



VDR Network for
Business Mobility

2027

VDR Partner Catalogue

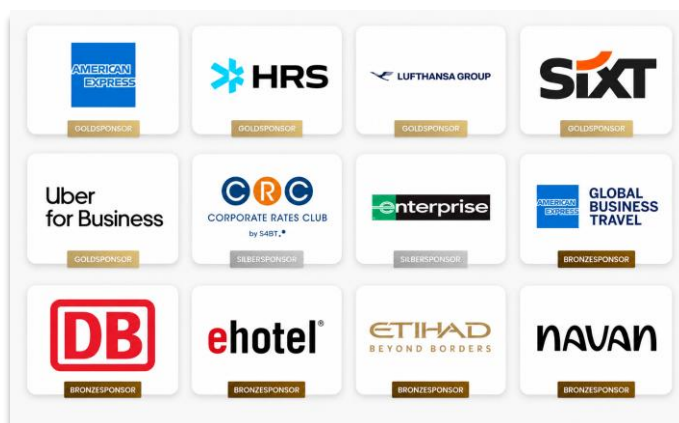
Reach the Business Travel Community

Would you like to reach decision-makers in business travel in a targeted way? Through the VDR network, you can reach more than 5,000 qualified contacts – from corporates and medium-sized companies to industry professionals and young talents.

Your reach with the VDR

- ✓ more than 600 VDR member companies, 65% of them corporates
- ✓ around 1,800 event participants per year
- ✓ 5,000 qualified contacts in business travel
- ✓ average of 19,500 website views per month

With our sponsorship opportunities, you can reach relevant business mobility target groups – at VDR events, digitally and through direct exchange. This gives your company and your expertise targeted visibility.



Strategic Partnership

Secure your sponsorship package early. Conditions are based on the level of your **annual overall commitment with the VDR:**

- Gold Sponsor from EUR 50,000/year
- Silver Sponsor from EUR 40,000/year
- Bronze Sponsor from EUR 30,000/year

Your complimentary benefits

- ✓ Sponsor logo display and link on the website
- ✓ Repeated mentions in VDR reporting
- ✓ Preferential allocation of event packages and online placements (Pre-Sale)

Contents

Events

- VDR-Tagung, 19–21 April [>> separate catalogue](#)
- “Home of Business Travel by ITB & VDR”, 16–18 March [>> separate catalogue](#)
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- VDR Regional Conferences
- Live on Stage

Online Presence (from page 14)

- VDR Business Travel Analysis
- VDR Benefits Platform (V-KON)
- VDR Newsletter: Advert & Banner
- Content Banner & Overlay Banner
- VDR Academy: Annual Theme Partner
- VDR Academy Newsletter Advert & Banner



VDR Events

Overview

- ✓ VDR-Tagung
- ✓ "Home of Business Travel by ITB & VDR"
- ✓ VDR Spotlight
- ✓ VDR Regional Conferences
- ✓ Live on Stage



VDR-Tagung

19–21 April 2027

RheinMain CongressCenter in Wiesbaden

With its open architecture and short distances between the plenary, breakout rooms and Expo, the RheinMain CongressCenter (RMCC) offers many opportunities to place brands visibly along the central routes.

Our [>> photo gallery](#) gives you an impression of the Expo areas and branding opportunities.



All packages & details for the VDR-Tagung 2027

[>> Link to the separate VDR-Tagung 2027 Sponsorship Catalogue](#)

[>> Link to the Sponsorship Shop](#)

ITB, 16–18 March 2027 in Berlin

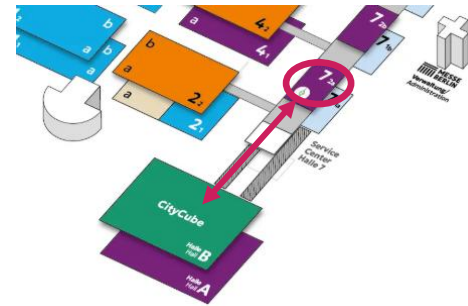
Home of Business Travel by ITB & VDR

Strategically positioned. Maximum visibility.

