OUT ON BAY STREET ANNUAL CONFERENCE

Sponsorship Package 2017

Presented by START PROUD
OUR MISSION

Start Proud facilitates the professional development of Lesbian, Gay, Bisexual, Transgender, Queer & Ally (LGBTQA+) students as they transition from school to career in order to build a national network within the LGBTQA+ community.

Want to learn more about our organization?
Visit startproud.org
LETTER FROM THE PRESIDENT

2016 was a year of growth that was characterized by rebranding from “Out On Bay Street” to “Start Proud” to emphasize our focus on students, as well as execute our national expansion initiatives and introduce Canada’s first LGBTQ+ entrepreneurship and tech summit, Venture Out.

Incredibly, this growth did not come at the expense of what we have always done best, year over year. Our Out On Bay Street Annual Conference once again sold out with over 400 in attendance at the grand gala dinner. Our keynote speakers were trans activist Jacob Tobia, entrepreneur and speaker Corrine Sandler, and EVP of English Services at CBC Heather Conway. We hosted and produced over 25 events across Toronto, Ottawa and Montreal that attracted hundreds of students who networked and listened to insightful panel discussions on LGBTQ+ issues, business and law.

Our Leaders To Be Proud Of awards recognized seven outstanding out or ally executive leaders, including Mary Lou Maher, Partner in Charge GTA Audit and Chief Inclusion Officer at KPMG and the recipient of the Lifetime Achievement Award. All seven executives have demonstrated significant professional success while bringing their true selves to work and inspiring a whole generation of students to strive for excellence.

If 2016 was a year of growth, 2017 is where we let the dust settle and we refine the initiatives that defined the past year.

Albert Lam
President/Organizing Committee, 2017
Out On Bay Street

A BRIEF HISTORY

2007
Founded by five MBA Students at Rotman and Schulich

2008
Introduced programming for law students

2010
Registered as a federal non-profit

2011
Created Women’s Speaker Series and Leaders To Be Proud Of Awards

2013
Introduced a new logo to coincide with the launch of Student Leadership Scholarships

2014
Granted intervenor status in Trinity Western University legal dispute; held first event in Ottawa

2015
Sold out Annual Conference to maximum capacity for the first time

2016
Celebrated our 10th Anniversary and announced Start Proud rebrand and national expansion; held first event in Montreal

2017
Launching Venture Out, our first LGBTQ+ Tech and Entrepreneurship Summit; launch of first Start Proud events in Vancouver and Calgary
WHY CHANGE THE NAME?

In 2016, Out On Bay Street entered its 10th year of operation. We wanted to find new ways to improve our impact and advance our service mandate. One goal was to expand the geographic scope of our operations and improve our national reach beyond the GTA.

One limitation to this goal was the Out On Bay Street brand itself because it was inherently Toronto-focused and would likely fail to resonate with the same effect in other cities.

In addition, a 2015 survey of our students and sponsors revealed that the Out On Bay Street name was:
1. Toronto-focused;
2. Did not reflect the national presence of the organization; and
3. Did not reflect the goal of expanding beyond business and law.

That’s why we embarked on a journey to develop a new identity that better reflected our national aspirations and our goal to expand into more diverse career spaces.

WHAT DOES THE START PROUD LOGO MEAN?

The Start Proud logo is simple yet meaningful. Through the font and colours, we maintained the legacy of the OOBS logo. The steps signify a new start and speaks directly to our organization’s goal of facilitating the beginning of our students’ careers, and that we are there to support them every step of the way.

WHAT HAPPENED TO OUT ON BAY STREET?

Out On Bay Street’s annual conference has been our largest and most recognized event since its inception. Start Proud will continue to brand this event as ’Out On Bay Street’ because it is the premier gathering for the top careers on ’Bay Street’ and within the GTA.

In addition to hosting the Out On Bay Street conference, Start Proud will host ’Venture Out’—Canada’s first conference for LGBTQA+ inclusion in tech and entrepreneurship.
WHY YOU SHOULD PARTNER WITH US

RECRUIT
Over 200 students from across Canada in Undergraduate, MBA and Law programs at the annual conference.

