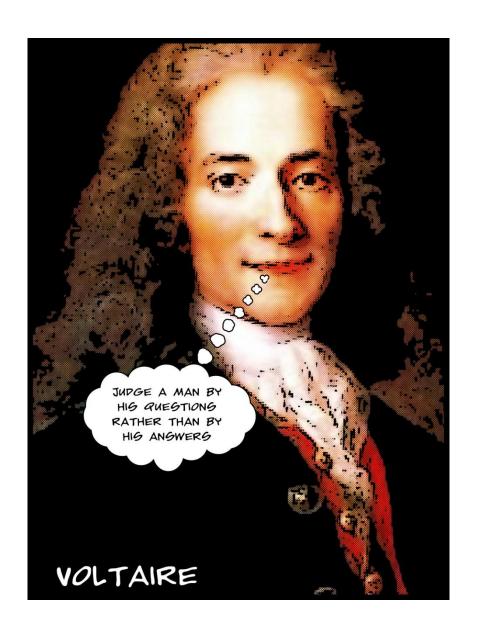


Hercules Trophy International Frequently Asked Questions



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Hercules Trophy Concept

What is the Hercules Trophy?

The Hercules Trophy is a super-charged inter-company sporting team day that builds camaraderie, embraces networking and promotes company loyalty.

It is a daylong competition where **teams of 7 people take part in 12 extremely awesome sporty challenges** (called 'labours'). Through the camaraderie of sport, participants discover a level of teamwork that is sure to have a long term effect. Have a look at our <u>31 seconds video</u> to see what it's all about.

Hercules Trophy is a total experience for all participants, regardless of their age, gender, or physical condition. It's the fastest growing team event in the world: more than 30,000 people from 850 companies have already participated and keep coming back. Hercules Trophy has been organized in Belgium, Spain, The Netherlands, Dubai, South Africa and the USA.

Who can join the Hercules Trophy?

The event is organized for **companies**, **no matter their size**. The number of participants in a team is 7.

Companies can participate with as many teams as they want. The Hercules Trophy provides a lot of icebreaking moments to mingle the different companies. **The networking effect is guaranteed!** On our website you can see who has already participated and who will participate in the next edition. Upon simple request, you can receive a list of the participating companies in your sector.

Where is the Hercules Trophy organized?

The concept was born in **Belgium** in 1999. Due to the huge success, the event has been expanded to **Spain, The Netherlands, Germany, Dubai, South Africa and the USA**. Over 40 nationalities have participated since, and there are already more than 17,000 fans from all over the world. Our website tells you where the event is organized in which country.

What is the Herculix Foundation?

The Herculix Foundation actively promotes sports as a catalyst for social and individual change. By being a hero in his life, our mascot Herculix wants to inspire the Hercules fans to create a more balanced world.

Since 2012, all Hercules Trophies around the world have "The Kindest Team Competition" as a side-competition for every Trophy. Through their team pages, **teams can raise funds** through crowd funding **for good causes** selected by the Foundation. The best fundraiser wins the competition.

On top of that, all Hercules countries work on **creative ways to support the Herculix Foundation**. Some donate part of the profit, some buy material from good causes, some crew members donate part of their fee, etcetera.

Why join Hercules Trophy?

Why do companies join the Hercules Trophy?

There are **5 business drivers** that inspire companies to participate at the Hercules Trophy:

- Motivate human capital, to retain committed employees and attract new talent.
- Improve teamwork, to increase productivity and effectiveness.
- Enhance your **network**, expose your brand (also as an employer) and grow your business.
- Strengthen your **corporate identity**, to differentiate from your competitors.
- Invigorate your Corporate Social Responsibility (CSR) Program.

Hercules Trophy has a strong focus on "Feel as a team". We create a platform where people can easily connect on an emotional level and share unforgettable experiences. It's not just a one day event, but a process of at least 6 months (and mostly longer).

Next to this long lasting internal team effect, companies also perceive the Hercules Trophy as an important means to **connect with other companies**. Some companies invite their customers or members and consider the event as a customer day. For them it's an original way to show the customer they are a dynamic company. It creates a different, intimate kind of relationship with the customers.