In 2027, the joint stand “Home of Business Travel by ITB & VDR” will move to Hall 7.2a – and for good reason.

As part of the restructuring of the exhibition grounds, Halls 8 and 9 will be closed. The exhibitors previously located there will move to the CityCube. Our joint stand is following this development and will be positioned in direct proximity to the CityCube, while remaining close to the ITB Business Travel Track in the congress area of Halls 7.1.

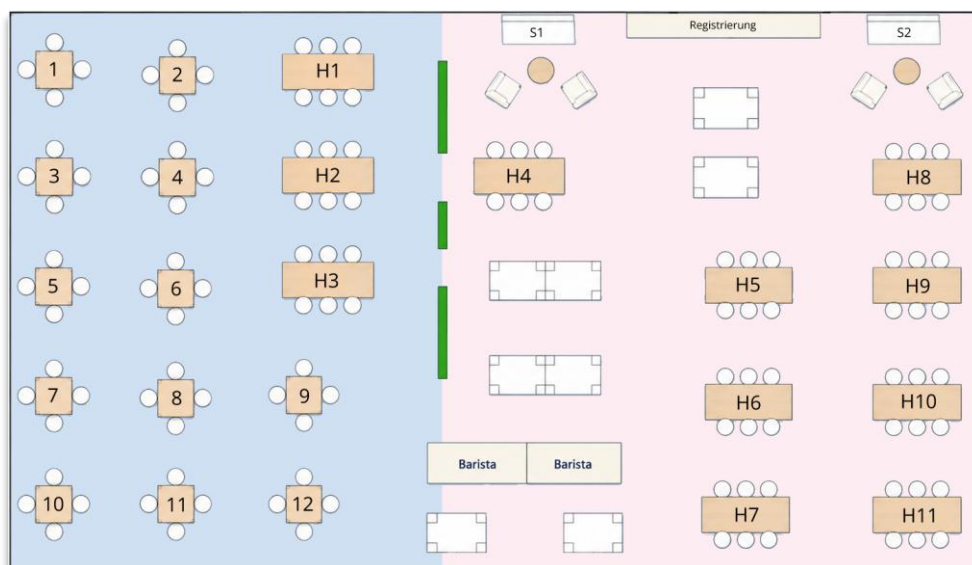
Hall 7.2a brings together exhibitors from the mobility sector and creates an ideal environment for business travel providers. The new location ensures short distances, high visitor traffic and excellent networking opportunities with relevant decision-makers in the business travel industry.



All packages & details for “Home of Business Travel by ITB & VDR” 2027

[>> Link to the separate ITB 2027 Sponsorship Catalogue](#)

[>> Link to the Sponsorship Shop](#)



VDR

VDR Spotlight

What can you expect at the Spotlight?

The VDR Spotlight 2027 is designed as a space for work and ideas. Together with industry representatives, participants will spend two days in summer exploring key questions about the future of Travel & Mobility Management.

Why you should take part

At the VDR Spotlight, you actively contribute your perspective and experience. You can:

- help shape the further development of Travel & Mobility Management,
- strengthen the strategic role of Travel Management within companies,
- engage in intensive exchange with experts and decision-makers, and
- provide impulses for the future work of the VDR and the industry.

Who is the Spotlight for?

For everyone who wants to strategically advance Travel Management and is responsible for Business Travel, mobility or related areas. The focus is on professional exchange, different perspectives and joint work on concrete questions for the future.

Travel Management is a strategic component of corporate mobility.

Join the **VDR Spotlight 2027**, take part in the discussion and develop concrete approaches for the future of Travel & Mobility Management together with us.

VDR Spotlight

Theme Partner



4.500 EUR

“Theme Partner” Package

As a theme partner, you actively contribute your professional perspective to the workshop. The group is limited to around 30 participants and a maximum of ten theme partners.

- ✓ Participation for one person from your company
- ✓ Active content contribution in the workshop
- ✓ Opportunity to display give-aways
- ✓ Logo on the invitation, programme and participant list
- ✓ Mention or logo placement in VDR reporting
- ✓ Industry exclusivity

How many partners are we looking for?