EDUCATE
Over 50 speakers at workshops and panels inspire the next generation of LGBTQA+ leaders with insights into LGBTQA+ workplace issues and industry trends.

LEAD
As the first and only LGBTQA+ student-focused conference in Canada, demonstrate your commitment to diversity and inclusion by joining over 40 other Out On Bay Street’s sponsors and network of students.

BY THE NUMBERS
- 5 receptions
- 3 keynote networking meals
- 1 career fair
- 50 speakers
- 14 workshops
- 2 panels
- 2 competitions
- 200+ students
- 80% of students self-identify as LGBTQA+
- 40+ sponsors
18 panels and workshops focussed on various LGBTQ+ issues.

COMPETITIONS
Students from universities across Canada compete in two challenging competitions:
- Case Competitions (12 teams of 4 competitors)
- Moot Court Competition (6 teams of 4 competitors)

CAREER FAIR
35+ company booths and over 230 students

NETWORKING EVENTS
Five networking receptions with specific receptions for women and law

KEYNOTE SPEAKERS
Jacob Tobia, Writer, Speaker, Advocate
Corrine Sandler, CEO of ValidateIT Technologies, Founder and CSO at Fresh Intelligence, and the author of “Wake Up or Die”.
Heather Conway, EVP English Services at CBC/Radio Canada

2016 ANNUAL CONFERENCE HIGHLIGHTS

PANELS AND WORKSHOPS

ROTMAN SCHOOL OF MANAGEMENT
SEPTEMBER 17 – 18, 2016
The Out On Bay Street annual conference would not be possible without the support of our incredible sponsors. In 2016, those sponsors were:

<table>
<thead>
<tr>
<th>CONFERENCE LEADER TIER</th>
<th>CONFERENCE CHAMPION TIER</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEAD TD</td>
<td>HSBC</td>
<td>BMO</td>
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<tr>
<td>DIAMOND Scotiabank</td>
<td>RBC</td>
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<td></td>
<td>Dentons</td>
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<td>SILVER</td>
<td>Accenture</td>
<td>CIBC</td>
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<td>Blakes</td>
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<tr>
<td>BRONZE</td>
<td>Manulife</td>
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<td>Deloitte</td>
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<td>McMillan</td>
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<td>TELUS</td>
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<td>Oslers</td>
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<tr>
<td>IN KIND SPONSORS</td>
<td></td>
<td></td>
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<tr>
<td>CHELSEA Hotel</td>
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<tr>
<td>TORONTO</td>
<td></td>
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<tr>
<td>IN KIND</td>
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<tr>
<td>BUSINESS SCHOOL</td>
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<tr>
<td>Rotman</td>
<td></td>
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<tr>
<td>University of Toronto</td>
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<tr>
<td>Colourphill</td>
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<tr>
<td>Lighthouse Labs</td>
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<td>Copper</td>
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<td>Symcor</td>
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<td>Unilever</td>
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<td>Telus Digital</td>
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<tr>
<td>BCG</td>
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**HOW TO GET INVOLVED**
**WITH OUT ON BAY STREET**

Supporting Out On Bay Street Signals your commitment to LGBTQIA+ diversity and inclusion. The at-a-glance matrix below presents an overview of the sponsorship levels and the benefits you can expect with each.

