

HerohubIQ Nationals Competition

Official Rules

NO PURCHASE NECESSARY. A PURCHASE, PAYMENT, OR HEROHUB SUBSCRIPTION WILL NOT INCREASE A PARTICIPANT'S SCORE OR LIKELIHOOD OF WINNING.

The HerohubIQ Nationals Competition is a skill-based sales-performance competition. The winner will be determined by demonstrated skill according to the scoring and judging criteria described in these Official Rules. No random drawing or other element of chance will determine the winner.

Void in U.S. territories and possessions and wherever prohibited or restricted by law.

1. Sponsor

The HerohubIQ Nationals Competition, referred to in these Official Rules as the "Competition," is sponsored by:

Hero Hub Inc.
343 E 4th N, Ste 237
Rexburg, ID 83440
Email: info@herohub.com

The Sponsor's decisions concerning the administration and interpretation of the Competition and these Official Rules are final and binding, subject to applicable law.

2. Competition Period

The Competition begins at **9AM Mountain Time on August 3, 2026** and ends at **%PM Mountain Time on September 15, 2026**, referred to as the "Competition Period."

All attempts must be completed and successfully submitted through the Competition platform before the end of the Competition Period.

The official timekeeping device for the Competition is the Sponsor's DealerAI competition platform. The platform timestamp will determine when each attempt was completed and submitted.

The potential winner is expected to be notified and publicly announced on or about **September 15, 2026**, after eligibility, identity, score, and compliance with these Official Rules have been verified.

3. Eligibility

The Competition is open only to individuals who, at the time of entry:

1. Are legal residents of one of the 50 United States or the District of Columbia;
2. Are at least 18 years old and have reached the age of majority in their state or district of residence;
3. Are currently employed as a salesperson or customer-facing sales professional by a motorcycle or powersports dealership located in the United States;
4. Are authorized by their employer to participate when employer authorization is required;
5. Have access to the technology necessary to complete the DealerAI roleplay scenario;
6. Are legally eligible to travel internationally;
7. Possess, or can obtain before the required travel-documentation deadline, a valid passport and any other documentation required to enter Italy and return to the United States; and
8. Can travel to Milan, Italy, on the dates designated by the Sponsor.

Employees, officers, directors, contractors, agents, and representatives of the Sponsor, its affiliated companies, Competition judges, technology providers directly involved in administering or scoring the Competition, and advertising or promotional agencies involved in the Competition are not eligible.

Immediate family members and household members of an ineligible individual are also ineligible. "Immediate family" means a spouse, domestic partner, parent, child, sibling, step-parent, step-child, step-sibling, grandparent, or grandchild.

Eligibility is subject to verification. The Sponsor may request proof of identity, age, residency, dealership employment, employer authorization, passport eligibility, or any other information reasonably necessary to verify eligibility.

4. No Purchase Necessary

No purchase, payment, paid Herohub membership, HerohubIQ subscription, dealership enrollment, or other financial consideration is required to enter or win.

Participants may be required to create a free account and provide contact information solely for Competition administration, identity verification, communications, scoring, and prize fulfillment.

5. How to Enter

During the Competition Period, an eligible participant must:

1. Visit **herohub.com/compete**;
2. Select a motorcycle or powersports vehicle to use during the scenario;
3. Complete the designated DealerAI internet-lead follow-up roleplay;
4. Enter your personal information; and
5. Successfully submit the attempt through the Competition platform.

The scenario places the participant in the role of a motorcycle or powersports dealership salesperson making an outbound telephone call to a customer who previously submitted an internet lead requesting information.

The participant's objective is to:

- Make a professional outbound follow-up call;
- Establish rapport with the customer;
- Identify the customer's interests and needs;
- Discuss the selected motorcycle or powersports vehicle;
- Communicate relevant value;
- Respond appropriately to questions, concerns, and objections;
- Follow a professional internet-lead response process; and
- Secure a specific appointment for the customer to visit the dealership.

Incomplete, corrupted, unintelligible, manipulated, late, or improperly submitted attempts may be disqualified.