We are looking for one company from different areas of the business travel world, such as booking platforms, air, rail, rental cars, ground mobility, hotels and MICE, payment, travel management companies (TMCs) or travel risk.

A maximum of ten theme partners can participate.

The exact thematic focus as well as the location and date are not yet finalised and will be announced as soon as possible.

VDR Regional Conferences

Presentation under a specific topic focus



VDR Regional Conferences

from EUR 3,000

With the VDR Regional Conferences, you can reach participants in six regions: North, East, West, Central, South and Bavaria. As a partner, you can present yourself with a specialist contribution and exchange ideas with participants on site.

“Presentation” Package

- ✓ Approx. 30-minute specialist presentation on one of the predefined focus topics
- ✓ Logo with link on the website of the respective VDR Regional Conference
- ✓ Logo in the on-site programme
- ✓ Partner link in the LinkedIn post about the event
- ✓ Participation of up to two people from your company, including the speaker

Price per Regional Conference: EUR 3,000

Roadshow covering all six Regional Conferences: EUR 15,300 (15% saving)

Key Topics 2027

In 2027, all VDR Regional Conferences will focus on two topics:

- ✓ Positioning Travel Management: managing the travel programme with KPIs and data
- ✓ Digitalisation: AI in Travel Management

Would you like to accompany one of these topics with a specialist presentation?

Apply by 2 October and send us a short description of your planned presentation content.

VDR Regional Conferences

High Table



from EUR 2,000

"Coffee Table in the Break Foyer" Package

Present your company with your own coffee table in the break foyer and use the event for direct exchange with participants.

- ✓ Logo with link on the website of the respective VDR Regional Conference
- ✓ Logo in the on-site programme
- ✓ Partner link in the LinkedIn post about the event
- ✓ Participation of up to two people from your company

Price per Regional Conference: EUR 2,000

Roadshow covering all six Regional Conferences: EUR 10,200 (15% saving)

REGION	1. REGIONALKONFERENZ	2. REGIONALKONFERENZ
 Bayern München	 Leonardo München City East  18. Februar 2027	 FOUR Points by Sheraton Messe München  28. Oktober 2027
 Süd Stuttgart, Esslingen oder Karlsruhe	 Scandic Stuttgart Europaviertel  28. Januar 2027	 Parkhotel Stuttgart Messe-Airport  14. Oktober 2027
 Mitte Frankfurt oder Mainz	 Darmstadtium  04. März 2027	 Leonardo Mainz  23. September 2027
 West Köln oder Düsseldorf (alternativ Ruhrgebiet)	 Lindner Hotel DUS Airport  16. Februar 2027	 Moxy Bochum  16. September 2027
 Nord Hamburg, Hannover oder Bremen	 Lindner Hotel am Michel HH  11. März 2027	 Villa Viva Hamburg  07. September 2027
 Ost Berlin	 TITANIC Chaussee Berlin  24. Februar 2027	 Sheraton Berlin Grand Hotel Esplanade  08. September 2027



VDR Academy Live on Stage

Live on Stage under the umbrella of the VDR Academy

From 2027, Live on Stage will be part of the VDR Academy. This means the format will address a broader circle of corporates and reach new target groups in the future. The proven concept and structure of Live on Stage will remain unchanged.

Call for Speakers: 20 minutes for the future of business mobility

Which topics will shape business mobility in the future? Through the Call for Speakers, providers can share their professional perspective, experience and solution approaches with companies and industry representatives.



Online Topic Event

Live on Stage – powered by VDR Academy

2.000 EUR

- ✓ Free online event exclusively for corporates
- ✓ One focus topic per event
- ✓ Targeted at travel managers, buyers and mobility managers
- ✓ Dates from February, Tuesdays from 10 a.m. to 12 p.m.

“Showcase” Package

With the showcase, you present your product or solution in a 20-minute session on one of the focus topics.

Before the session

- Presentation of the speaker on the VDR Academy landing page
- Mention or logo placement in VDR communication, LinkedIn and event mailing

During the session

- Moderation by the VDR Academy
- 15-minute presentation and 5 minutes for audience questions

After the session

- Video recording of the presentations for download
- Company list and approved personal data of participants

The data must not be used for unsolicited advertising emails.