Download our white paper <u>"Hercules Trophy - the rationale behind the concept"</u> if you want to read more about this.

Companies also want to attract new talent and to promote their **image as an employer**. Have a look <u>at this document</u> to see what we can do for your employer branding. <u>Employer branding is the new black</u>, they say.

What other companies will participate?

Go to "Who's there" on our website and select the Trophy that interests you. You will see a list with all participating companies, with the number of teams and even the names of participants. You can also look at all the Trophies of the past. Upon <u>request</u>, you can receive a reference list of all companies that have participated.

What is the best strategy to convince others?

Give us a call and someone from the Magnificent Hercules Sales team will come over. Invite a maximum of colleagues for a meeting/sandwich lunch and we will present the concept to them.

If you think you can manage it all by yourself, here are some guidelines:

- 1. Collect all the necessary info: <u>brochure</u>, <u>white paper</u>, <u>PowerPoint presentation</u>, <u>video</u>, <u>testimonials</u> of participants.
- 2. Show your colleagues the <u>Picture Gallery</u> on the Hercules Trophy website, on <u>YouTube</u>, <u>Facebook</u>, <u>Pinterest</u> or <u>Flickr</u>.
- 3. Give them a list of participants (bet there is at least one customer and competitor of your company in it ...). Talk about the networking aspect! No other event combines teambuilding, competition and networking this way.

- 4. Tell them that they don't have to be athletes to participate. Everyone with a basic condition can join and this is a promise that we have written down in blood. Ladies get extra bonus points (sorry guys!).
- 5. Stress our key words "Fun, Safety & Planning". We tend to get freaky when it comes to each single one of these key words.
- 6. Talk about the increasingly important Corporate Social Responsibility (CSR) aspect and the need of people to participate at things that are bigger than themselves. The Herculix Foundation believes in the power of sport as a catalyst and selects local charity projects that make the difference.
- 7. Tell them that it's not expensive: guaranteed team effect, 12 sports on 1 day, entertainment and catering included. Value for your money! <u>Contact us</u> for a detailed offer.

Organization

Who organizes the Hercules Trophy?

Hercules Trophy started as an initiative of a few **Belgian corporate business men** who cared about their people. They looked for a formula that would establish long lasting emotional connections between their employees. When they finally noticed that this kind of event didn't exist, they started up their own business.

They found sport was a good means for people to **get connected** and to work towards **common goals**. By adding a lot of well-considered fun elements and a strict planning in a safe environment, their initiative didn't miss the desired effect. The Hercules Trophy became a total experience, not only for the participants, but also for supporters.

Have a look at the "Who are we" page on our website to find out more about the founders and the organizers in your country.

Is the Hercules Trophy sponsored?

Organizations with a herculean vibe can **partner up with the Hercules Trophy** and present their brand to the corporate world. +100 brands have already sponsored the Hercules Trophy because they believe it's the ultimate business-to-business way to connect with a broad audience.

If you link with the coolest corporate sports event on the planet (yes, that's us), you will get access to our fan community: more than **30,000 participants** (business professionals from different sectors, levels and nationalities) in more than 65 Trophies, with +70,000 active business people on our mailing list and nearly 1,200,000 unique visitors per year on the Hercules Trophy website. Our event has a repeat attendance rate of more than **91%**!

Send us <u>an e-mail</u> if you want to receive our sponsor file with the details of our **sponsor packages** (Title Sponsor - Village Sponsor - Labour Sponsor - Media Sponsor - Logistic Sponsor - CxO Pétanque Sponsor).

What is the day planning of the Hercules Trophy?

The teams start preparing weeks in advance, but the climax is the Trophy event itself of course. The main focus of the day is the 12 unique labours that all the teams will compete in. But there's a lot more to it! It's all about positive energy and resonance! We have a warm-up for all participants (the legendary Hercules dance), an Opening Ceremony (with a crazy flag parade and the lightening of the Hercules fire), a CEO competition, the Hercules Kids track, quality food & drinks, a DJ, entertainment all day long and a superb celebratory party after the official Award Ceremony and dinner.