6. Number of Attempts and Official Score

Each eligible participant may complete a maximum of **two attempts** during the Competition Period.

A participant is not required to complete a second attempt.

If a participant completes only one eligible attempt, the score earned on that attempt will be the participant's official Competition score.

If a participant completes two eligible attempts, the participant's official Competition score will be the **higher score earned on the first or second attempt**.

The second attempt cannot reduce or replace a higher score earned on the first attempt.

A participant may not complete more than two attempts by:

- Creating multiple accounts;
- Using different email addresses;
- Registering through multiple dealerships;
- Changing dealership information;
- Using another person's identity; or
- Circumventing platform controls.

If a participant begins but does not complete an attempt, the Sponsor may determine, based on platform records and the circumstances, whether the attempt counts toward the two-attempt limit.

Unless the Sponsor determines that a verified platform failure occurred, a participant may not restart an attempt because of dissatisfaction with their performance, interruption by another person, equipment problems, internet problems, loss of concentration, or similar circumstances.

7. Independent Performance

Each participant must personally complete their own roleplay.

During an attempt, participants may not:

- Receive live assistance, coaching, prompting, or suggested responses from another person;
- Allow another person to complete or speak during the scenario;
- Use voice cloning, prerecorded speech, or impersonation;

- Use unauthorized artificial intelligence or software to generate live responses;
- Manipulate the DealerAI platform or scoring process;
- Access another participant's scenario, answers, results, or scoring information;
- Submit content previously recorded by another person; or
- Engage in conduct intended to obtain an unfair advantage.

The Sponsor may permit participants to use ordinary product notes concerning the selected vehicle, provided the notes are not used to obtain live assistance or circumvent the purpose of the roleplay.

The Sponsor may investigate suspicious attempts and may require a participant to complete an additional verification roleplay.

A verification roleplay is used only to verify identity, authenticity, or compliance. It does not replace the participant's official score unless the Sponsor determines that a prior attempt was invalid.

8. Simulated Customer Information

The Competition uses a simulated sales scenario.

Participants must not enter, speak, upload, or disclose real customer personal information, including an actual customer's:

- Name;
- Telephone number;
- Email address;
- Home address;
- Financial information;
- Purchase history;
- Driver's license information; or
- Other private or identifying information.

Participants should use only information provided within the Competition scenario or clearly fictional information.

9. Judging and Scoring

Eligible attempts will be evaluated as demonstrations of motorcycle and powersports sales skill.

The anticipated scoring categories are:

Judging Category	Weight
Opening, introduction, and reason for calling	10%
Rapport and customer engagement	15%
Discovery and needs assessment	20%
Product relevance and value communication	15%
Handling questions and objections	15%
Appointment-setting process and commitment	20%
Professionalism, clarity, and process compliance	5%
Total	100%

The Sponsor may use DealerAI technology to record, transcribe, analyze, evaluate, and generate an initial score for each eligible attempt.

The Sponsor may also have qualified human judges review:

- The highest-scoring attempts;
- Potential finalists;
- Attempts with tied or unusually close scores;
- Attempts flagged for technical, eligibility, compliance, or integrity concerns; and
- Any attempt the Sponsor reasonably determines should be reviewed to preserve fairness and consistency.

Human judges may confirm, adjust, or invalidate an automated score when reasonably necessary to:

- Apply the published judging criteria;
- Correct a technical, transcription, or scoring error;
- Address prohibited conduct;
- Confirm the authenticity of an attempt; or
- Maintain consistent judging standards.

The potential winner will be the eligible participant with the highest verified official Competition score after any required review.

The likelihood of winning depends on the participant's demonstrated skill relative to the skills demonstrated by other eligible participants.

10. Tie-Breaking Procedure

If two or more eligible participants have the same verified official Competition score, the tie will be resolved in the following order:

1. The participant with the higher verified score in the **Appointment-Setting Process and Commitment** category will be ranked higher.
2. If a tie remains, the participant with the higher verified score in the **Discovery and Needs Assessment** category will be ranked higher.
3. If a tie still remains, the tied participant whose attempt establishing their official Competition score was completed and successfully submitted first will be ranked higher, based on the official timestamp recorded by the DealerAI competition platform.