Our Topics 2027

- ✓ 09.02.2027 | E-invoicing: process changes
- ✓ 16.03.2027 | Travel Risk Management: making decisions
- ✓ 11.05.2027 | Payment
- ✓ 14.09.2027 | AI in Travel Management
- ✓ 19.10.2027 | Blended Travel
- ✓ 16.11.2027 | Ground Mobility

Would you like to contribute a relevant topic?

Send us your proposal with: a short title, a description of the planned contribution and the key takeaways you would like to convey to participants.



VDR

Online Presence

Overview

- ✓ VDR Business Travel Analysis
- ✓ VDR Benefits Platform (V-KON)
- ✓ VDR Newsletter: Advert & Banner
- ✓ Content Banner & Overlay Banner
- ✓ VDR Academy: Annual Theme Partner
- ✓ VDR Academy Newsletter Advert & Banner



VDR

Business Travel Analysis

Target group: politics, business, press and media

- ✓ For the 25th time, the VDR is surveying 800 German companies, tracing the development of the business travel market over a long period of time. The survey is conducted by **Statista+**.
- ✓ The results generate reach beyond publication. In 2026, the accompanying webcast recorded around 1,000 participants; partners and their logos were also visible there. In addition, there were more than 1,500 downloads and reading views. The results were reported by SPIEGEL, more than 100 regional newspapers and over 80 high-reach online media outlets.
- ✓ Sponsors gain visibility in the context of an established industry study and its communication to business, politics and the media.
- ✓ Further information: www.geschaeftsreiseanalyse.de



VDR Business Travel Analysis Theme Impulse

Industry Theme Impulse

Contribute your company's perspective to the VDR Business Travel Analysis. A C-level representative from your company provides their view on a selected topic.

Possible topics

- Key figures: business travel costs, travel days, cost distribution
- Digitalisation and AI
- Travel policy in transition: ROI instead of travel volume
- Accommodation and hospitality
- Holistic mobility with a focus on ground transportation
- Strategic MICE management
- Further thematic focus by agreement

Your theme impulse

- ✓ Full-page article with text, signature and photo
- ✓ Logo on back cover U4 and link on the landing page
- ✓ Follow-up exchange on the data
- ✓ Support for your communication when integrating your topic
 - Mailings, posts, etc.

Text template for the full-page article by the end of February

New in 2027: Online session with all partners

After publication of the Business Travel Analysis, a two-hour online session is planned, expected in June 2027. Each partner will receive around 20 minutes to explore their thematic focus together with the VDR. Invitation and communication will follow the same approach as the "Live on Stage" format.

11.000 EUR



VDR Business Travel Analysis Adverts

6.500 EUR

Advert on inside front or inside back cover

- ✓ Full page
- ✓ Logo display on back cover U4 and link on the landing page

Price: EUR 6,500



from EUR 4,000

Topic-related advert

- ✓ Placement alongside a content focus
- ✓ Logo display on back cover U4 and link on the landing page

Price: EUR 4,000, half page

Price: EUR 5,000, full page



VDR

Benefits Programme

VDR Consolidation Programme (V-KON)

With the VDR Consolidation Programme (V-KON), VDR corporate members gain access to special conditions from service partners. The offer is aimed in particular at medium-sized companies that do not have their own agreements with the respective providers.

Who can provide offers via V-KON?

The platform is open to providers who can offer VDR corporate members special rates or conditions throughout the year. In addition to airlines with corporate net rates or discounts, providers from other areas can also participate.

Your benefits as a partner

- ✓ Direct access to the target group: **More than 380 VDR corporate member companies** can access your offer.
- ✓ Support from the VDR: We advise you on compiling, placing and integrating your offer.
- ✓ Communication: The VDR makes participating companies and their conditions visible to corporate members.

