We connect the world of business mobility
Advantages at a glance

Your Audience
- Get in touch with more than 5,000 contacts in the business travel field – our members.
- Compile your own prominent and effective marketing strategy packages with a big media response!

Numbers count
- € 10 billion of purchasing volume in terms of business mobility
- 560 VDR member companies
- 65% Corporate Accounts (German companies with travellers)
- 1,800 participants of events
- 5,000 contacts in the business travel field
- 29,500 unique page views per month on www.vdr-service.de

Mixed strategies
Use our different channels
- digital and face to face
- small and large companies
- from young professionals to experts
Become a strategic VDR partner!

Strategic partnership
Confirm your sponsorship packages today and present yourself as a strong partner of VDR. Take advantage of the unique structure and range of the VDR.

Your classification depends on the sum of your annual commitment

- Goldsponsor  € 45,000 per year
- Silversponsor  € 35,000 per year
- Bronzesponsor  € 25,000 per year

Your advantages as annual partner
- Logo and link in our member directory
- Product presentation
- Sponsor logo displayed on the entire VDR homepage
- Customized sponsor page on the VDR homepage
- Frequent exposure in the VDR coverage
- Booking of event packages
- Reservation of online space
Structure

Conferences 2020
- VDR Spring Conference June 30th - 02nd July 2020, Cologne
- VDR-Spotlight: Sustainability and Climate Protection
- Business Forum: 18 June/Heidelberg, 24 November/Dortmund
- Regional conferences

Media
- VDR-Business Travel Analysis – Theme Partner
- Digital Media – Banner, Academie, VDR Newsletter

General information
- VDR partners 2019
- General information
- Contact
Conferences 2020

We connect the world of business mobility
Basic Sponsoring services – valid for all conference packages

- Integration of your logo (incl. link) on VDRs conference web pages
- Note of the partnership on VDR rollups
- Note of the partnership in the opening speech
- Illustration of the logo on the participant list
- Naming of the partner “sponsored by...” and inclusion of the logo in the program
  (shipping to approx. 1,700 Travel Manager)
- Naming of the partner in the VDR reporting
Evening Event

- Organizing the evening event at own expense (perhaps together with other partners)
- Design of program and location of the evening event
- Naming of the partner "Your host..." and inclusion of the logo in the program (shipping to approx. 1,700 Travel Manager)
- Installation of banners/flags etc. in the hotel (on request)
- Announcement in the assembly with all attendees

- Possibility to provide giveaways
- Participation up to ten employees in the evening event
- Fee exemption for up to four employees
Info Booth

- Information booth in the foyer of the conference hotel during the whole meeting (structure, design, and execution by the sponsor)
- 2x3 sqm (each additional sqm: 500 Euro)
- Possibility to provide giveaways
- Fee exemption for up to two employees

Price: € 7,850 + VAT

Guest Speaker

- Introduction by the sponsor in the plenary at stage
- Rollups can be displayed in the main conference room
- Installation of banners/flags etc. in the hotel (on request)
- Possibility to provide giveaways in the plenary during the lecture
- Fee exemption for up to two employees

Price: € 5,500 + VAT
VDR Spring Conference: June 30th - 02nd July 2020, Cologne

**Theme Partner**
- Theme partner of an educational forum, provided from VDR
- Introduction by the sponsor with a short presentation to the company
- Rollups can be displayed during the meeting
- Possibility to provide giveaways in the forum
- Fee exemption for one employee

› Price: € 3,500 + VAT

**Lanyards**
- Provide us with lanyards for the name badges of conference delegates
- Handout at the registry by VDR, approx. 300 pieces
- Production and costs by sponsor
- Fee exemption for one employee

› Price: € 4,500 + VAT
VDR Spring Conference: June 30th - 02nd July 2020, Cologne

Coffee Break

• Rollups can be displayed during the coffee break
• Decoration (napkins, cups, etc.) display of flyers etc. by the sponsor on the pause tables/buffet (in consultation with VDR)
• Display of giveaways during the break

Price: € 2,500 + VAT

WIFI

• Logo on printed cards
• Production and costs by sponsor (in consultation with the VDR)
• Printed cards will be handed out to all delegates with the login details and sponsor logo

Price: € 2,000 + VAT

NEW: Hand out WIFI cards at your info booth directly: € 3,500 + VAT
Chair Covers in the main conference room

- About 300 chairs
- Production and costs by sponsor
- The distribution by sponsor or it is carried out by hotel staff

