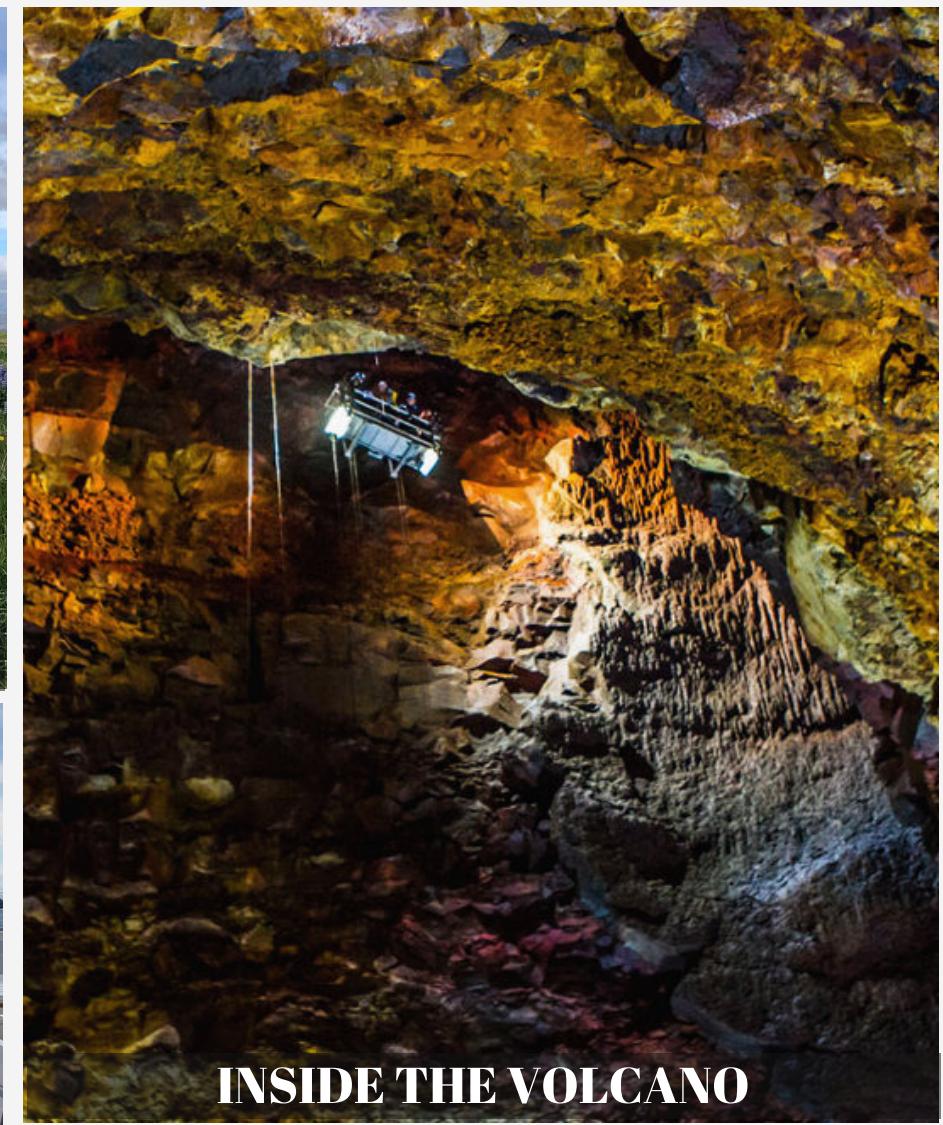


**BEST OVERALL PROGRAM**  
**TRUCK DEALER EXCELLENCE – NORTHERN EXPOSURE 2019**

**Hadler DMC** was challenged to create an incentive for their top 9 achievers with an allure of intrigue and mystery that can't be overlooked. We created a program across three destinations – **Denmark** – **Greenland** and **Iceland**, that integrated the contrast of city, nature and serene community to create a one-of-a-kind incentive experience, showcasing the destinations' traditions and cultural beliefs through storytelling, authentic moments and relaxed atmosphere. The journey covered nearly 5000 km over 9 days and **Hadler DMC** managed to incorporate several cultural and authentic surprises for the guests and made this once-in-a-lifetime experience even better than they had imagined.



**ICELAND ABOVE AND BEYOND**



**INSIDE THE VOLCANO**



**UNDERSTANDING HYGGE**



**A DRINK WITH THE WHALES**



**ICE ICE BBQ**



**MEET & GREET - VIKING STYLE**



**WHEN FOOD IS EXPERIENCE**



**THE SMILES OF SUCCESS**