<table>
<thead>
<tr>
<th></th>
<th>IN-KIND</th>
<th>ORGANIZATIONAL PARTNER $500</th>
<th>COPPER $2,000</th>
<th>BRONZE $2,500</th>
<th>SILVER $5,500</th>
<th>GOLD $9,000</th>
<th>PLATINUM $11,000</th>
<th>DIAMOND $18,000</th>
<th>LEAD $26,000</th>
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</thead>
<tbody>
<tr>
<td>Year-round Out On Bay Street promotion</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Out On Bay Street Calendar</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Transferable tickets to the Annual Conference</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td>12</td>
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<tr>
<td>Tickets to the Leaders to be Proud of Awards Reception</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Career Fair access</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Out On Bay Street Conference App Logo</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Out On Bay Street Job Portal access</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Access to student resumes</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Ability to nominate speakers</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Table at Recruitment Lunch (post-Career Fair)</td>
<td></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Exclusive events</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Send representative as panelist, judge, facilitator, etc.</td>
<td></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Designated table at Gala Dinner</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premiere Career Fair visibility</td>
<td></td>
<td></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in delegate conference package (page size)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Half</td>
<td>Full</td>
<td></td>
</tr>
<tr>
<td>Premier visibility on all promotional mediums</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Y</td>
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</tbody>
</table>
Joining Start Proud as an Organizational Partner is a powerful statement about your commitment to LGBTQ+ diversity and inclusion. All funds received from the Organizational Partner tier will go towards helping Start Proud reach its mission of building a national LGBTQ+ community.

$500 ORGANIZATIONAL PARTNER BENEFITS

- Visibility and Promotion:
  - In all Start Proud media channels
  - At all Start Proud events throughout the year
  - On the Start Proud partners webpage and at the foot of each page on our website
- Inclusion in Start Proud communications regarding all events and initiatives
CONFERENCE PARTNER TIER

The Conference Partner tier puts your brand at our flagship event – the Annual Conference. Supporting Out on Bay Street at this tier gives different engagement options depending on your organization’s diversity and inclusion goals.

$2,000 COPPER LEVEL BENEFITS

- 2 transferable tickets to the Conference
- 1 ticket to the Leaders To Be Proud Of Awards Reception as an opportunity for senior and executive management to network with colleagues, and to showcase their support to fellow LGBTQA+ leaders
- Posting on exclusive Out On Bay Street Job Portal and access delegate resumes
- Designated table top at the Career fair
- Brand promotion through communication channels and our conference app

$2,500 BRONZE LEVEL BENEFITS

Includes Copper Conference Partner benefits plus:

- Additional 2 transferable tickets (4 in total)
- 1 ticket to the Leaders To Be Proud Of Awards Reception as an opportunity for senior and executive management to network with colleagues, and to showcase their support to fellow LGBTQA+ leaders
- Named table at post-Career Fair lunch for representatives to meet students
- Ability to nominate speakers

DID YOU KNOW?

In 2015, the Annual Conference sold out for the first time.
Conference Champions have cemented their commitment to LGBTQA+ diversity and inclusion. At the Annual Conference, Champions have better opportunities to directly engage with students, premier branding at their event, and the ability to customize content with the Out On Bay Street team (each offering is exclusive in this tier).

CONFERENCE CHAMPION BENEFITS

- Prominent visibility in all communications
- Posting on exclusive Out On Bay Street Job Board and access delegate resume
- Brand promotion through communication channels and our conference app
- Named table at post-Career Fair lunch for representatives to meet students

$5,500 SILVER LEVEL BENEFITS

Includes all Conference Champion benefits (above) plus:

- Bronze Conference Partner tier benefits
- Choose one of the following:
  - Workshop — Facilitate a workshop during conference on a mutually agreed-upon topic.
  - Community Outreach — Facilitate a strategy session to help one of our non-profit partners.
HOW TO GET INVOLVED  CONFERENCE CHAMPION TIER continued

NOTE: All Conference tier sponsorships include the benefits listed on page 8 for the Organizational Partner tier.