When a participant completes two attempts, only the timestamp of the attempt producing the participant's official Competition score will be used for the time-based tie-breaker.

If both of a participant's attempts receive the same score and that score becomes the participant's official Competition score, the timestamp of the first attempt receiving that score will be used.

The Sponsor's platform records and determinations concerning completion and submission times are final, subject to applicable law.

11. Grand Prize

One verified winner will receive:

1. Admission to and participation in the **DealerHero Adventures Milan 2026 experience**, currently scheduled for **November 3–6, 2026**, in Milan, Italy; and
2. Round-trip economy-class airfare to Milan from a major international airport located within the contiguous 48 United States and selected or approved by the Sponsor.

The DealerHero Adventures Milan experience is described at:

herohub.com/adventures/milan-2026

The experience is currently expected to include:

- Hotel accommodations in Milan during the official program dates;
- Scheduled DealerHero Adventures programming;
- A Milan cultural experience;
- Scheduled dealership and brand-immersion visits;
- Admission to EICMA;
- Planned EICMA show-floor activities;
- Planned motorcycle and powersports OEM meetings, sessions, workshops, or guided focus areas;
- Designated group meals identified by the Sponsor as included;
- Designated group transportation in Milan; and
- Designated Milan airport transfers.

The final itinerary will be established by the Sponsor.

The optional Matterhorn, Zermatt, skiing, or other pre-program or post-program extension is not included in the Grand Prize.

The Grand Prize is for the verified winner only. No guest or companion travel is included unless the Sponsor expressly agrees otherwise in writing.

The actual value may vary based on the winner's departure airport, airfare, accommodations, final itinerary, and market conditions. The winner will not receive cash, credit, or other compensation for any difference between the stated approximate retail value and the actual value.

12. Airfare

The Sponsor will provide round-trip economy-class airfare between Milan and a Sponsor-approved major international airport located within the contiguous 48 United States.

The Sponsor will determine or approve:

- The originating airport;
- Arrival and departure airports;
- Airline;
- Flight itinerary;
- Fare class;

- Travel dates;
- Connections; and
- Ticketing arrangements.

The winner must cooperate with the Sponsor's travel-booking process and provide all requested traveler information by the specified deadlines.

The Sponsor is not required to use:

- The airport closest to the winner's residence;
- The winner's preferred airport;
- The winner's preferred airline;
- The winner's preferred routing;
- The winner's preferred flight times;
- A direct or nonstop flight; or
- The winner's preferred loyalty program.

The winner is solely responsible for transportation between the winner's residence and the designated originating airport unless the Sponsor expressly agrees otherwise in writing.

Airline tickets are subject to the airline's rules, restrictions, schedules, security requirements, and conditions of carriage. Lost, stolen, unused, or missed tickets will not be replaced except at the Sponsor's sole discretion.

13. Expenses Not Included

Unless expressly identified as included in the final written prize itinerary, the Grand Prize does not include:

- Passport or visa fees;
- International travel-authorization expenses;
- Transportation between the winner's residence and the designated originating airport;
- Airport parking;
- Baggage fees;
- Seat-selection fees;
- Airline upgrade fees;
- Airline lounge access;
- Travel insurance;
- Medical insurance or medical expenses;
- Immunizations or health documentation;

- Meals or beverages not designated as included;
- Alcoholic beverages;
- Gratuities;
- Personal purchases;
- Telephone, internet, or hotel incidental charges;
- Optional excursions or activities;
- The optional Matterhorn or Zermatt extension;
- Transportation obtained independently by the winner;
- Costs caused by missed flights or failure to follow the itinerary;
- Taxes; or
- Any other expense not expressly identified as included.

14. Travel Requirements

The winner must travel on the dates and itinerary established by the Sponsor.

The winner may not select alternative travel dates unless the Sponsor approves a change in writing.

The winner is solely responsible for obtaining and maintaining:

- A valid passport;
- Any required visa or entry authorization;
- Any required health or travel documentation;
- Identification required by airlines, hotels, governmental authorities, EICMA, manufacturers, and program providers; and
- Legal authorization to leave and return to the United States.

