

Network 10. Business Mobility





Topics Catalogue 2026



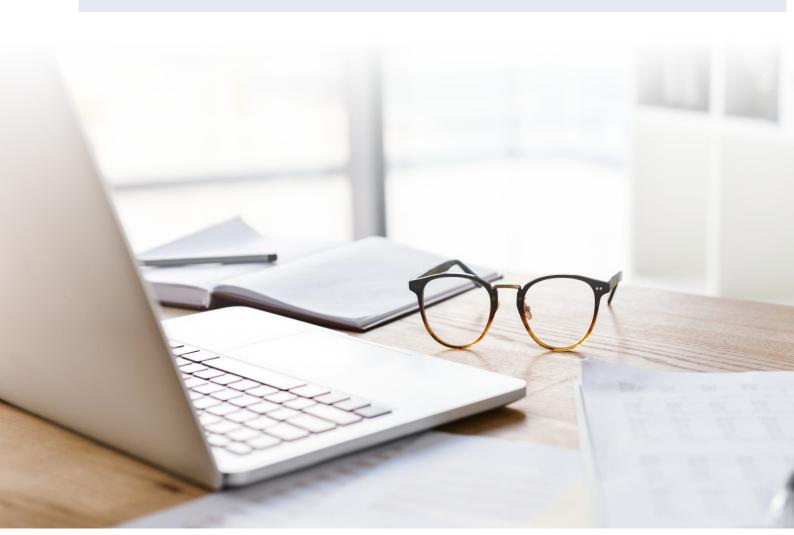
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Events

- VDR-Tagung 13.-15. April
- VDR-Spotlight 23. & 24. June

Online

- Exclusive VDR focus session for corporates
- Live on stage: Online events for Corporates
- VDR Business Travel Analysis
- VDR-Academy



VDR-Tagung I Dresden I 13.–15.04.2026

Keynote Session Partner

9.000 EUR

Keynote "Not another Al lecture..." Keynote Speaker Julian Yogeshwar Monday, 13 April, 2:30–3:30 p.m.

Be the first programme highlight in the spotlight of the plenary session.

- ✓ Introduction by the sponsor in the plenary session/on stage (up to 5 minutes)
- ✓ Video clip: max. 90 sec.
- ✓ Logo placement on the screens on the left and right
- ✓ Distribution of giveaways in the conference room
- ✓ 2 tickets

This presentation dispels myths surrounding artificial intelligence and reveals what is truly relevant beyond the hype. Using practical examples from the business travel sector, Julian Yogeshwar illustrates how companies can effectively utilise Al today – from more efficient processes to better travel decisions. At the same time, he identifies typical pitfalls such as a lack of strategy or exaggerated expectations. The result: clear guidance on how Al can have a real impact in travel and mobility management – beyond buzzwords.

Julian Yogeshwar, co-founder, keynote speaker, managing director @ Just Forward



Further Links

- >> Link to the conference programme
- >> Link to the complete sponsorship catalogue for the VDR Conference 2026

VDR-Tagung I Dresden I 13.–15.04.2026

Session Partner

4.500 EUR

Session Partner

Address participants directly and position yourself as an expert during the session:

- ✓ Partner of a session
- ✓ Introduction or panel participation by the sponsor
- ✓ Video clip: max. 90 sec.
- ✓ Roll-ups, giveaways, etc. can be placed in the room.
- ✓ 1 ticket

Session Overview

- More than a trend: How genuine sustainability drives companies forward
- ✓ From enquiry to strategy MICE purchasing in the age of digitalization
- ✓ Successful mobility concepts that create genuine value
- ✓ Blended travel unlocked: Guidelines, risks, real talk
- ✓ Direct, dynamic, digital: how distribution is reinventing itself (panel)
- ✓ Smart data instead of big data: How travel managers create added value from numbers (panel)
- ✓ Complex Partnerships in Travel Management: Challenges and Opportunities (panel)
- ✓ Visions, diversity, responsibility: The nominated projects for the VDR Awards Young Professionals and Sustainability & Diversity
- ✓ From theory to implementation: e-invoicing along the process chain





VDR-Spotlight

VDR-Spotlight: Theme Partner

1

Strategy workshop 'Future' 4.500 EUR

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 - Online Online topics in focus

Overview

- Exclusive VDR focus session for corporates
- ✓ Live on stage: Online events for Corporates
- ✓ VDR Business Travel Analysis
- ✓ VDR Academy



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. > already booked by Skovik
- ✓ 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 consits 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:
 - o 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 | Modern Retailing (NDC)
- √ 15.09.2026 | Blended-Travel
- √ 13.10.2026 | Al 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

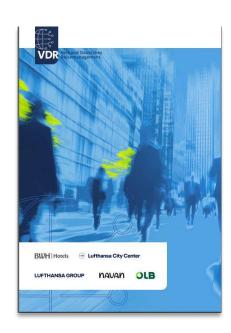
Industry Insight and Perspective

9.500 EUR

- Provide your input on a specific topic. Your options:
 - Key data: business travel expenses, travel days, cost distribution
 - Digitalisation & Al
 - Added value and relevance Travel management
 - Holistic mobility (including infrastructure & blended travel)
 - Payment & costs
- 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 Akademy

Newsletter & Seminar Programme

3.500 EUR

Topic Partner Entsendung & Meldepflicht

- 1. Topic Page with teaser
 - ✓ Headline: [65 characters including spaces]
 - ✓ Teaser text: [up to 300 characters including spaces]
 - ✓ Short link text (CTA) and link
 - ✓ Graphic 540 x 400 px
 - ✓ <u>Seminarthemen/entsendung-und-meldepflicht</u>
- 2. Akademy Newsletter
 - ✓ Headline: [65 characters incl. spaces]
 - ✓ Teaser text: [up to 300 characters incl. spaces].
 - ✓ Short link text (CTA) and linking
 - ✓ Graphic: 540 x 400 px
 - Newsletter to be published at the end of January
- 3. Advertisement in the seminar programme: ½ page in terms of content focus Entsendung & Meldepflicht. Seminarprogramm
- 4. Academy homepage: Logo integration throughout the year. Akademie





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 loooking 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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