$9,000 **GOLD LEVEL BENEFITS**
Includes all Conference Champion benefits (left) *plus*:
- Choose *one* of the following:
  - **Women’s Panel** *plus* the post-panel reception
  - **Law Panel** *plus* the post-panel reception
- For panel events, a sponsor representative can join the panel as a speaker
- Engage directly with the audience at your event (5 minute talk)
- 4 transferable tickets to the Conference total

$11,000 **PLATINUM LEVEL BENEFITS**
Includes all Conference Champion benefits (left) *plus*:
- Choose *one* of the following:
  - **Case Competition plus reception** — Help judge the competition, present the award to the winners, and address all attendees.
  - **Moot Competition plus Call to the Bar reception** — Bring in judges and address all competitors.
  - **Saturday Recruiting Lunch** — Address the entire conference at this catered, sit-down lunch with a keynote speaker.
- One designated prime location for Saturday Gala Dinner
- Engage directly with the audience at your event (5 minute talk)
- 6 transferable tickets to the Conference total
- Premier visibility at the Career Fair

**DID YOU KNOW?**
In 2017, we expanded our presence into five cities across Canada.
As a Conference Leader, your commitment to LGBTQIA+ diversity and inclusion is unwavering. During the Annual Conference, Leader-tier sponsors have the highest visibility, the strongest brand presence, and the best opportunities to engage with students.

$18,000 DIAMOND FRIDAY NIGHT RECEPTION

- Prominently visible as the Presenting Sponsor for the 2016 Annual Conference’s Friday Evening Reception
- Premiere visibility in all Out On Bay Street Annual Conference promotional mediums
- Address the entire conference at the Reception (up to 10 minutes)
- One designated prime center location table at the Saturday Gala for your organization
- 10 transferable tickets to the Conference total
- Prime center display booth at Career Fair
- Half-page advertisement in the delegate package
- Logo displayed when delegates log into Conference App
- Posting on exclusive Out On Bay Street Job Board and access delegate resume.
- Brand promotion through communication channels and our conference app
- Name table at post-Career Fair lunch for representatives to meet students
As a Conference Leader, your commitment to LGBTQ+ diversity and inclusion is unwavering. During the Annual Conference, Leader-tier sponsors have the highest visibility, the strongest brand presence, and the best opportunities to engage with students.

**LEAD SATURDAY NIGHT GALA**

- Prominently visible as the Presenting Sponsor for the 2016 Annual Conference Saturday Gala Dinner
- Premier visibility in all Out On Bay Street Annual Conference promotional mediums
- Address the entire conference at the Gala (up to 10 minutes)
- Three designated prime center location tables at the Saturday Gala for your organization
- 12 transferable tickets to the Conference total
- Prime center display booth at Career Fair
- Full-page advertisement in the delegate package
- Logo displayed when delegates log into Conference App
- Posting on exclusive Out On Bay Street Job Board and access delegate resume.
- Brand promotion through communication channels and our conference app
- Name table at post-Career Fair lunch for representatives to meet students
- Company branded lanyards to all student delegates

**DID YOU KNOW?**

In 2017, we have 80 volunteers working with us!
### OTHER SPONSORSHIP OPPORTUNITIES

#### AWARDS, SCHOLARSHIPS AND BURSARIES

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaders to be Proud Of</td>
<td>Honours the most influential business leaders in Canada that either self-identify as LGBTQ+ or have been strong advocates for workplace diversity and inclusion</td>
<td>$TBD</td>
</tr>
<tr>
<td>OOBS Leadership Scholarship</td>
<td>Recognize LGBTQ+ student excellence</td>
<td>$8,000</td>
</tr>
<tr>
<td>Annual Conference Travel Bursary</td>
<td>Bring top tier students from across the country to the Conference</td>
<td>$10,000</td>
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</table>

#### CELEBRATORY SOCIAL EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pride Month Social</td>
<td>Join Start Proud to celebrate Pride</td>
<td>$4,000</td>
</tr>
<tr>
<td>Holiday Social</td>
<td>Ring in the holidays and new year with OOBS</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

#### SPEAKER SERIES EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker Series</td>
<td>Topics range from:</td>
<td>$4,000</td>
</tr>
<tr>
<td></td>
<td>• Women’s Issues (one per quarter)</td>
<td>per event</td>
</tr>
<tr>
<td></td>
<td>• Law (one annually)</td>
<td></td>
</tr>
<tr>
<td>Venture Out</td>
<td>Canada’s first conference for LGBTQ+ inclusion in tech and entrepreneurship</td>
<td>$TBD</td>
</tr>
</tbody>
</table>