A labour takes 15 minutes. After every labour, a team gets a 15 minutes break. There are no queues or boring periods, teams are always on the move. The organization is very smooth. It's a well-oiled machine.

The day planning of your Trophy will be on your Trophy page of our <u>website</u>. We will also send an email with the detailed planning to all participants a few weeks before the event.

Pictures tell it all. Have a look at the **Picture Gallery** and the pictures posted by the teams on our website. Or watch the videos and pictures posted by fans worldwide on <u>YouTube</u>, <u>Twitter</u>, <u>Facebook</u>, <u>Pinterest</u>, Flickr and others

What will be this year's labours?

Prepare for some cool stuff! The labours change every year and they are different in every country. Some of the labours will be the same as last year. Others will be brand new and you might never have heard of them. Bet you've never heard of <u>blobbing</u>, <u>savate</u>, surf rodeo, the zorb or Speed of Yellow?

The labours of this year are announced at the latest 2 months before the Hercules Trophy.

Registration

How do I subscribe?

It is the Hercules contact person within your company that needs to subscribe your team(s).

Go to **shop.herculestrophy.com** (as from January 2013), select your Trophy and fill in your order. Your teams will be created automatically on our website. Your invoice will also be generated and sent to the e-mail address that you provide. After you have logged on to our website with your username and password, you can edit the teams that you ordered.

When the date of the Hercules Trophy approaches, you will receive detailed information on the labours, your individual team planning, things to bring, how to get there, etc.

Is it possible to make a reservation?

You can reserve a number of teams, with no further obligations. The reservation is **valid for 20 days**. This way, you can make sure that your teams are booked before the Trophy is full. Drop us <u>an e-mail</u> to make a reservation.

How much does it cost?

Guaranteed team effect for less than the price of 1 drink per day: who would say "no" to that? The exact team price varies in the different countries. Contact us for a detailed offer.

Can my company participate with just 1 team?

Oh yes. Some companies participate with 1 team of 7 players, other companies delegate several teams. Smaller companies get as much attention as the bigger ones. Everyone feels at ease in the crowd and everyone can win the Trophy!

How many players can join in 1 team?

Every team consists of **7 players**, of which one is the team captain. There should preferably be at least 1 lady in the team (bonus points, remember!).

Does everybody perform every labour?

Every team performs 12 labours throughout the day and follows its own team planning. **Every labour** is carried out by 4 players, which means that the other team members can have a break!

Do I have to be an all-round athlete to join the Trophy?

No. That's not the aim of the Hercules Trophy at all.

Everybody with a basic physical condition can participate. Just have a look at our profile pictures and you will see that we aren't athletes either! We make sure that all the labours are accessible to everyone. Some might be more physical than others, but there are also challenges that will test your brains more than your muscles! To be honest, we aren't too fond of "top athlete teams", but we prefer "real life" business teams with colleagues who can all contribute and enjoy themselves.

I want to be a part of the Hercules crew!

Are you genuinely herculean? Do you have an incontrollable Hercules vibe? Are you a positive, energetic and customer-minded person? <u>Send us</u> your resume! Maybe you can be a part of the best crew in the world, who knows...

Preparation

How do I prepare for the event?

Once your order has been processed on our website, **you will receive all the information** that is necessary to prepare, one step at a time.

If you can't wait, have a look at this "How to prepare" document or Prezi presentation!

Some basic tips and tricks:

- Make sure you are mentally and physically prepared in order to experience this mega-fun day to the max!
- Pump up your team members: make funny team pictures, think about a team name, a slogan, a song and go for the Coolest Team Contest.
- Look for a team outfit and a team flag.
- Don't go out the day before the Trophy: hangovers are not advised!

A few weeks before your Hercules Trophy, we will release a <u>Dance Tutorial video</u> to show you how to dance the Hercules Dance at the event.

In some of the Hercules countries, we also have very interesting deals with fitness and health instructors who can help you to get in shape!

How will everyone be informed?

