



Network for Business Mobility



VDR **Partner catalogue** **2026**

Boost Your Brand with High-Quality Exposure

Unlock Access to Over 5,000 High-Value Contacts in the German Business Travel Community
As a VDR partner, you'll reach our engaged member network — a powerful audience of decision-makers and industry professionals. Choose from our curated sponsorship packages or create a custom strategy tailored to your goals. We're here to help you find the perfect fit!

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 media channels, take advantage of VDR's unique and unrivalled network. With us, you'll connect directly with key target groups — from large enterprises to SMEs, from decision-makers and industry experts to the next generation of talent.

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 Euro /year
- Silver Sponsor from 40,000 Euro /year
- Bronze Sponsor from 30,000 Euro /year

Your complimentary benefits

- ✓ Sponsor logo display and link on the homepage
- ✓ Repeated mention in VDR reporting
- ✓ Preferential allocation of event packages
- ✓ Preferential allocation of online places

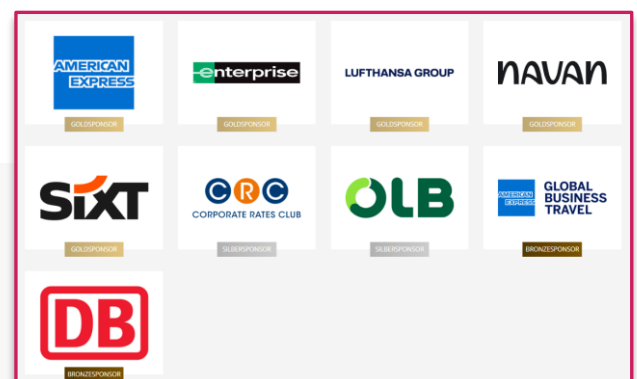


Table of contents

Events

- VDR-Tagung 13.-15. April >> [Link to VDR-Tagung catalogue](#)
- „Home of Business Travel by ITB & VDR“, 3.-5. March >> [Link to ITB catalogue](#)
- VDR-Spotlight 23. & 24. June
- VDR-Regional Conferences

Online topics in focus

- **NEW:** Exclusive VDR focus session for corporates
- Live on stage: Online events for Corporates
- VDR Business Travel Analysis
- VDR Benefit Platform (V-KON)

Online Media >> [Link to Online Media catalogue](#)

- VDR-Academy: Annual Partner, Seminar Programme & Newsletter
- **NEW:** Landingpage for Young Professionals
- VDR-Newsletter: Advertisement & Banner
- Banners, banners, banners: Overlay, Start Page, Content Pages



VDR-Tagung

13.–15.04.2026 Maritim Hotel & International Congress Center Dresden

- ✓ Directly on the Elbe riverbank and in immediate proximity to Dresden's historic old town.
- ✓ The Maritim Hotel is also within walking distance of Dresden-Neustadt ICE station.
- ✓ The well-connected International Congress Center Dresden impresses with its timeless architecture and lets plenty of natural light into its terraced rooms.



>> [Link to VDR-Tagung 2026 sponsorship catalogue](#)

What's NEW?

- ✓ The Expo is the central hub of the event, where the exhibition, catering, and various networking stations are located.
- ✓ In the Expo, there are 4 placement options to choose from: a standing table with a logo lamp, a high table with a back wall, the combination of both (x2), or a customizable stand space.
- ✓ The Welcome Reception has its fixed place on the agenda and will take place in the Expo on Monday for 2 hours.

ITB 3.–5. March 2026 in Berlin

Co-exhibitor Options

In 2026, the two options will mainly be separated by the bistro station to ensure direct access for everyone. Another change is that we have reduced the stand size from 17 x 18 meters to 13 x 15 meters to save costs.