Price: € 3,500 + VAT

Giveaways in the main conference room

- Production and preparation of giveaways for delegates
- Your giveaways are distributed at the first session in the main conference room (about 300 chairs)

Price: € 2,500 + VAT
### Delegate Bag

- Production and preparation of bags for delegates
- Integration of your own promotional material and giveaways (max. 500 grams); packing is done by the sponsor
- Handout at the registry by VDR, approx. 300 bags

› Price: €2,000 + VAT

### Bedtime Candy

- Your giveaways, i.e. bedtime candies, are distributed in the hotel rooms of the delegates
- The distribution is carried out by hotel staff, distribution is charged separately

› Price: €1,500 + VAT
Innovation Row

Are you a young company or new to the industry?
- High-table and rollup with your logo (no additional costs)
- Possibility to provide giveaways
- Fee exemption for one employee

Price: € 3,500 + VAT
Theme partner

- 1st day: participation of TWO employees; sales & product conception
- 2nd day: participation of ONE employees; product conception
- Possibility to provide giveaways
- Illustration of the logo on the participant list
- Naming of the partner and inclusion of the logo in the program
- Naming of the partner in the VDR reporting

- The partner logo appears in the documentation of the results on the back cover (U4) or the last text page (U3): "courtesy of..."
- Sector exclusive
- The workshop on the 2nd day will be held with a maximum of 20 participants from business, politics and research.
- Venue: Lufthansa Seeheim

❯ Price: € 3,950 + VAT
This theme conference is in June and November. The target groups are around travel managers, buyers of traveling services, persons who make travel arrangements for their company. Main part of delegates are small and mid sized businesses. Media partner is "BizTravel" and therefore the conference has a big visibility in the press.

„Our aim is to give the travel manager the tools to improve business now and in the future.“ Hans-Ingo Biehl, member of the VDR board.
Info Booth

- Information booth in the foyer of the conference hotel during the entire event.
- Logo illustration on the program flyer
- Logo illustration on the "BizTravel"- and VDR online registration page
- Display of giveaways at the information booth
- Rollup displays in the area of the stand
- Explicit naming in all "BizTravel"- and VDR marketing and media coverage
- Fee exemption for up to two employees

Price: € 4,500 + VAT

Coffee Break

- Mentioning in the program flyer
- Rollups can be displayed during the coffee break
- Decoration (napkins, cups, etc.) display of flyers etc. by the sponsor on the pause tables/buffet (in consultation with VDR)
- Display of giveaways during the break
- Fee exemption for one employee

Price: € 2,500 + VAT
**Theme Partner in main conference room**

- Theme Partner of a trade in main conference room – all delegates
- Mentioning in the program flyer
- Mentioning on the "BizTravel"- und VDR online registration page
- Welcoming the participants and reconciliation to the expert speakers
- Possibility to hand out information material and giveaways in the room
- Explicit naming in all "BizTravel"- and VDR marketing and media coverage
- Fee exemption for one employee

**Price:** € 3,500 + VAT

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**Theme Partner education session**

- Theme Partner of an education session
- Mentioning in the program flyer
- Mentioning on the "BizTravel"- und VDR online registration page
- Welcoming the participants and reconciliation to the expert speakers
- Rollup displays in the corresponding forum
- Possibility to hand out information material and giveaways
- Explicit naming in all "BizTravel"- and VDR marketing and media coverage
- Fee exemption for one employee

**Price:** € 2,600 + VAT
Regional Conferences

Lecture

- The sponsor gives a neutral, professionally-related oral lecture at the regional conference. All approx. 30 min. including discussion time and company presentation
- Integration of your logo (with link) to the VDR homepage
- Digital representation of the logo in the invitations
- The sponsor can participate in the booked VDR regional conferences with up to two representatives of the company (including the presenters)

› Price: € 2,800 + VAT per Regional Conference
1 Roadshow – 6 Regions – 6 Lectures

Book a roadshow: six regions are looking forward to your lecture

Northern: Hamburg
Eastern: Berlin
Western: Düsseldorf/Cologne
Central: Frankfurt
Southern: Stuttgart/Karlsruhe
Bavaria: München

▷ Price: € 14,800 + VAT (savings € 2,000)
We connect the world of business mobility
Overview