The winner must comply with all applicable laws and all airline, airport, hotel, event, manufacturer, immigration, customs, health, safety, and security requirements.

If the winner:

- Cannot legally travel;
- Does not obtain the required documents;
- Does not provide required information by the Sponsor's deadlines;
- Is denied entry into Italy or another transit country;
- Misses a flight or scheduled activity;
- Cannot participate on the designated dates;
- Cannot return to the United States; or

- Otherwise cannot use the prize as scheduled,

the prize may be forfeited without compensation, and the Sponsor may offer the prize to an alternate eligible participant.

15. Manufacturer and Event Programming

EICMA admission, manufacturer sessions, presenters, dealership visits, OEM meetings, working sessions, facilities, meals, transportation, and other itinerary components are subject to:

- Availability;
- Manufacturer approval;
- Event schedules;
- Security requirements;
- Capacity limitations;
- Travel conditions;
- Venue rules;
- Presenter availability; and
- Modification or cancellation.

The Sponsor does not guarantee access to any particular motorcycle or powersports manufacturer, executive, facility, product, meeting, presentation, or private event.

The unavailability, cancellation, or modification of an individual manufacturer session, dealership visit, restaurant, speaker, activity, or itinerary component will not entitle the winner to cash or additional compensation, provided the Sponsor supplies the material overall components of the DealerHero Adventures Milan experience or an appropriate substitute.

16. Alternative Herohub Summit Prize

Instead of accepting the DealerHero Adventures Milan 2026 Grand Prize, the verified winner may elect to receive an alternative prize consisting of attendance at a designated **Herohub Summit in Jackson Hole, Wyoming**.

The potential winner must make the prize election in writing within **five business days** after receiving the Sponsor's prize notification, unless a different deadline is stated in the notification.

The election is final and cannot later be changed.

If the alternative prize has a lower approximate retail value than the Milan Grand Prize, the winner will not receive cash, credit, additional travel, or other compensation for the difference.

The alternative prize may not be transferred, sold, assigned, or redeemed for cash.

17. Prize Substitution

The prize is nontransferable and may not be redeemed for cash.

The Sponsor may substitute a prize or a material prize component with another prize or component of equal or greater approximate retail value if:

- EICMA is postponed or cancelled;
- International travel becomes unavailable or impracticable;
- The Milan program cannot reasonably be delivered;
- A manufacturer, venue, hotel, airline, or program provider cancels;
- Governmental restrictions or safety concerns affect travel;
- Circumstances beyond the Sponsor's reasonable control materially affect the prize; or
- Substitution is otherwise reasonably necessary.

The Sponsor may designate the Jackson Hole Herohub Summit experience as a substitute prize if the Milan experience cannot be delivered.

18. Winner Notification and Verification

The highest-ranked participant will be designated the potential winner, subject to verification.

The Sponsor may contact the potential winner by telephone, email, text message, platform notification, or another method using the information provided during registration.

The potential winner must respond within **7 calendar days** after the first notification attempt.

The potential winner may be required to complete and return:

- An affidavit or declaration of eligibility;
- A liability release;
- A publicity release, where lawful;
- A travel release;
- A prize-acceptance agreement;
- Tax documentation;

- Proof of age;
- Proof of residency;
- Proof of dealership employment;
- Employer acknowledgment or authorization;
- A copy of valid travel identification;
- Confirmation of passport status; and
- Any other documentation reasonably required for prize administration.

A participant is not a winner unless and until the Sponsor verifies eligibility and compliance and sends written confirmation that the participant is the verified winner.

If the potential winner:

- Cannot be contacted;
- Fails to respond by the deadline;
- Declines the prize;
- Is determined to be ineligible;
- Fails to complete required documents;
- Cannot travel as required; or
- Violates these Official Rules,

the potential winner will be disqualified, and the Sponsor may offer the prize to the next highest-ranked eligible participant.

19. Winner Announcement

Subject to timely verification, the Sponsor expects to announce the verified winner on or about **September 15, 2026**.