Further information – [current V-KON Benefits Platform](#)



VDR Benefits Programme

Annual Package for Airlines

6.000 EUR

Basic Package

- ✓ Company logo with link on the V-KON Benefits Programme
- ✓ Presentation of your offer for VDR corporate members in the closed members' area with logo, description, link or code as well as supplementary information materials
- ✓ Introduction of the V-KON Programme in the member mailing "Benefits of Your VDR Membership" at the beginning of the year
- ✓ Placement in the VDR Newsletter at the beginning of the year

Additional individual services

- ✓ Named mention of V-KON partners in quarterly mailings to VDR Corporate Members
- ✓ Logo placement as "Partner of the Week" on the V-KON Benefits Platform
- ✓ Presentation as a V-KON partner at the VDR Regional Conferences, once per year in each region

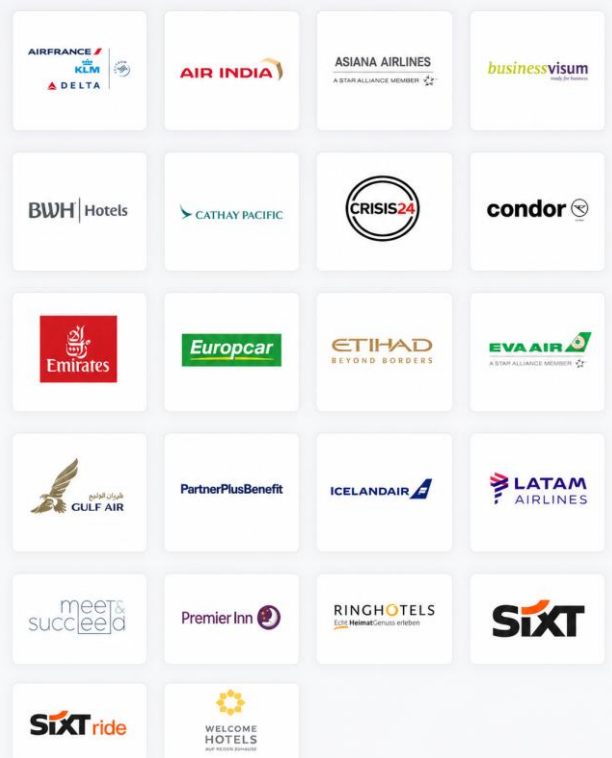
Onboarding for airlines

- ✓ Information on adding new airlines to the V-KON Programme can be found in the [participation information for the V-KON Flight Programme](#).

Prices apply for a period of twelve months.

Price for non-members: EUR 8,000.

Ihre V-KON Vorteilspartner



VDR Benefits Programme

Annual Package without Aviation Background

Basic Package for All Partners

500 EUR

- ✓ Company logo with link on the V-KON Benefits Programme
- ✓ Presentation of your offer for VDR corporate members in the closed members' area with logo, description, link or code as well as supplementary information materials
- ✓ Introduction of the V-KON Programme in the member mailing "Benefits of Your VDR Membership" at the beginning of the year
- ✓ Placement in the VDR Newsletter at the beginning of the year