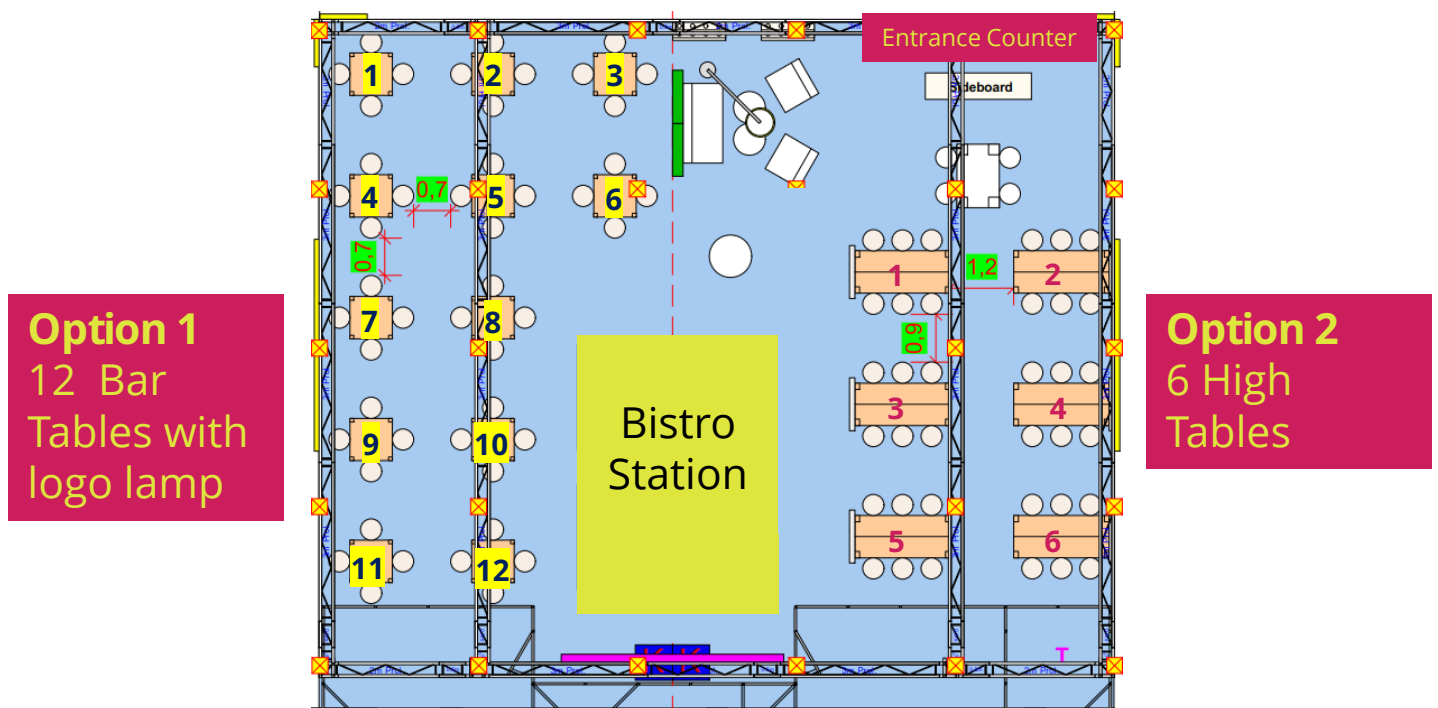
Option 1 – Bar Tables

- ✓ Open area, freely accessible to all trade fair visitors
- ✓ You welcome your visitors directly at your bar table
- ✓ You can order drinks, sandwiches and cakes for yourself and your customers at the bistro.

Option 2 – High Tables

- ✓ Exclusive area, with lounge feel
- ✓ As usual, the VDR will welcome visitors at the entrance counter to the lounge.
- ✓ All catering services are included for you and your customers.

>> [Link to ITB 2026 sponsorship catalogue](#)



VDR-Spotlight: Theme Partner



4.500 EUR

Strategy workshop 'Future'

This format offers you the opportunity to work directly with customers on the issues of tomorrow. Take advantage of this unique setting to expand your customer relations.

Sponsoring Basics

- ✓ Participation of one company representative
- ✓ Active, substantive participation in the workshop
- ✓ Opportunity to distribute giveaways
- ✓ Display of logo: invitation, programme, participant list
- ✓ Mention and/or logo placement in VDR reporting
- ✓ Industry niche exclusive

? How many partners are we looking for? A maximum of 10 sponsors

? What type of partners are we looking for? A representative from every area of the business travel world, such as booking platforms, airlines, rail, car hire, ground mobility, hotels & MICE, payment, TMC, travel risk, etc.

Our motto, 'Back to the Future' offers you the opportunity to develop a vision for the mobility of tomorrow. Tell us what you are planning and gain relevant insights into whether your approach will pay off. Listen to what corporations think!

- ✓ 23. & 24. June 2026 Hotel DAS VESPER, dasvesper.de
- ✓ The workshop will be realized with approx. 30 participants.



VDR Regional Conferences

Lectures at VDR Regional Conferences



VDR Regional Conferences

- ✓ Take place throughout Germany, VDR is organized in six regions
- ✓ You can present yourself exclusively as an Expert Partner to the participants
- ✓ Dates & Locations: <https://www.vdr-service.de/veranstaltungen/regional Konferenzen>

from 2.800 EUR

Package Lectures

- ✓ Neutral, technically oriented presentation of approx. 30 minutes on one of the topics listed below (focus required!).
- ✓ 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: 14.800 EUR (join us in all six regions)

Focus topics for 2026!