- With this representative study, the VDR regularly calculates the economic factor "business travel" and evaluates the responses from 800 corporate companies. This means that developments and trends in the business travel market are continuously monitored from various perspectives.
- Ask 800 companies in Germany your individual questions.
- Printed copies: Circulation 1,500 copies in German and 500 copies in English.
- Online brochures are also available in German and English.
- Total page impressions VDR-Business Travel Analysis 2018: 4,500 clicks
- Downloads: 910 VDR-Business Travel Analysis 2019 (as of September 2019)
- https://www.geschaeftsreiseanalyse.de/
Logo Display

- The partner logo will appear on the back cover (U4)
  "courtesy of...“
- German and English printed copies free of charge upon request
- Partner logo (with link) under “Fachmedien” (www.geschaeftsreiseanalyse.de)
- Frequent exposure of the partner in the VDR news coverage and press releases (distribution: trade and business press)

Price: € 950 + VAT
Advertisement – including logo display and advertisement link

- Advertisement U2 or U3, printable graphic file: DIN A4, 300 dpi
  ➔ Price: € 5,000 + VAT

- Themed printable graphics file: printable graphic file: DIN A4, 300 dpi
  ➔ Price: € 3,200 + VAT

Raw Data Set

- Complete raw data set (.pdf) from the market research
- For your detailed view and own evaluation
  ➔ Price: € 1,250 + VAT, as Theme Partner: € 750 + VAT

printable graphic file: DIN A4, 300 dpi, CMYK, 2552 x 3580 px
(German and English)
VDR-Business Travel Analysis – Theme Partner

- Theme block with three (3) questions, each up to eight (8) response alternatives, as well as ‘Others’ as open option
- Or matrix questions, you have five (5) response alternatives
- Use our knowhow to optimize your questions
- Questions collect on Oct-Dec 19, field phase Jan–March 20
- Cross evaluations of three questions with the sample characteristics
  - "Industry" (trade, services, manufacturing/construction and public sectors)
  - "Magnitudes" (10-250 employees, 251-500 employees, 501-1,500 employees, about 1,500 employees).
  - Asking „Own travel management department or outsourced“ (Yes /No)
- More special reports possible, price on request
- Possible to translate into English, price on request
- You will receive reports as Excel spreadsheets, PowerPoint graphics and descriptive analyses as a Word document
- Preliminary analysis of your results, approximately three weeks prior to publication
- Free use of your results, please note to include "in collaboration with the 2020 VDR- Business Travel Analysis“ from the day of the official release

Price: € 11,500 + VAT
The new website offers you numerous possibilities to present yourself with and about the VDR. Place your content in a targeted way: intelligent, smart and mobile.

**Benefit from our high-quality reach!**
- 560 VDR member companies, 65% corporates
- 5,000 contacts in the business travel sector
- 4,300 contacts receive the newsletter VDR aktuell
  - Opening rate about 20%, click rate 13.4%

**New website based on the example of May 2019**
- 65,866 page views
- 6,880 home page hits
- 1,277 Views "News & Media"
- 1,051 "The Association" calls

Tis your chance to present yourself as a competent partner in the world of business travel!
Banner

Banner strap at VDR home page

- Banner strap: 1680 x 120 px
- Visible on the home page
- Link to your offers
- Duration is two weeks

▷ Price: € 1,000 + VAT

Banner at content page

- Banner: 825 x 200 px
- Individual placement at content pages
- Link to your offers
- Duration is four weeks

▷ Price: € 1,000 + VAT
Advertisement

- Content box
  - Logo or image 540 x 400 px
  - Headline text up to 50 characters incl. spaces

- Content page
  - Up to three images 540 x 400 px
  - Around 1,500 characters incl. spaces

Combination start page & newsroom

Content box 1, 2 or 3:
- Prominent placement at start page next to VDR news
- Additional placement in newsroom
- Duration is one week
  - Price: € 1,500 + VAT

Extension for a week
- Placement in newsroom in box 4, 5 or 6
  - Price: € 750 + VAT
***Webinar* – Share your knowledge

Support the VDR members in professionalizing Mobility Management. We give you the adequate platform to place your topic with added value.

**Procedure:**

- **VDR aktuell:** the VDR invites its members via the newsletter to a free webinar powered by "Sponsor".
- **Input:** Headline, teaser text (max. 250 characters) and logo or graphic (540x400 px).

