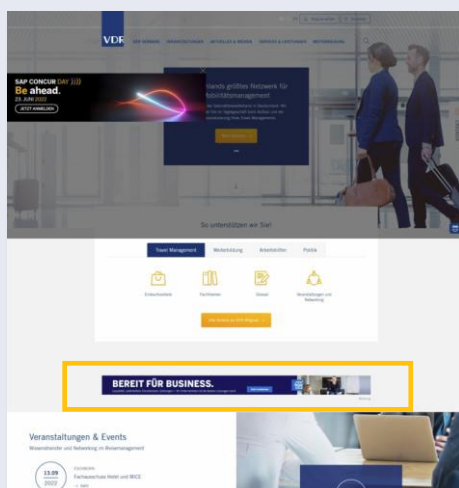
Banner Band on the Academy homepage

- ✓ 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



100

EUR 1,100

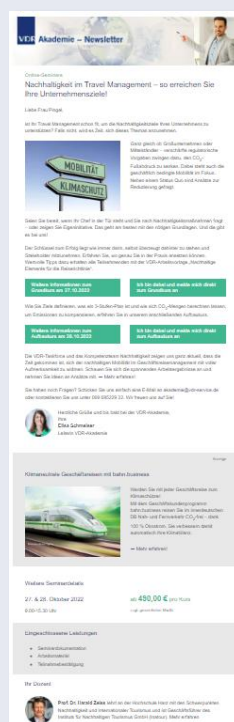
- ✓ **Headline:** [65 characters incl. spaces]
- ✓ **Teaser text:** [up to 300 characters incl. spaces].
- ✓ **Short link text (CTA) and linking**
- ✓ **Graphic or logo:** 540 x 400 px

EUR 1,100

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

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

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



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

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]

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 vereinfachen. Geht Ihnen das auch so?

→ Bereit für smarte Firmenkreditkarten



SAP Concur 

MAKE A
CHANGE

SAP Concur Day
2. November 2023
Klassikstadt
Frankfurt am Main

Jetzt anmelden

SAP

Banners, banners, banners

EUR 1,000

Direct Target Group Approach

Be part of the SME 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

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!

Details of Banner

- ✓ Width x height: 825 x 200 px
- ✓ Static or animated
- ✓ Link to your offer
- ✓ Unrivalled - only one banner per switching time
- ✓ Duration three weeks

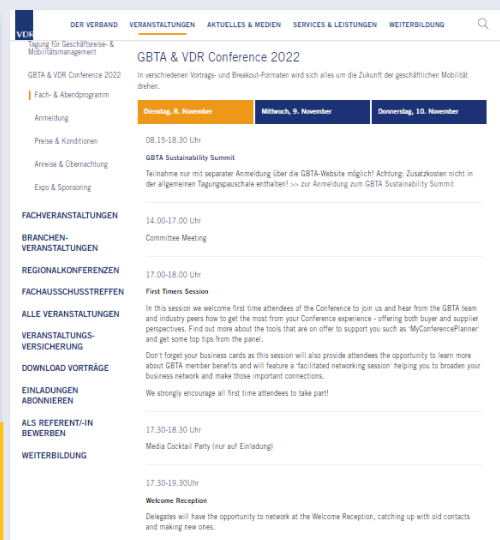
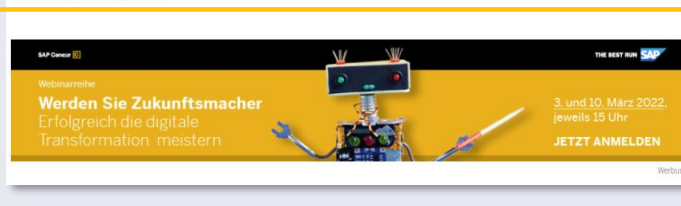


Dienstreisen und geschäftliche Mobilität im Mittelstand

'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.



Banners, banners, banners

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

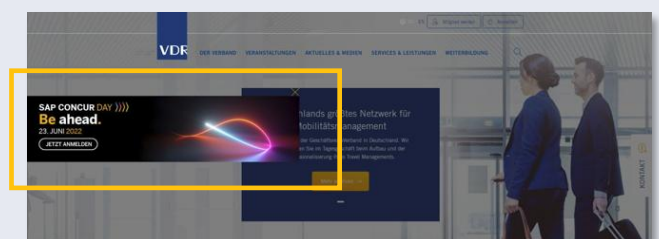
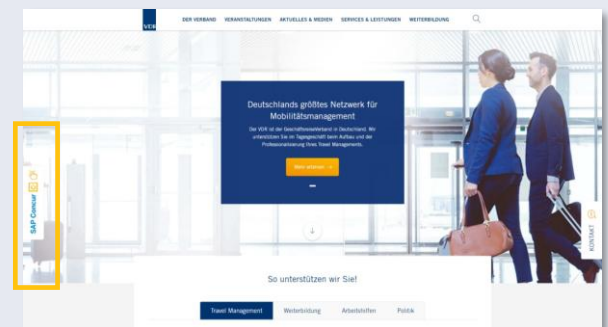
EUR 500

Banner for all new arrivals

- ✓ Placement on the [page of the member list](#)
- ✓ Content: up to you, we are happy to support you with a 'New VDR member' image
- ✓ VDR marks the banner with: Advertising I New VDR member

Details of Banner

- ✓ Width x height: 825 x 200 px
- ✓ Static or animated
- ✓ Link to your offer
- ✓ Unrivalled - only one banner per switching time
- ✓ Duration: two weeks
- ✓ (Placement in calendar year of entry)



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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