Extended Marketing Package

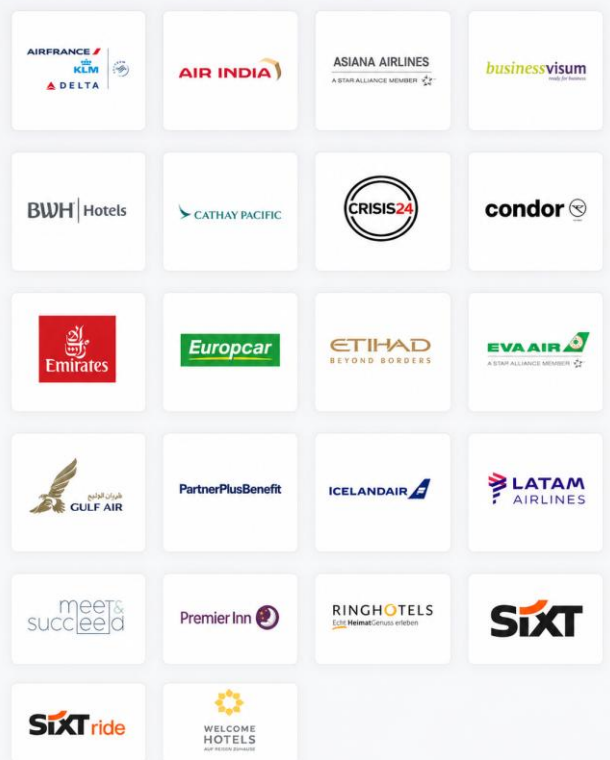
1.500 EUR

- ✓ All Basic Package benefits included
- ✓ Named mention of V-KON partners in quarterly mailings to VDR Corporate Members
- ✓ Logo placement as "Partner of the Week" on the V-KON Benefits Platform
- ✓ Presentation as a V-KON partner at the VDR Regional Conferences, once per year in each region

Prices apply for a period of 12 months.

Prices for non-members: EUR 2,500 or EUR 3,500

Ihre V-KON Vorteilspartner



Online Media

VDR aktuell Newsletter

1.500 EUR

Advert

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

1.500 EUR

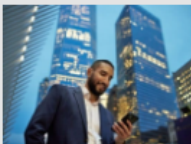
Banner

Visual alternative to an advert

- ✓ Graphic: 1440 x 340 px
- ✓ Static (no animated GIF)
- ✓ Link
- ✓ Short link text (CTA)

Anzeige

Von Kostendruck zu Kostenstrategie im Travel Management



Business Travel verändert sich rasant. Es gilt, nicht nur zu reagieren, sondern aktiv zu gestalten. Das neue Handbuch von SAP Concur begleitet Travel Manager vom Aufbau eines soliden Travel-Programms hin zu KI-gestützten Strategien: für Transparenz, smartere Prozesse und nachweisbare Einsparungen.

→ Jetzt mehr erfahren

Anzeige

Globale Größe und Mobilität mit Business-Fokus für Ihr Reiseprogramm



Mit über 2 Millionen Fahrzeugen weltweit sind wir da, wenn Geschäftsreisende Verlässlichkeit brauchen. Unsere globale Präsenz und starke Lieferkette sorgen dafür, dass Reiseprogramme auch in dynamischen Zeiten flexibel, stabil und selbst für komplexe Anforderungen souverän bleiben.

→ Erfahren Sie mehr

Practical tips for the graphic

- ✓ Use a spacious design with little text.
- ✓ Place your logo clearly in the graphic or mention your company in the text.

Benchmark figures

- Average open rate 35.9%
- Click rate 9.1%, effective click rate 26.3%

Benchmarks from the B2B sector*

- Average open rate 22.8%
- Click rate 3.2%, effective click rate 14.8%

*Source: Inxmail Email Marketing Benchmark Study 2026

Online Media

Content Banner & Overlay Banner

1.500 EUR

Content Banner

Place your banner either on a VDR event page including the related subpages, or in the VDR job board.

- Exclusive advertising space: only one banner per display period
- Duration: two weeks

We would be happy to advise you on selecting the right placement.

Details

- ✓ Width x height: 1650 x 400 px
- ✓ Static or animated
- ✓ Link to your offer
- ✓ Short CTA for mouse-over

