

Social Media

	April	May	June
Impressions	- Twitter: 22.6K - Facebook: 95.3K	- Twitter: 28.9K - Facebook: 130.1K	- Twitter: 106K - Facebook: 383.4K
Number of Posts	- Twitter: 11 - Facebook: 30	- Twitter: 37 - Facebook: 29	- Twitter: 80 - Facebook: 18
Growth	- Twitter: +23 - Facebook: +20	- Twitter: +26 - Facebook: -2	- Twitter: +60 - Facebook: +42

Online News Coverage - # of Hits

	April	May	June
Enercare Centre	235	959	61
Beanfield Centre	44	335	56
Exhibition Place	309	176	993

NOTE: Hits = number stories or articles referencing a particular search term (i.e. Beanfield Centre) that received coverage, including new articles, blog posts, reports, social media, images, etc.

Q2 Sales Performance - # of contracted events booked

	Total # of Events: 66
Meetings/Conventions/Conferences	20
Consumer/Trade Shows	9
Sporting Events/Walks/Marathons	3
Exams/Education	11
Film/TV/Basecamp	4
Festivals	4
Other	15

Appendix B Sales & Event Management Activity

2019 Quarterly Report - Event Summary

Start Date	End Date	Description
April, 2019 - Count: 26		
Beanfield Centre - Count: 15		
19-04-03	19-04-04	ARCHITECT@WORK
19-04-08	19-04-11	CIO Peer Forum 2019
19-04-11	19-04-13	BMO Capital Markets Managing Directors Conference 2019
19-04-05	19-04-05	University of Toronto, Department of Family & Community Medicine
19-04-15	19-04-15	UBC Real Estate Exams - April 2019
19-04-25	19-04-25	TDSB Unleashing Learning Conference 2019
19-04-30	19-04-30	Networking Event of the Agri-Food Industry
19-04-30	19-05-01	Ontario Craft Winery Conference 2019
19-04-24	19-04-24	SecureWorld
19-04-16	19-04-17	CAMSC Diversity Procurement Fair 2019
19-04-30	19-04-30	Farm Credit Canada 2019
19-04-23	19-04-23	AWSome Days Conference 2019
19-04-30	19-05-03	Patent Agent Exams Spring 2019
19-04-27	19-04-28	CPA Ontario - Capstone 1 Early Intake Workshops
19-04-16	19-04-16	MCAC 2019
19-04-10	19-04-10	Carpenters & Allied Workers Local 27
Better Living Centre - Count: 1		
19-04-28	19-04-28	Khalsa Day Celebration 2019
Enercare Centre - Count: 8		
19-04-30	19-05-02	SIAL SET Canada (2019)
19-04-11	19-04-11	salesforce World Tour 2019
19-04-06	19-04-07	The Baby Show Spring 2019
19-04-13	19-04-14	Buy Good Feel Good Expo
19-04-14	19-04-14	Import Expo Spring 2019
19-04-06	19-04-07	The Metaphysical and Spiritual Show of Toronto
19-04-24	19-06-30	Marlies Play-Offs Ingress/Egress 2019
19-04-26	19-05-19	MLSE Storage of Grow Lights
Parking Lots/Outdoor Event Space - Count: 1		
19-04-01	19-10-31	Motorcycle Safety Course 2019
Queen Elizabeth Building - Count: 1		
19-04-16	19-04-16	School Library Resource Fair Spring 2019
May, 2019 - Count: 29		
All Buildings & Outdoor Space - Count: 1		
19-05-16	19-07-14	Honda INDY Toronto 2019
Beanfield & Enercare Centres - Count: 1		
19-05-11	19-05-12	CPA Ontario - Capstone 1 Workshops
Beanfield Centre - Count: 14		
19-05-26	19-05-29	e-Health 2019 - Canada's National Conference & Tradeshow
19-05-22	19-05-22	2019 Canada Sales Congress
19-05-13	19-05-16	Payments Canada Summit 2019
19-05-30	19-05-30	2019 Digital Day
19-05-03	19-05-03	Surgical Services Gallie 2019
19-06-03	19-06-06	2019 Gartner Canada Symposium/ITxpo
19-05-23	19-05-24	InsurTech North
19-05-02	19-05-02	MIET 2019
19-05-06	19-05-08	Canada Goose - SP20 Conference
19-05-07	19-05-07	KMI - IB Women in Insurance Toronto
19-05-10	19-05-10	Annual Team Retreat 2019
19-05-02	19-05-02	Industry with Purpose - Chandos Construction
19-05-21	19-05-23	Trade Commissioners Office / Collision B2B 2019
19-05-06	19-05-06	City of Toronto Buildings Division Meeting

Appendix B

Sales & Event Management Activity

Better Living Centre - Count: 2		
19-05-03	19-05-05	Toronto Marathon Expo (2019)
19-05-17	19-05-19	Get on my Level - Canadian Fighting Game Championships
Enercare Centre - Count: 5		
19-05-08	19-05-14	2019 Nationals - 18U, 17U Girls & 16U Boys
19-05-20	19-05-23	Collision 2019
19-06-02	19-06-02	Heart & Stroke Ride for Heart 2019
19-05-04	19-05-04	CAFTCAD Costume Sale
19-05-04	19-06-06	Titans TV Series Film Shoot
Horse Palace - Count: 1		
19-05-07	19-05-13	Horse Stall Rental for Budweiser Clydesdale Horses
Parking Lots/Outdoor Event Space - Count: 4		
19-05-22	19-06-18	TREC 2019 Educational Sessions
19-05-10	19-05-12	Sporting Life 10K Run Finishing Chute
19-05-31	19-06-01	Ragnar Niagara for Princess Margaret Hospital
19-05-18	19-09-30	MLSE Activations 2019
Queen Elizabeth Building - Count: 1		
19-05-25	19-05-27	MLSE Storage of Grow Lights - May 2019
June, 2019 - Count: 21		
All Buildings & Outdoor Space - Count: 2		
19-06-15	19-06-15	Red Bull Reign Toronto Qualifier
19-06-07	19-06-08	Secret Society of Second Born Royals Feature Film Shoot
Beanfield Centre - Count: 3		
19-06-13	19-06-13	TD SMG 2019
19-06-19	19-06-20	Shopify Unite 2019
19-06-24	19-06-26	THINK 2019
Better Living Centre - Count: 1		
19-06-14	19-06-16	Great Canadian Greek Fest
Enercare Centre - Count: 6		
19-06-04	19-06-04	Barrister Examinations 2019
19-06-18	19-06-18	Solicitor Examinations 2019
19-06-18	19-06-19	KMI - HR Tech Conference
19-06-11	19-06-11	Annual Police Cadet Graduation Convocation
19-06-25	19-06-25	CNE Briefing
19-06-20	19-06-20	Trintellix Photo Stills Shoot
Parking Lots/Outdoor Event Space - Count: 8		
19-06-15	19-06-15	Lululemon 10k 2019 (Formerly Waterfront 10K)
19-06-05	19-06-09	Enbridge Ride to Conquer Cancer 2019
19-06-23	19-06-23	The 519 Greenspace Festival 2019
19-06-20	19-06-20	OPPI Promotional video
19-06-18	19-06-18	CNE Staff BBQ
19-06-21	19-06-23	Bombardier Ryker Ride Show
19-06-08	19-07-16	MLSE Seating Storage for Argo Games
19-06-17	19-06-17	Raptors NBA Champions Parade
Queen Elizabeth Building - Count: 1		
19-06-24	19-07-18	Toronto EMS Storage