Here are two main topics that we want to cover in all regions:

- ✓ Added value of travel management
- ✓ Digitalisation

To apply, please send us a brief description of your planned presentation content. We look forward to hearing from you!

Package 'High table in the foyer'

- ✓ High table in the break foyer
- ✓ Integration of your logo (with link) on the respective VDR regional conference homepage
- ✓ Digital display of the logo in the invitation mailing and on site in the programme
- ✓ LinkedIn post invitation: link to the partner
- ✓ Up to two representatives of the company may participate
- ✓ Price per regional conference: 2,000 euros
- ✓ Additional costs may be incurred by the hotel, e.g. for booking a screen

Roadshow: 10.000 EUR (join us in all six regions)

from 2.000 EUR

VDR - Online

Online topics in focus

Overview

- ✓ **NEW:** Exclusive VDR focus session for corporates
- ✓ Live on stage: Online events for Corporates
- ✓ VDR Business Travel Analysis
- ✓ VDR Benefit Platform (V-KON)



VDR – Online Focussed Sessions

NEW: Exclusive VDR-Focus-Session for Corporates

6.000 EUR

The VDR puts YOU in the spotlight!

Present yourself and your topic online for one hour. We invite you to this exclusive event and will moderate the session.

For the first time, VDR is offering you an exclusive platform:

- ✓ Free corporate-only online event
- ✓ The target audience is travel managers, procurement and mobility managers
- ✓ PLEASE NOTE: these sessions take place a maximum of 5 times a year

Package

- Moderation by the VDR
- Presentation of your company/product/solution (by arrangement)
- Duration: 60 minutes: a mix of introduction, presentation, discussion, Q&A and VDR offers
- Mention and/or logo placement in VDR communications
 - LinkedIn, landing page, invitation mailing
- Session and speaker presentation on the landing page
- Presentation available for download afterwards (recording until the end of the presentation)
- List of companies and approved personal data afterwards (please note: sending advertising emails is not desired!)
- Date by arrangement

Our suggested dates:

- ✓ Thursday, 29 January, 10:00–11:00 a.m.
- ✓ Thursday, 26 February, 10:00–11:00 a.m.
- ✓ Thursday, 10 September, 10:00–11:00 a.m.
- ✓ Thursday, 29 October, 10:00–11:00 a.m.
- ✓ Thursday, 12 November, 10:00–11:00 a.m.

VDR – Online Focus Events

Live on Stage

1.500 EUR

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 presentation and 5 minutes Q&A session
- Mention and/or logo placement in VDR communications:
 - VDR Newsletter, 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

Every Tuesday from 10 a.m. to 12 p.m.

Our topics for 2026

- ✓ 10.02.2026 | Charging Infrastructure & E-Mobility
- ✓ 28.04.2026 | End-to-End Processes
- ✓ 16.06.2026 | Blended-Travel
- ✓ 15.09.2026 | Modern Retailing (NDC)
- ✓ 13.10.2026 | AI in travel management (applications)
- ✓ 17.11.2026 | Collect and analyse data



VDR

Business Travel Analysis

Overview

- ✓ Target group: Politics, business, press & media
- ✓ As a partner, you benefit from the wide marketing and fundamental relevance of the market research.
- ✓ 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.
- ✓ Thematic impulse package at C-Level
- ✓ Statista+ conducts the research. One of the world's best known market research institutes
- ✓ www.geschaeftsreiseanalyse.de

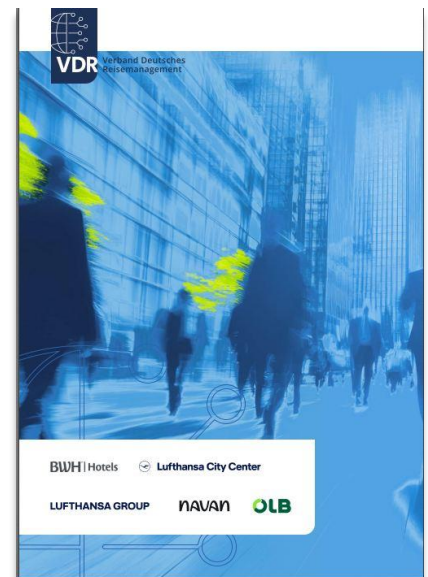


VDR-Business Travel Analysis Industry Impulse

Industry Insight and Perspective

9.500 EUR

- Provide your input on a specific topic. Your options:
 - Key data: business travel expenses, travel days, cost distribution
 - Hotel, flight, ground mobility
 - Technology
 - Hot topics (TBC)
- Contributor: C-level executive from your company
- C-level perspective on one of the above topics
 - Full page: text, signature, image/photo
 - Timing: the text template is required by end of February
- LinkedIn post with quote from the input
- Logo display on the cover page U4 and with link on the landing page
- Follow-up call to discuss the data
- Communication support, linking insights from the VDR business travel analysis to your topics via mailings, posts, etc.