2.000 EUR

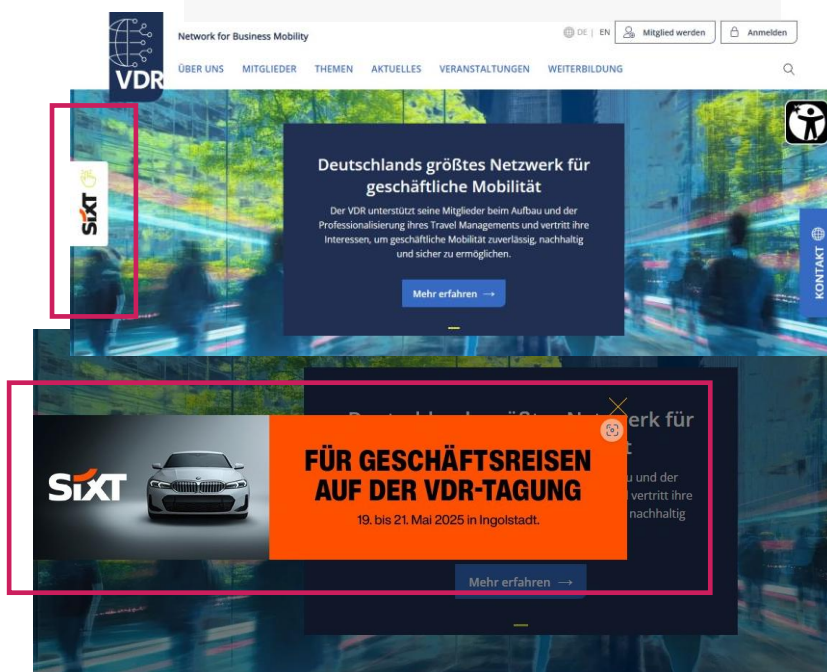
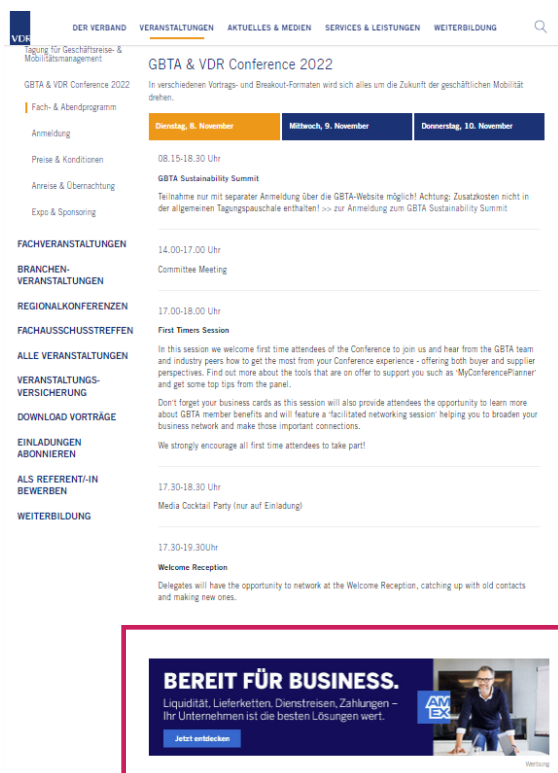
Overlay Banner

With a global placement, your banner is present on all VDR pages and reaches visitors regardless of the content they are viewing.

- Average of around 2,000 entries per week
- Exclusive advertising space: only one banner per display period
- Duration: two weeks

Details

- ✓ Width x height: 825 x 200 px
- ✓ Static or animated
- ✓ Link to your offer
- ✓ Short CTA for mouse-over
- ✓ Banner visible for 5 sec.; permanent call-to-action "More about your logo"



VDR Academy Annual Partner

7.500 EUR

Annual Partner of the VDR Academy – Showcase Your Expertise

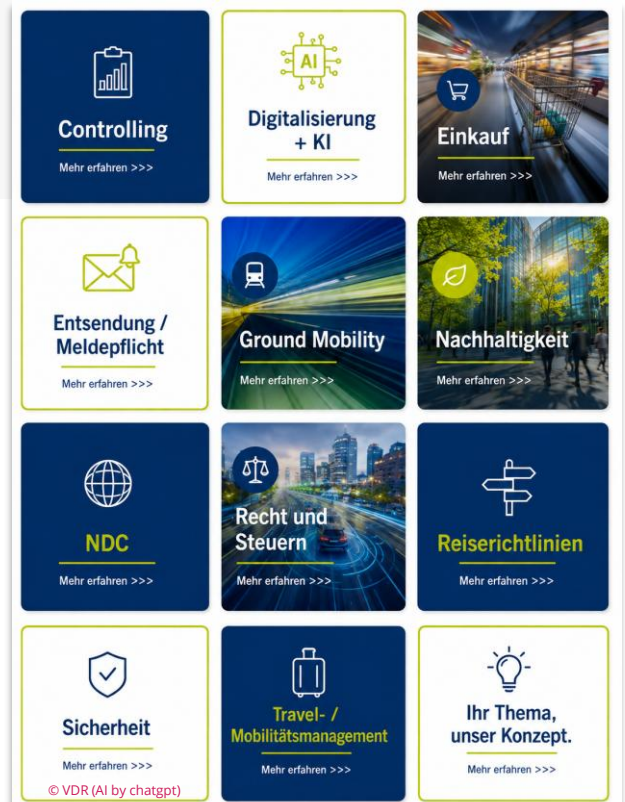
Position your company as an annual partner for a selected topic area of the VDR Academy and strengthen your profile as a trusted partner and expert in Business Travel Management. Throughout the year, you will benefit from continuous visibility alongside relevant training and professional development programmes, allowing you to reach professionals and decision-makers with a specific interest in your area of expertise.