The Hercules contact person of your company fills in the name and e-mail address of the team captains on our website. The team captains fill in the name and e-mail addresses of their team members. As soon as a person is registered as a team member, he/she will receive a confirmation e-mail.

Download the "How to prepare" manual or presentation for a smooth preparation.

Why do I have to fill in a name, slogan, picture etc. for my team in advance?

Five reasons to do it:

- The extra bonus points will make the difference in the final ranking.
- It will enhance teamwork with your colleagues, weeks or even months before the event.
- Your team and company will get a lot of visibility.
- You can win a special prize for it.
- It's really fun!

Why do we need a company outfit and a flag?

Do you care about exposure for your brand? Then don't ask this question! It's pretty obvious isn't it? If you don't have a company outfit or flag, just make them! You will find some inspiration in the Picture Gallery on our <u>website</u> or on <u>Facebook</u>.

Are we insured?

Hercules Trophy is insured in every country where the event takes place. Please check the company insurance in advance. It's better to have extra insurance from your company too. We also require every individual player to sign a **waiver**.

Can I bring my own fans and family?

The Hercules Trophy is a unique experience for everyone, including families and supporters! Why not have your company Family Day at the Trophy? We organize a Hercules Kids track in the afternoon where children can earn extra points for their participating moms and dads. The little ones will have a ball at the Kids Village!

Feel free to bring supporters outside of your family too. Colleagues who don't participate themselves will cheer you to victory.

Visitor tickets can be purchased in the web shop, as well as tickets to buy food and drinks. Please indicate at your time of booking how many tickets you would like. And if your supporters want to stay in the evening, please let us know in advance.

Practical questions

What is a labour?

A Hercules Trophy labour is one of the **12 team activities/challenges** that all teams must compete in on the day. Each labour lasts for 15 minutes. We call it a labour, after the 12 tasks the ancient hero Hercules had to carry out for the Greek god Zeus.

The different labours require varied levels of stamina, strength, problem solving abilities and skills, but all are aimed at being inclusive, fun and entertaining for men and women of all ages.

Every year, new labours appear at the Hercules Trophy. Over the past 10 years, more than **70 labours** have already been organized. A lot of labours have customized names to keep a surprise effect, others are more straightforward. Recent examples include Quad Volleyball, Mountain Bike Relay, Skim Boarding and Highland Games. You will find a list of all labours ever organized in the Labour section on our website (need to log on first, though).

Teams that have signed up receive announcements by e-mail in the weeks preceding the Trophy of exactly what they will be doing on the day. We guarantee that it will all be fun and challenging sporty activities with a twist!

What is a brain labour?

Basically, it's the only "intellectual" time of the day. It's a **short quiz** that your team needs to fill in when you arrive. Your time is limited, so make sure you are on time for the registrations! The best and fastest team gets an award for Smartest Team.

What is a joker?

You can put a joker on the labour that your team is good at. If you actually win that labour, you will receive **extra points!** You only have 1 joker to assign.

You can only assign your joker when all labours have been announced. The team captain can choose the joker on the "Edit team" page of our website.

What is the Hercules Village?

The Hercules Village is the central place during the Hercules Trophy. Everyone gathers there in the morning, at lunch and snack time and during the après-Trophy. You will also find general amenities in the Village, such as the bar, lockers, massage, bathrooms, the Referee, etc. Our brand new Hercules Village has a very stylish, corporate look, with lounge areas and attractive catering facilities. It is the central networking point and **thé place to be** to feel the excitement and the thrill!

What is the Opening Ceremony?

The official Opening is an important aspect of the Trophy. Just before the opening, captains get a briefing about the Hercules philosophy, while the other team members are warmed up by our aerobics teachers. At the Opening, the torch is lit by one of the participants. The official Herculestime is set and the Hercules oath is sworn. The captains perform the official Hercules dance in front of a crazy crowd. It makes the adrenaline pumping and it gives the opportunity for companies to show themselves with their company flag. The Opening Ceremony gets things going. It makes people realize that the Trophy is about plain fun and is timed to the last second.