VDR Business Travel Analysis Advertisements

6.500 EUR

Advertisement cover page 2 or 3

- Full page
- Package logo display included

from 4.000 EUR

Topic-related Advertisement

- ✓ Placement with your content focus
- ✓ Package logo presentation included

Price: 5,000 EUR, full page

Price: 4,000 EUR, half page



VDR

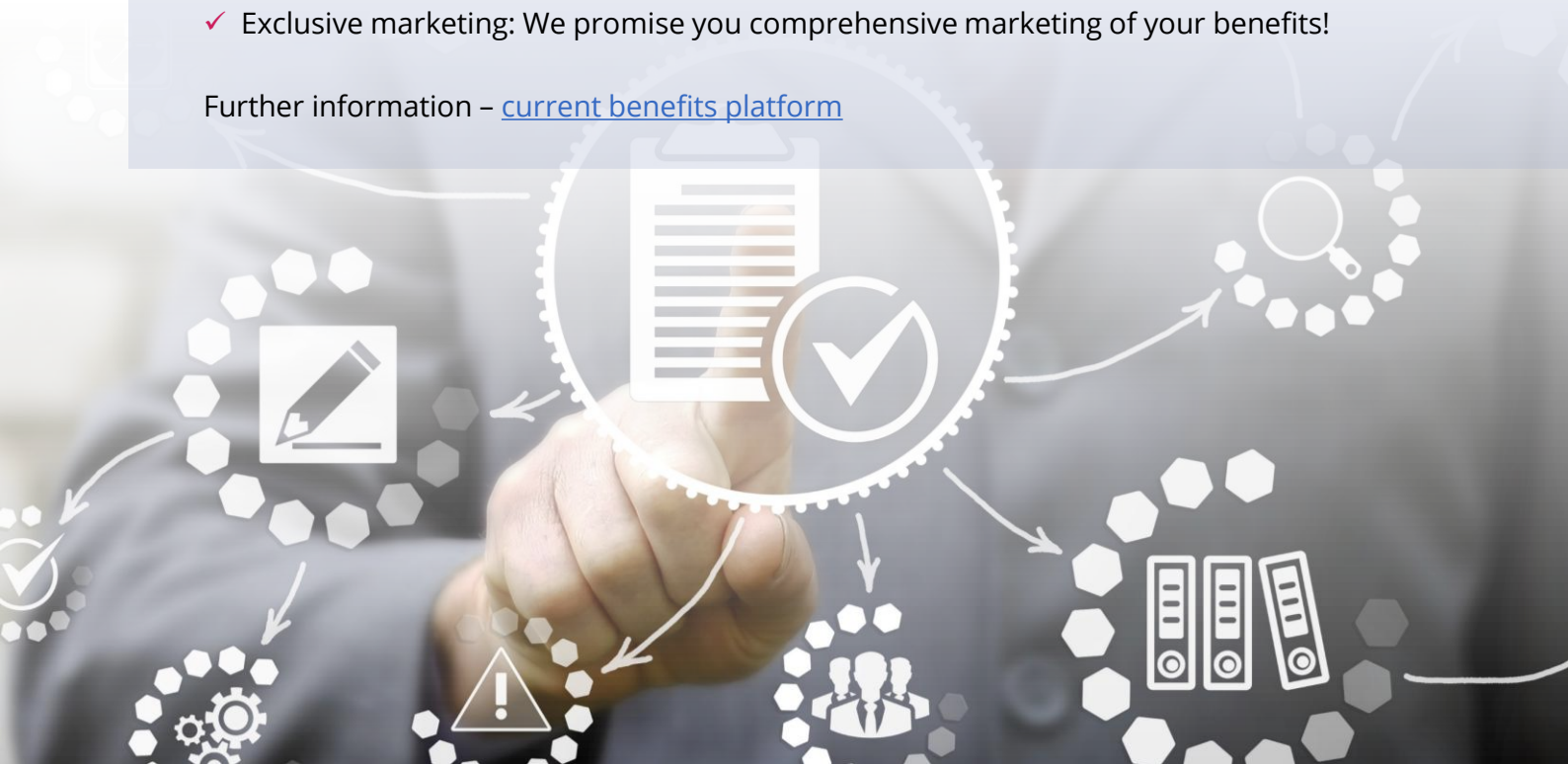
Benefit Platform

The VDR consolidation programme (V-KON) has been in existence since 1995. Its aim is to specifically target small and medium-sized enterprises and to support companies without individual contracts with service partners in effectively reducing their travel spend. In the past, the main focus was on airlines that offered special corporate net rates or discounts. Now we want to expand the offering and make it more attractive for corporations. The more industries and suppliers participate, the more diverse and exciting the offering becomes. Join this platform and offer exclusive deals to VDR members.

Benefits at a glance

- ✓ Very wide reach with just one contract: 380 corporate VDR member companies have direct access to your offering.
- ✓ Easy to use: The VDR advises you on putting together and placing your offer and on integrating it. No reporting necessary.
- ✓ Exclusive marketing: We promise you comprehensive marketing of your benefits!

Further information – [current benefits platform](#)



VDR Benefit Platform

Annual package V-KON Partner

6.000 EUR

Services for all partners of the Benefit Platform

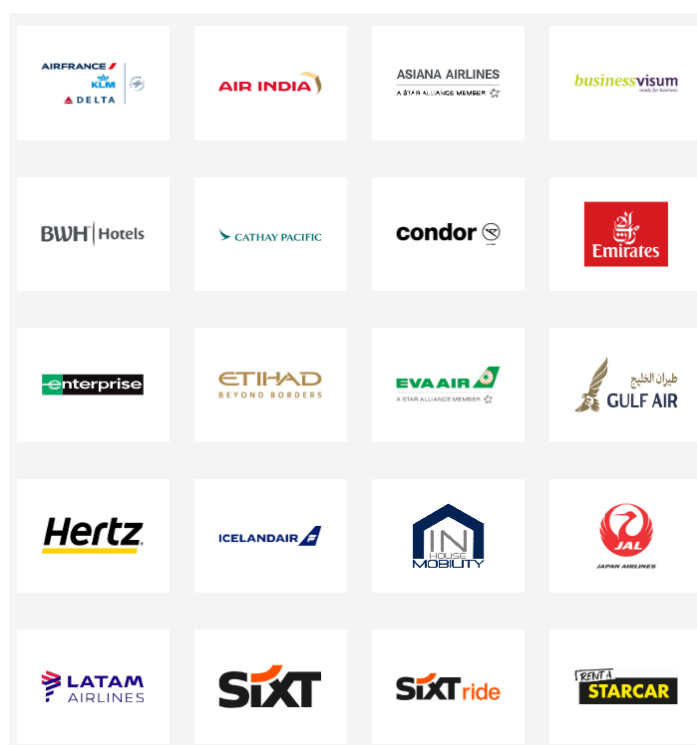
Your individual services

- ✓ Company logo and link on the benefits 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 benefits platform website

Services in association with all V-KON partners

- ✓ Mention of V-KON partners in the VDR newsletter at the beginning of the year