Details

- ✓ Topic page with year-round teaser
 - Headline: [65 characters incl. spaces]
 - Teaser text: [up to 300 characters incl. spaces]
 - Graphic 540 x 400 px
 - Link
 - Short link text (CTA)
- ✓ VDR Academy Newsletter: see package ff.
- ✓ Year-round logo integration



Select your thematic focus exclusively:



Online Media

VDR Academy Newsletter

1.100 EUR

Advert

- Headline: [65 characters incl. spaces]
- Teaser text: [up to 300 characters incl. spaces]
- Graphic 540 x 400 px
- Link
- Short link text (CTA)

1.100 EUR

Banner

- ✓ Visual alternative to an advert
- ✓ Static (no animated GIF)
- ✓ Link
- ✓ Graphic: 1440 x 340 px



Diese Seminare können als Modul für den Zertifikatskurs "Certified Mobility Manager (CMM)" anerkannt werden. Steigen Sie mit dem Thema Ihrer Wahl ein.

Globale Größe und Mobilität mit Business-Fokus für moderne Reiseprogramme



Mit über 2 Millionen Fahrzeugen weltweit sind wir da, wenn Geschäftsreisende Verlässlichkeit brauchen. Unsere globale Präsenz und starke Lieferkette sorgen dafür, dass Reiseprogramme auch in dynamischen Zeiten flexibel, stabil und selbst für komplexe Anforderungen souverän bleiben.

→ Erfahren Sie mehr

Sie haben Fragen oder benötigen eine persönliche Beratung? Rufen Sie uns gerne an unter 069 695229 22 oder schicken Sie uns eine E-Mail an info@vdr-akademie.de.

Wir freuen uns auf Sie!

Herzliche Grüße von Ihrem Team der VDR-Akademie



Elisa Schmeiser
Leitung



Christoph Bormann



"Durch den VDR kann ich mein Wissen im Bereich Travel Management erweitern & vertiefen, ich bin dankbar für diese einzigartige Möglichkeit."
Carlin Bruse | PUMA SE

Practical tips for the graphic

- ✓ Use a spacious design with little text.
- ✓ Place your logo clearly in the graphic or mention your company in the text.

Benchmark figures Academy Newsletter

- Average open rate 32.8%
- Click rate 5.2%
- Effective click rate 17.0%

Benchmarks from the education sector*

- Average open rate 27.2%
- Click rate 4.9%
- Effective click rate 18.8%

*Source: Inxmail Email Marketing Benchmark Study 2026

General Information

Allocation

- Your selection is only bindingly reserved once the online form has been submitted.
- Allocation is based on the order in which fully completed bookings are received.
- Locations, 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 the service. All prices are subject to VAT.
- A contractual relationship is established as soon as you accept one of the listed partner offers and receive a corresponding confirmation from us. Until then, you may withdraw from your commitment. Unless otherwise stated for the respective package, cancellation after receipt of confirmation and up to eight weeks before the start of the service is subject to a cancellation fee of 50%. In the event of cancellation from eight weeks before the start of the service, the full sponsorship amount is payable. Confirmations will be sent promptly.

Graphic Requirements

Online

- **Logo: SVG file**
- **Graphics, banners and images: RGB JPG, PNG or animated GIF**

Print

- **Logos:**
 - Vector file in EPS format
 - and high-resolution CMYK JPG file
- **Graphics:**
 - Print PDF format (72–120 dpi)
 - and 10 mm bleed all around

Julia Weigel

Head of Member Services and Partner Management

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