*The VDR reserves the right to check the final presentation.*

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**3 packages in 1:** VDR aktuell , webinar, download

- Landing page: Registration and release of personal data.
- Confirmation e-mail: Participants receive a separate e-mail directly. Further content is possible.
- Webinar: Contents after agreement with the VDR, you moderate through the webinar.
- Recording of the webinar - max. 30 minutes - for download.
- Follow-up e-mail: the participants receive a separate e-mail after the webinar. Further content possible.

> **Price:** € 2,300 + VAT
VDR aktuell: Advertisement

- One edition includes a total of 4-5 articles
- Teaser: Logo or image 540 x 400 px, headline and text up to 200 characters including spaces
- Contentpage: up to three images 540 x 400 px, about 1,500 characters
- Shipping approx. 4,300 contacts of the business travel world
- Shipping: Tuesdays, every 14 days

› Price: € 1,000 + VAT

VDR aktuell: Banner

- Banner 644 x 170 px
- Shipping approx. 4,000 contacts of the business travel world
- Link to your offers
- Shipping: Tuesdays, every 14 days

› Price: € 1,000 + VAT
Digital Media

Logo Display in Member Directory

- Logo and link in VDRs Member Directory
- Duration one year

Price: € 119 + VAT

Product Presentation – VDR members

- Dropdown page with your company details
- Link to the desired page of your company
- Advertising with up to 1,500 characters (incl. spaces) and link
- Up to three images 540 x 400 px

Price: € 750 + VAT
The VDR-Academy addresses both VDR-members and non-members in a targeted manner. Discover new target groups!

Profit from our high-quality reach!
- 500 participants per year, 40 % non-VDR members and 80 % medium-sized enterprises
- 3,200 contacts receive the AcademyNews newsletter

VDR-Academy website using May 2019 as an example
- 3,300 page views
- seminar program
  - 850 downloads
  - 500 printed copies: Direct dispatch and events

Reach the committed, interested and beginners of the business travel market via the VDR-Academy!
Banner

Banner strap at academy home page

- Banner strap: 1680 x 120 px
- Link to your offers
- Duration is four weeks

› Price: € 850 + VAT

Banner at content page

- Banner: 825 x 200 px
- Individual placement at content pages
- Link to your offers
- Duration is four weeks

› Price: € 850 + VAT
Combination: Seminar Program and Banner

Advertisement Seminar Program

- Display as a printable graphic file: DIN A4, 300 dpi
- The display can be changed quarterly!
- Shipping of the new programs to approx. 4,500 contacts
- Avg. clicks per month “seminar program”: 480 clicks
- Integration of the brochure and possibility to download on the internet page
- Logo with link on VDR-Academy website under "Online-Sponsors 2019"
- 1,000 printed copies for events, mailing to new contacts

Price: € 1,850 + VAT

Academy Banner

- Online banner on all of the VDR-Academy's pages: 2552 x 3580 px
- Avg. clicks per month: 75 clicks
- Banner can be replaced quarterly!
- Duration one year, similar to the seminar program

Bundle advertisement and banner: Price: € 5,000 + VAT
VDR-Academy newsletter

AcademyNews: Advertisement

- One edition includes a total of 4-5 articles
- Ad-construction: Logo or image 540 x 400 px, headline and text up to 200 characters including spaces
- Content: up to three images 540 x 400 px, about 1,000 characters
- Shipping approx. 4,000 contacts of the business travel world

Price: € 850 + VAT

AcademyNews: Banner

- Banner 644 x 170 px
- Shipping approx. 4,000 contacts of the business travel world
- Link to your offers

Price: € 850 + VAT
General information

File Information Online and Print
Online format: Logo as RGB PNG (or JPG, GIF); Graphics/banners/images as RGB JPG (or PNG, GIF) file
Print format: EPS file (or high-resolution CMYK JPG file) and additionally as high-resolution RGB JPG file

Contracting
The contract depends on the order of receipt. Should a sponsorship package not occur, you can decide whether you receive an alternative offer or withdraw from the sponsorship agreement. If already paid, your money will be refunded.

Invoice
The invoicing is done usually no later than eight weeks prior to the program. All prices are in € (Euro) plus 19% VAT (at the time of press date).

Cancellation conditions
A contract is concluded, as soon as you take one of the listed partner offers and received a confirmation. If not separately described in the respective package, 50% cancellation charges apply in case of cancellation upon receipt of confirmation, and up to eight weeks prior to the program. In case of cancellation less than eight weeks prior to the program, the entire sponsorship amount is payable.
Contact details

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