The announcement may include the winner's:

- Name;
- Dealership;
- City and state;
- Competition score;
- Photograph;
- Recorded statement; and
- Other information authorized by the winner.

If verification has not been completed by September 15, 2026, the Sponsor may delay the announcement until verification is complete.

20. Taxes

All federal, state, local, and other taxes, fees, reporting obligations, and expenses associated with accepting or using the prize are the sole responsibility of the winner.

The winner may be required to provide a completed IRS Form W-9 and may receive an IRS Form 1099 or other applicable tax document reflecting the fair market value of the prize.

The Sponsor does not provide tax advice and does not represent that any portion of the prize is tax-free.

21. Recording, Transcription, and AI Evaluation Consent

As a condition of participating, each participant acknowledges and agrees that their roleplay may be:

- Audio recorded;
- Digitally captured;
- Transcribed;
- Analyzed using automated technologies;
- Evaluated using DealerAI or other artificial intelligence systems;
- Scored using automated and human evaluation;
- Reviewed by Competition administrators and judges; and
- Stored for Competition administration, verification, integrity, legal compliance, and dispute resolution.

Before beginning an attempt, participants may be required to provide affirmative consent to the recording, transcription, automated analysis, and judging of their roleplay.

A participant who does not provide the required consent may not participate.

The Sponsor will process Competition information in accordance with its applicable privacy policy and any supplemental Competition privacy notice.

22. Promotional Use

Except where prohibited by law, acceptance of the prize constitutes permission for the Sponsor and its designees to use the winner's:

- Name;

- Dealership name;
- City and state;
- Photograph;
- Likeness;
- Voice;
- Statements;
- Biographical information;
- Competition performance; and
- Prize information

for advertising, promotional, educational, public-relations, and editorial purposes without additional payment or approval.

Any broader use of a participant's complete recording for marketing, demonstrations, artificial-intelligence training, product development, or unrelated promotional purposes may be subject to a separate consent provided by the participant.

Participation in the Competition does not require a participant to consent to uses that are not reasonably necessary to administer, judge, verify, publicize, or document the Competition, except as expressly disclosed before entry.

23. Privacy

Information collected in connection with the Competition may be used to:

- Administer the Competition;
- Create and manage participant accounts;
- Record and evaluate attempts;
- Communicate with participants;
- Verify identity and eligibility;
- Prevent fraud or manipulation;
- Select and verify the winner;
- Arrange travel and prize fulfillment;
- Meet legal, tax, and regulatory obligations; and
- Resolve complaints or disputes.

Information may be shared with service providers, judges, travel providers, airlines, hotels, event organizers, manufacturers, tax professionals, legal advisors, and governmental authorities when reasonably necessary for these purposes.

Participants should review the Sponsor's privacy policy and any Competition-specific privacy notice before participating.

24. Prohibited Conduct and Disqualification

The Sponsor may disqualify a participant who:

- Provides false or misleading information;
- Is ineligible;
- Attempts more than twice;
- Creates multiple accounts;
- Uses another person's identity;
- Allows another person to perform an attempt;
- Uses unauthorized assistance;
- Manipulates or attempts to manipulate the platform, scenario, scoring, or timestamps;
- Interferes with another participant;
- Uses bots, automated entry methods, voice cloning, or prerecorded responses;
- Violates customer privacy;
- Submits real customer information;
- Uses threatening, discriminatory, harassing, obscene, defamatory, or unlawful language;
- Violates dealership confidentiality;
- Attempts to compromise platform security;
- Violates these Official Rules; or
- Acts in a manner that undermines the fairness, integrity, reputation, or lawful administration of the Competition.

Disqualification may apply to all attempts submitted by the participant.

The Sponsor may revoke a prize after notification if information later establishes that the participant was ineligible or violated these Official Rules.

25. Technical Problems

The Sponsor is not responsible for:

- Internet failures;
- Device failures;
- Telephone or audio failures;

- Browser incompatibility;
- Platform interruptions;
- Lost connections;
- Delayed transmissions;
- Corrupted recordings;
- Incomplete submissions;
- Email filtering;
- Unauthorized access;
- Malware;
- Human error;
- Incorrect participant contact information; or
- Other technical or administrative problems outside the Sponsor's reasonable control.

