

**Social Media**

|                        | <b>July</b>                                                                                                  | <b>August</b>                                                                                                 | <b>September</b>                                                                                            |
|------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Impressions</b>     | <ul style="list-style-type: none"> <li>Twitter: 70.4K</li> <li>Facebook: 34K</li> <li>Instagram:-</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 16.3K</li> <li>Facebook: 6.8K</li> <li>Instagram:-</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 11K</li> <li>Facebook: 6K</li> <li>Instagram:-</li> </ul>   |
| <b>Number of Posts</b> | <ul style="list-style-type: none"> <li>Twitter: 75</li> <li>Facebook: 19</li> <li>Instagram: 4</li> </ul>    | <ul style="list-style-type: none"> <li>Twitter: 1</li> <li>Facebook: 2</li> <li>Instagram: 1</li> </ul>       | <ul style="list-style-type: none"> <li>Twitter: 0</li> <li>Facebook: 18</li> <li>Instagram: 10</li> </ul>   |
| <b>Growth</b>          | <ul style="list-style-type: none"> <li>Twitter: -15</li> <li>Facebook: +1</li> <li>Instagram: -14</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: -74</li> <li>Facebook: -17</li> <li>Instagram: -3</li> </ul>  | <ul style="list-style-type: none"> <li>Twitter: -1</li> <li>Facebook: +17</li> <li>Instagram: +9</li> </ul> |

**Online News Coverage - # of Hits**

|                         | <b>July</b> | <b>August</b> | <b>September</b> |
|-------------------------|-------------|---------------|------------------|
| <b>Enercare Centre</b>  | 86          | 45            | 139              |
| <b>Beanfield Centre</b> | 307         | 11            | 260              |
| <b>Exhibition Place</b> | 1.9k        | 414           | 94               |

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.

**Q3 Sales Performance - # of contracted events booked**

|                                  | <b>Total # of Events: 65</b> |
|----------------------------------|------------------------------|
| Meetings/Conventions/Conferences | 28                           |
| Consumer/Trade Shows             | 15                           |
| Sporting Events/Walks/Marathons  | 3                            |
| Exams/Education                  | 7                            |
| Film/TV/Basecamp                 | 4                            |
| Festivals                        | 1                            |
| Other                            | 7                            |

**2019 3<sup>rd</sup> Quarter Report – Event Summary**

| <b>Description</b>                              |
|-------------------------------------------------|
| July, 2019 - Count: 13                          |
| Beanfield Centre - Count: 1                     |
| CPA Ontario - Capstone 1 Presentations          |
| Enercare Centre - Count: 5                      |
| Jehovah's Witnesses International Convention    |
| Black Owned Unity Summer Market                 |
| CPA Ontario PEP Examinations - Spring 2019      |
| CNE Rising Star Talent Competition Meet & Greet |
| Escar CNE Food Handler Training                 |

Appendix B  
Sales & Event Management Activity

**Parking Lots/Outdoor Event Space - Count: 6**

- Toronto Caribbean Carnival 2019
- Toronto Triathlon Festival 2019
- Toronto's Festival of Beer 2019
- CAMTRI Mixed Team Relay - Super Sprint 2019
- The Shopify Field Trip
- MLSE - Argos Fans seating area

**Queen Elizabeth Building - Count: 1**

- CNE office space use for CNE 2019

**August, 2019 - Count: 5**

**Beanfield Centre - Count: 4**

- NDEB Examinations 2019
- CNEA 2019 Food Safety Training Sessions
- Leading at Shopify
- CNE VIP Green Rooms for Opening Ceremonies

**Parking Lots/Outdoor Event Space - Count: 1**

- Spinrite Yarns Photo Shoot

**September, 2019 - Count: 29**

**Beanfield Centre - Count: 13**

- TTC Accessibility Forum 2019
- Ontario Long Term Care Association 2019
- KMI - HR Awards 2019
- KMI - Employment Law Toronto Show
- ADCC Awards Judging 2019
- UBC Real Estate Exams - September 2019
- CMPA Resident Symposium 2019
- Landmark Forum Evening Session (September 10, 2019)
- OPPI Speaker Training Sessions 2019
- Gensuite Customer Conference 2019
- Power Platform World Tour / Collaborate Canada 2019
- Drug-Impaired Driving Data Analyst Working Group Workshop
- Providence Healthcare Leadership Meeting

**Energicare Centre - Count: 9**

- Covered Tattoo & Art Expo
- Sneaker Con
- Toronto Antique Show and Vintage Market and Toronto Vintage Clothing Show Fall 2019
- Kimikon 2019
- Movie Expo 2019
- CPA Common Final Examination (CFE) 2019
- Eddie Melo Legacy Organization 2nd Annual Fight Night Fundraiser
- Titans TV Series
- MLSE Storage of Grow Lights

**Parking Lots/Outdoor Event Space - Count: 6**

- GETLOUD for SickKids
- 2019 One Walk to Conquer Cancer
- Softchoice Cares Charity Basketball Tournament
- Labatt Road Safety
- MLSE BMO Field Exterior Conversions 2019
- Basecamp - Xmas Duets

**Queen Elizabeth Building - Count: 1**

- 29 Rooms - Refinery29