What is the CxO pétanque tournament?

In the afternoon, a "pétanque" tournament in real French Riviera style is organized for the CEO's of the participating companies. The networking highlight of the day!

<u>Pétanque</u> is a popular French outdoor game where the goal is to throw hollow metal balls as close as possible to a small wooden ball called a "cochonnet" (literally "piglet") or jack. It's fun and accessible. Please don't call it "Bocce" (unless you want to get on the nerves of some French crew members).

Your CEO can earn extra points for the teams of his company, so make sure he/she is prepared!

What is the Hercules Kids?

Bring your kids to the Hercules Trophy and **enjoy an unforgettable family day!** As from 2013, also children between 3 and 12 are very welcome to participate. We organize a Hercules Kids track in the afternoon where children can earn **extra points** for their participating moms and dads. So parent's teams will benefit from their kids' efforts during the **special Kids Challenges**. But most important is ... everyone is a winner! And the little ones will have a ball at the **Kids Village**!

How do I get to Hercules Trophy?

Look at the Venue section on our website for a detailed roadmap.

Can I store my bags in a safe place while I'm having fun?

There are **guarded lockers** and dressing rooms in the Hercules Village.

Can my colleagues/friends come to the party without participating at the Trophy?

Yes, they can. If they want to come over for the dinner and the party, ask your company's Hercules contact person to **order extra online tickets**.

Why should I come to the party?

That's an easy one. Because it will be the **Best Party of the Year!**

If you don't come, you'll regret it for the rest of your days. We have the best DJ and the greatest audience in the world! Just watch the pictures of the past years if you don't believe it.

What happens when it rains?

"If rain bothers you, you can always jump into the sea." (Chinese proverb).

When it rains, we just carry on with the event. We have back-up scenarios when it storms. Take raincoats and umbrellas if the weather forecast doesn't look very promising. Make sure you have warm dry clothes. There's enough indoor space. You'll get hot soup during lunch if it's cold. In the Village, there are dressing rooms to change clothes quickly during the day. Showers are available too. Even in case of heavy rains or thunderstorms we have a plan B.

Lost and found.

All found objects are collected by our Hercules crew. **A list of the objects will be available** after the Trophy. When something on the list is yours, send us an e-mail ASAP, because some of the found objects start to get a bit smelly after a few days ...

Catering

What about lunch/dinner/drinks?

We provide quality food and drinks throughout the day, for participants and supporters. You will receive breakfast, sandwich lunch, snacks and cocktails. In the evening there's a barbecue or walking dinner, followed by the Award Ceremony and ... the most smashing party of the year!

It is not allowed to bring your own picnic (nor to feed the animals).

Do you have vegetarian food? Halal food? ...

Our food is adapted to the **local habits of every country** and we always have vegetarian alternatives. Send us <u>an e-mail</u> if you have a special dietary regimen.

The scoring system

How does the scoring system work?

The planning and scoring system are **fully integrated**. Every Trophy has its own scoring system, depending on the number of participating teams and the 12 labours. Every team gets the scoring rules in their team folder upon arrival. Have a look at <u>what the famous Hercules Referee has to say about the scoring system</u>.

Can we bribe the Hercules Referee?

Many have tried. None have succeeded.

What can we do to win?

Try your utmost to surpass yourself! And have a look at the scoring rules to **maximize your chances**. Don't forget that you will receive **extra points** when a lady participates in a labour (not for every labour of course, only once), when your CEO wins the pétanque tournament, when you use your joker, etc. Next to the competition, there are also some **special prizes** such as Most Congenial Team, Fair Play Team, Best Team Picture, Ladies Team, Kindest Team and Coolest Team!

Can we participate without a lady in the team?

Yes, you can. However, due to the bonus points for ladies, it will be **almost impossible for you to win** (Sorry again, guys! You can still focus on one of the special awards ...).

I think there's a mistake in the scores.