- ✓ Mention of V-KON partners in quarterly mailings
- ✓ Mention of V-KON partners in individual mailings to corporates 'Benefits of your VDR membership' at the beginning of the year
- ✓ Presentation of V-KON partners at regional conferences by the VDR Board member or regional management (once a year per region)

Annual cost: €6,000



Online Media VDR

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

Packages

- VDR-Academy: Annual Partner, Seminar Programme & Newsletter
- **NEW:** Landingpage for Young Professionals
- VDR-Newsletter: Advertisement & Banner
- Banners, banners, banners: Overlay, Start Page, Content Pages

>> [Link to Online Media 2026 sponsorship catalogue](#)



General Information

Allocation

- The VDR reserves the right to make the final selection. Location details, participant numbers and dates are subject to change.

Invoice and cancellation conditions

- Invoices are generally issued no later than eight weeks before the start of services. All prices are exclusive of value added tax.
- A contractual relationship is established as soon as you accept one of the listed partner offers and receive confirmation from us. You may withdraw your acceptance until this point. Unless otherwise specified in the respective package, a cancellation fee of 50% will apply for cancellations made after receipt of confirmation and up to eight weeks before the start of the service. In the event of cancellation less than eight weeks before the start of the service, the full sponsorship amount shall be payable. 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).

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

Can't find what you're looking for?

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

Julia Weigel

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