If the Sponsor verifies that a platform failure materially interfered with an attempt, the Sponsor may restore the attempt, permit a replacement attempt, or take another action reasonably designed to preserve fairness.

A replacement attempt authorized because of a verified technical failure will not necessarily count toward the two-attempt limit.

26. Competition Modification, Suspension, or Cancellation

The Sponsor may suspend, modify, extend, or cancel the Competition if fraud, technical failure, security concerns, legal restrictions, platform failure, force majeure, or other circumstances beyond the Sponsor's reasonable control impair the integrity, safety, fairness, or administration of the Competition.

If the Competition is terminated before the scheduled closing date, the Sponsor may determine the winner from eligible attempts received before termination, provided doing so remains fair, lawful, and consistent with the skill-based judging criteria.

The Sponsor may modify administrative details that do not materially disadvantage participants or alter the fundamental nature of the Competition.

27. Releases and Limitation of Liability

To the fullest extent permitted by law, participants release and hold harmless the Sponsor and its affiliated companies, officers, directors, employees, contractors, agents, judges, advertising agencies, service providers, travel providers, airlines, hotels, event organizers, EICMA,

participating dealerships, and motorcycle and powersports manufacturers from claims arising from:

- Participation in the Competition;
- Recording or evaluation of an attempt;
- Acceptance, possession, use, misuse, or inability to use a prize;
- Travel delays, cancellations, interruptions, injuries, illness, loss, or damage;
- Participation in EICMA, manufacturer sessions, dealership visits, meals, transportation, or other activities;
- Technical or administrative errors; or
- Publicity uses authorized under these Official Rules.

Nothing in these Official Rules excludes liability that cannot lawfully be excluded.

The Sponsor makes no representation or warranty concerning the safety, availability, merchantability, fitness, or quality of products or services provided by independent travel, hotel, airline, event, restaurant, manufacturer, or other third-party providers.

28. Indemnification

To the extent permitted by law, each participant agrees to indemnify the Sponsor against claims, damages, losses, costs, or expenses arising from the participant's:

- Violation of these Official Rules;
- Fraud or misrepresentation;
- Use of another person's information or intellectual property;
- Disclosure of confidential or personal information;
- Unlawful conduct; or
- Infringement of another person's rights.

29. Governing Law and Disputes

Except where prohibited by applicable law, the Competition and these Official Rules are governed by the laws of the State of Idaho, without regard to conflict-of-law principles.

Any dispute not subject to a mandatory local consumer-protection forum must be brought in a state or federal court with appropriate jurisdiction located in Idaho.

Participants retain any non-waivable rights provided by the laws of their state or district of residence.

30. Severability

If any provision of these Official Rules is determined to be invalid, unlawful, or unenforceable, that provision will be enforced to the maximum extent permitted or severed, and the remaining provisions will remain in effect.

31. No Waiver

The Sponsor's failure to enforce any provision of these Official Rules does not waive that provision or the Sponsor's right to enforce it later.

32. Conflict Between Materials

If promotional materials, social-media posts, website content, emails, verbal statements, or other communications conflict with these Official Rules, these Official Rules control.

The DealerHero Adventures Milan webpage is provided as a description of the anticipated experience. These Official Rules and the final written prize itinerary control the actual prize awarded.

33. Winner Information

After the winner has been verified and announced, winner information may be available by sending a request to:

info@herohub.com

Requests must be received by **October 15, 2026**.

34. Sponsor Trademarks and Third Parties

Herohub, HerohubIQ, DealerAI, DealerHero Adventures, and associated names and marks are trademarks or trade names of the Sponsor or its affiliates.

EICMA and the names and marks of motorcycle and powersports manufacturers, airlines, hotels, venues, dealerships, and other third parties belong to their respective owners.

Unless expressly stated, the Competition is not sponsored, endorsed, administered by, or affiliated with any manufacturer, EICMA, airline, social-media platform, or other third party.

