

**THIS DRAW IS OPEN TO CANADIAN ORGANIZATIONS ONLY (EXCLUDING QUEBEC ORGANIZATIONS)  
AND IS GOVERNED BY CANADIAN LAW.**

**1. DRAW PERIOD:**

Sierra Systems' Microsoft Canada Future of Operations Event in Toronto - Conference Prize Draw (the "Draw") begins on November 28, 2018 at 8:00:00 a.m. Eastern Standard Time ("EST") and ends on November 28, 2018 at 2:00 p.m. EST.

**2. ELIGIBILITY:**

The Draw is open only to Microsoft Canada Future of Operations Event in Toronto attendees based in Canada (excluding Quebec) at the time of entry, except employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of Sierra Systems, its parent companies, subsidiaries, associated and affiliated entities, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Draw. Only one entry per person is permitted in the Draw.

The Draw is void where prohibited by law. Any potential winner of the Draw who is prohibited from accepting the prize due to applicable policies, rules, regulations or contractual obligations which bind such potential winner will not be eligible to win the prize.

**3. RULES LEGALLY BINDING:**

By participating in this Draw, you are signifying your agreement that you have read and agree to be legally bound by these Official Rules and Regulations (the "Rules").

**4. HOW TO ENTER:**

No purchase necessary. MAKING A PURCHASE OF SERVICES WILL NOT INCREASE OR OTHERWISE IMPACT YOUR ODDS OF WINNING IN THIS DRAW. To enter, submit your business card at the Sierra Systems booth at the Microsoft Canada Future or Operations Event in Toronto on November 28th.

**5. VERIFICATION:**

All Draw entries are subject to verification at any time and for any reason. Sierra Systems reserves the right, in its sole and absolute discretion, to require proof of eligibility (in a form acceptable to Sierra Systems): (i) for the purposes of verifying an organization's eligibility to participate in this Draw; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Draw entry and/or other information entered (or purportedly entered) for the purposes of this Draw; and/or (iii) for any other reason Sierra Systems deems necessary, in its sole and absolute discretion, for the purposes of administering this Draw in accordance with Sierra Systems' interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of Sierra Systems within the timeline specified by Sierra Systems may result in disqualification in the sole and absolute discretion of Sierra Systems. The sole

determinant of the time for the purposes of this Draw will be the official time-keeping device(s) used by Sierra Systems.

#### **6. PRIZE:**

There will be a total of one (1) Prize (the “Prize”) available to be won as follows:

There will be one (1) Prize available to be won, FREE ½ DAY AI ROADMAP ASSESSMENT consisting of consulting service (the “Service”) subject to the following conditions. The Service will be provided over a maximum of 4 consecutive hours of effort with a senior AI consultant to help you start to develop your AI roadmap.

Topics for AI roadmap assessment include:

Discovery workshop

AI Maturity

AI Governance and Ethics

AI Tools

AI Development Process

We will deliver a high level AI roadmap at the end of the assessment.

The contest closes November 28, 2018.

The Prize must be accepted as awarded and is not transferable, assignable or convertible to cash. No substitutions except at Sierra Systems’ option (as indicated below). Sierra Systems reserves the right, in its sole and absolute discretion, to substitute the Prize or a component thereof with a prize of equal or greater retail value.

Sierra Systems does not make any representation or offer any warranty, express or implied, as to the quality or fitness of any Prize awarded in connection with the Draw. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that it may not seek reimbursement or pursue any legal or equitable remedy from Sierra Systems should the Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting the Prize, each confirmed winner acknowledges and agrees to waive all recourse against Sierra Systems if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

#### **7. SELECTION PROCESS:**

On November 29, 2018 (the “Prize Draw Date”) in Toronto, Ontario, at approximately 10:00 a.m. Eastern time, one (1) eligible entrant will be selected by random draw from among all eligible Draw entries submitted and received in accordance with these Rules. The odds of winning depend on the number of eligible Draw entries submitted and received in accordance with these Rules.

#### **8. WINNER NOTIFICATION:**

Sierra Systems or its designated representative will make a minimum of two (2) attempts to contact the eligible winner within two (2) business days of the Prize Draw Date. If an eligible winner cannot be contacted as outlined above, or if there is a return of any notification as undeliverable; then the eligible

winner may, in the sole and absolute discretion of Sierra Systems, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and Sierra Systems reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant in accordance with the applicable procedures outlined in Rule 7 (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

#### **9. WINNER CONFIRMATION PROCESS:**

NO ONE IS A WINNER UNLESS AND UNTIL SIERRA SYSTEMS OFFICIALLY CONFIRMS THE ORGANIZATION AS A WINNER IN ACCORDANCE WITH THESE RULES. Before being declared A CONFIRMED PRIZE winner, a representative of the eligible winner will be required to correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of Sierra Systems, be administered online, by email or other electronic means, by telephone, or in Sierra Systems' form of declaration and release).

#### **10. GENERAL CONDITIONS:**

This Draw is subject to all applicable federal, provincial and municipal laws. The decisions of Sierra Systems with respect to all aspects of this Draw are final and binding on all entrants without right of appeal. ANYONE DEEMED BY SIERRA SYSTEMS TO BE IN VIOLATION OF SIERRA SYSTEMS' INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF SIERRA SYSTEMS AT ANY TIME.

By entering this Draw, each entrant expressly consents to Sierra Systems, its agents and/or representatives, storing, sharing and using the information submitted for the purpose of administering the Draw and in accordance with Sierra Systems' privacy policy (<http://www.sierrasystems.com/privacy/>).

Sierra Systems reserves the right to adjust any of the dates, timeframes and/or other Draw details stipulated in these Rules, to the extent deemed necessary by Sierra Systems for any reason.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sierra Systems or any of the other the Released Parties in connection with the Draw will be governed by and construed in accordance with the domestic laws of the Province of British Columbia and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in British Columbia in any action to enforce (or otherwise relating to) these Rules or relating to this Draw.