#### REGIONAL EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ottawa</td>
<td>Host a speaker series and networking event with 100* average attendance</td>
<td>$4,000</td>
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<tr>
<td></td>
<td></td>
<td>per event</td>
</tr>
<tr>
<td>Across Canada</td>
<td>Offered in Calgary, Montreal, Ottawa, Toronto, Vancouver</td>
<td>$2,000</td>
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<tr>
<td></td>
<td></td>
<td>per event*</td>
</tr>
</tbody>
</table>

* 50% Founding Discount for 2017
SPONSOR RELATIONS TEAM

STEFAN PALIOS  
VP, Sponsor Relations  
T: (306) 304-2373  
E: stefan.palios@startproud.org

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LISA DURNFORD  
Associate, Law Relations  
T: (416) 735-2181  
E: lisa.durnford@startproud.org
SPONSORSHIP DISCLAIMER  The terms found within this Agreement shall terminate one day prior to Out On Bay Street’s Annual General Meeting (AGM) held in the calendar year following the date of the Agreement, unless terminated sooner by either party. Sponsorship dollars paid to Out On Bay Street are non-refundable. Sponsorship dollars shall be paid within 30 days of the date of invoice from Out on Bay Street. Liability to pay sponsorship dollars, including timing of payment, is a fundamental term of this agreement. You shall have the right to demand removal of your business name, trademark, and/or branding as applicable from any and all promotional or other materials relating to Out On Bay Street upon 30 days written notice.

Except as otherwise agreed in writing in advance, Out On Bay Street is solely responsible for the administration, and execution of all operations referenced within this Agreement. Each party agrees that the other party, its contracted affiliates, affiliates, agents and subcontractors, and each of their officers, directors, partners, principals or other personnel shall not be liable for any actions, damages, claims, liabilities, costs, expenses, or losses in any way arising out of or relating to this Agreement for an aggregate amount in excess of the sponsorship dollars for the applicable year in which the claim arose. In no event shall either party, its contracted affiliates, affiliates, agents or subcontractors, or any of their officers, directors, partners, principals or other personnel be liable for consequential, special, indirect, incidental, punitive or exemplary damages, costs, expenses, or losses (including, without limitation, lost profits and opportunity costs) against the other party by any third party, nor shall they be liable for any claim or demand against the other party by any third party. The provisions of this section shall apply regardless of the form of action, damage, claim, liability, cost, expense, or loss, whether in contract, statute, tort (including, without limitation, negligence), or otherwise. Neither party shall apply for, nor otherwise request, any award of punitive or exemplary damages against the other party.

Out On Bay Street is a volunteer-based organization and does not pay a salary, stipend or other monetary award to any of its personnel. Sponsorship dollars will be used to cover the operating costs of Out On Bay Street’s events and initiatives, as well as Out On Bay Street’s operating expenses, which may include capital and non-capital expenditures at Out On Bay Street’s sole discretion. Residual sponsorship dollars may be used to fund Out On Bay Street’s events and initiatives in future years.

This Agreement, including any exhibits annexed hereto and made a part hereof, constitutes the entire agreement between the parties hereto with respect to the subject matter hereof and supersedes all other oral or written representations or agreements relating to the subject matter hereof, and may not be amended except in writing, executed by the parties hereto.

This Agreement shall be governed by, and construed in accordance with, the laws of the Province of Ontario and, to the extent necessary and applicable, the laws of Canada.

If any provision or part of this Agreement is found by a court of competent jurisdiction to be invalid or unenforceable in whole or in part, such invalidity or unenforceability shall not affect the other provisions, but such invalid or unenforceable provision shall be deemed modified to the extent necessary to render it enforceable, preserving to the fullest extent permissible the intent of the parties set forth in this Agreement. To the extent necessary, invalid or unenforceable provisions in this Agreement that cannot be so construed shall be severed from the Agreement.