HEROHUB POWERSPORTS & MOTORCYCLE INDUSTRY

SUMMIT AGENDA

February 8-9, 2027
Trailborn Jackson Hole | Jackson, Wyoming

DAY 1: MONDAY, FEBRUARY 8 — PUT THE FUTURE TO WORK

1:00 - 6:00 PM

Summit Check-In

Check in, connect with fellow attendees, and prepare for 2 days of industry collaboration.

3:00 - 5:00 PM

Working Smarter: Dealer Demonstrations & Workshops

MORE TIME FOR WHAT MATTERS MOST

See firsthand how fellow dealers are implementing new technologies, sharing lessons learned, and finding innovative ways to operate their businesses.

KEY TAKEAWAYS

- Real world dealer demonstrations
- Practical AI & automation applications
- Strategies to improve productivity & profitability

EVENING

At the Table: OEM & Dealership Leadership Dinners

Connect with OEM leaders and dealer partners in a smaller setting to discuss shared challenges, opportunities, and the future of the industry.

Participating OEMs, times, locations, & dinner arrangements to be announced.

DAY 2: TUESDAY, FEBRUARY 9 — BUILD WHAT'S NEXT

7:00 - 8:15 AM

Breakfast & Networking

Connect with dealership owners, operators & industry leaders.

8:15 - 8:30 AM

Welcome & Opening

JARED BURT | FOUNDER & CEO OF HEROHUB

Opening remarks & Summit priorities.

8:30 - 9:15 AM

Leadership Under Pressure

BRANDON BAIR | FORMER NFL DEFENSIVE END

Lessons in courage, preparation, & Leadership through adversity.

9:15 - 9:30 AM — *Break*

9:30 - 10:45 AM

The Profitability Playbook

DEALER PANELS & WORKSHOPS

Practical strategies to improve margins, inventory, productivity & profitability.

Building What's Next, Together
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DAY 2: TUESDAY, FEBRUARY 9 — BUILD WHAT'S NEXT

10:45 - 11:00 AM — ***Break***

11:00 - 12:00 AM - PM — ***Dealership Acquisitions & Business Value***
LAURA LEMCO | PRESIDENT OF DEALERSHIP VALUATION SERVICES
Building enterprise value, preparing for transitions, & evaluating acquisitions.

12:00 - 12:45 PM — ***Lunch & Networking***

12:45 - 1:30 PM — ***Build the Community. Grow the Market.***
ASHMORE ELLIS - CO-FOUNDER & CEO OF BABES RIDE OUT
Attracting new riders, strengthening loyalty, & growing the riding community.

1:30 - 2:15 PM — ***The Next Dealership: Technology & Profitability***
HEROHUB LEADERSHIP
Exploring AI, automation & digital solutions to improve dealership performance.

2:15 - 3:00 PM — ***Dealer All-Star Panel***
DEALERSHIP LEADERS
Candid perspectives on OEM partnerships, dealer profitability & industry growth.

3:00 - 3:15 PM — ***Break***

3:15 - 4:00 PM — ***Win-Win-Win Solutions***
PROPOSED OEM LEADERSHIP SESSION
How OEMs empower dealers to be heroes for their customers.

4:00 - 4:15 PM — ***Winning Through Adversity***
DEALER GROUP EXECUTIVE LEADER
Strategic growth and leadership insights.

4:15 - 5:00 PM — ***Closing Keynote: The Drive to Keep Winning***
CHAD REED - TWO-TIME AMA SUPERCROSS CHAMPION
Lessons in resilience, determination & performing under pressure.

KEY TAKEAWAYS

- Strategies to improve dealership performance
- Fresh perspectives on OEM & dealer partnerships
- Ideas to attract riders & build lasting value

EVENING — ***Industry & Dealer Group Dinners***
Continue conversations & strengthen industry relationships.

Working agenda. Session titles, speakers & evening arrangements subject to final confirmation.

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