

Social Media

	January	February	March	Online News
Impressions	- Twitter: 6.5k - Facebook: 46K (paid) - Instagram: 26k	- Twitter: 13.3K - Facebook: 9K - Instagram: 9k	- Twitter: 6.8K - Facebook: 2K - Instagram: 5k	
Number of Posts	- Twitter: 21 - Facebook: 10 (paid) - Instagram: 7	- Twitter: 52 - Facebook: 16 - Instagram: 15	- Twitter: 21 - Facebook: 10 - Instagram: 5	
Growth	- Twitter: +6 - Facebook: +645 (paid) - Instagram: +92	- Twitter: +19 - Facebook: +79 - Instagram: +79	- Twitter: +15 - Facebook: +6 - Instagram: +32	

Coverage - # of Hits

	January	February	March
Enercare Centre	186	227	454
Beanfield Centre	13	74	71
Exhibition Place	117	333	601

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.

Q1 Sales Performance - # of contracted events booked

	Total # of Events: 33
Meetings/Conventions/Conferences	15
Consumer/Trade Shows	3
Sporting Events/Walks/Marathons	1
Exams/Education	0
Film/TV/Basecamp	5
Festivals	1
Other	8

Appendix B
Sales and Event Management Activity

2020 Quarterly Report - Event Summary

Description
January, 2020 - Count: 4
Beanfield Centre - Count: 2
Leading at Shopify (January 2020)
Metrolinx - Ontario Line Drop-In Session
Enercare Centre - Count: 2
Toronto International Boat Show 2020
Great Northern Concrete Toboggan Race 2020
February, 2020 - Count: 20
All Buildings & Outdoor Space - Count: 1
Nightmare Alley Feature Film Shoot
Beanfield Centre - Count: 6
Insurance-Canada Technology Conference 2020
Black History Month Conference and Celebration 2020
CCTX 2020 Annual Collaboration Event
Canada Pension Plan Investment Board
CNEA February Board Meeting
Canadian National Leadership Conference
Better Living Centre - Count: 2
The Artist Project 2020
Integrated Automotive Car Detailing
BMO Field - Count: 1
MLSE TFC Seat Storage
Enercare Centre - Count: 8
Restaurants Canada Show 2020
The Motorcycle Show ~ Toronto 2020
Paralegal Exams - February 2020
Franchise Canada Show - February 2020
Royal Automotive Agency - Car Detailing 2020
Penske Vehicle Services Detailing 2020
Architect@Work Exhibitor Reception
MLSE Concerts: Ingress/Egress 2020
Queen Elizabeth Building - Count: 2
Float Build for St. Patrick's Parade Society of Toronto
QE Theatre Chair Storage
March, 2020 - Count: 6
Beanfield Centre - Count: 3
Mental Health Commission of Canada
The Ontario Public Health Convention 2020 (cancelled)
Metrolinx Ontario Line Safety Stand Down Meeting
Enercare Centre - Count: 2
National Home Show 2020 co-located with Canada Blooms (cancelled)
One of a Kind Spring Show & Sale 2020 (cancelled)
Horse Palace - Count: 1
MLSE Grow Lights (9) Storage March 2020
Parking Lots/Outdoor Event Space - Count: 1
MLSE Activations 2020
Queen Elizabeth Building - Count: 3
Toronto Open 2020 (Fencing) (cancelled)
C3 Toronto (cancelled)
Toronto Antique and Vintage Market and Toronto Vintage Clothing Show 2020
Better Living Centre - Count: 1
SpringFestTO 2020 (cancelled)