Please check your scores during the Trophy. If you don't agree with the scores right after the labour, talk about it with **the Marshall**. The Marshall has the last word. If you notice that you didn't receive bonus points during the event (e.g. for a lady, or the joker), go to **the Referee** asap. The results per team are known immediately. The rankings are available on our website the day after the Trophy. Scores will not be changed after the Trophy.

What is the Coolest Team Contest?

Your team can ask colleagues or friends to vote for you in the Coolest Team Contest. Your fans can vote by giving a number of stars. Everyone can vote for several teams, but only once for one specific team. There is 1 Coolest Team per Trophy.

Questions on ordering and invoicing

How can I place an order on the Hercules Trophy website?

Go to **shop.herculestrophy.com** (live as from January 2013). The **Hercules contact person** within your company has the administration rights to order the teams and catering through our website. The contact person is the only person who can manage the orders of your company on our website.

When do I receive the invoice?

Your invoice will be generated as soon as your order has been placed in the web shop. Please note that only the teams that are paid for in advance will be allowed to the Hercules Trophy.

What happens if I cancel?

As sales conditions may vary, please check the sales conditions applicable in your country.

Can I fill in different invoice addresses?

You can fill in different invoice addresses **if necessary**. Please select the right invoice address for the right order.

Questions about the Hercules Trophy website

I forgot my username and password to log on?

Fill in your e-mail address on the logon page and click the button "Send me my password".

What is the Vibe?

It's a **status update** of what the Hercules fans have been up to on the Hercules Trophy website. You can see it when you click on "The Vibe!" on our website (you need to log on first).

Can I view the Hercules Trophy website on my smartphone or tablet?

Yes, you can! This is the 21st century, remember. Don't forget our mobile application **mobile.herculestrophy.com**. It allows you to see your planning and scores during the day. Very handy!

I don't receive your e-mails anymore.

Log on to see if you are **still registered**. If you don't get our e-mails, then our e-mails are probably blocked by your **spam filter**. Ask your ICT department to allow e-mails from info@herculestrophy.com.

Hercules contact person

How can I see the planning of my teams for the day?

Log on, click on "My Team" and choose the tab "Planning". The team planning will be available **+/-1** week before the event. Before that, you can use the general planning of the day.

Some of my colleagues don't have an e-mail address at work. How will they be informed?

Ask them for their private e-mail address. It's important for us to have the correct e-mail addresses, so every team member receives the right information on time. Please don't fill in fake e-mail addresses; otherwise we might be blocked by spam filters.

If one of the team members can't provide an e-mail address at all, the team captain can fill in his/her own e-mail address. But please make sure that all team members get the practical information.

I can't find the buttons "My company" and "My orders" anymore?

Some people have registered twice on our website and use two different e-mail addresses. Please make sure that you log on with the right account details, because your administration rights are only linked to 1 account. If you can't see the above mentioned buttons, you aren't registered as our contact person any more. Someone else from your company probably took over the admin rights. Contact us if you want this to be changed.

Team captain

How can I see the planning of my team for the day?

Log on, click on "My Team" and choose the tab "Planning". The team planning will be available +/-1 week before the event. Before that, you can use the general planning of the day.

I can't find the button "Edit my team".

This means that you aren't a captain yet or that you have logged in with another account. Ask your internal Hercules contact person to assign your team to you as a team captain or drop us an e-mail.

I can't upload the picture of my team.

Only team captains can upload a team picture. Only jpg or gif formats are accepted. Your picture should be smaller than 100 kb.

The deadline for team editing has passed. Can I send my team details to you?

We send some reminders on a regular basis to the teams that haven't filled in their team info yet. Our website is blocked for transactions one week before the Trophy. That's the moment when we attribute the extra bonus points. Please fill in all your information on time. You can still tell us your joker during the morning registration at the Trophy, but it's too late for the other team details then.

I can't find the video clip of our team song.

Fill in the title of your favorite song on our website and YouTube will find it for you. Confirm by clicking the button "This is My Song". If YouTube can't find it, it means that they probably don't have it. But as a Hercules fan, you must be a creative person. We are quite sure that you will manage to make your own movie, upload it on YouTube and then on our website as well. Give it a try!

See you at the Hercules Trophy!