

Social Media

	October	November	December
Impressions	- Twitter: 23.3K - Facebook: 35K - Instagram:-	- Twitter: 52.3K - Facebook: 36K - Instagram:-	- Twitter: 21K - Facebook: 24K - Instagram:-
Number of Posts	- Twitter: 15 - Facebook: 7 - Instagram: 18	- Twitter: 37 - Facebook: 11 - Instagram: 8	- Twitter: 20 - Facebook: 10 - Instagram: 5
Growth	- Twitter: +15 - Facebook: +1 - Instagram: +8	- Twitter: +17 - Facebook: -17 - Instagram: -10	- Twitter: -17 - Facebook: +17 - Instagram: -5

Online News Coverage - # of Hits

	October	November	December
Enercare Centre	347	111	34
Beanfield Centre	55	159	6
Exhibition Place	947	696	290

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.

Q4 Sales Performance - # of contracted events booked

	Total # of Events: 38
Meetings/Conventions/Conferences	14
Consumer/Trade Shows	7
Sporting Events/Walks/Marathons	5
Exams/Education	1
Film/TV/Basecamp	1
Festivals	0
Other	10

2019 Quarterly Report - Event Summary

Description
October, 2019 - Count: 33
Beanfield & Enercare Centres - Count: 2
OPPI 2019
CondoConf 2019
Beanfield Centre - Count: 13
Canadian Waste to Resource Conference 2019
2019 ACG Toronto Capital Connection
Fashion Takes Action
IBM Canada Innovation Forum 2019
CAEM 2019 Power Education Day
Driving the Future of Digital Health 2019
Now at Work Tour 2019
Mitsubishi Full Circle
CHIEF Fall Symposium Dinner and Networking 2019
City of Toronto- Employee Engagement Meeting 2019
RBA Toronto (City of Toronto)
CNEA Board Meeting October 2019
Q4 CDW + Scalar Kick Off
Better Living Centre - Count: 3
MLSE Storage of Grow Lights
Screamers 2019
Spookfest Toronto
Enercare Centre - Count: 13
Paralegal Exams - October 2019
Waste and Recycling Expo Canada 2019
Fall Home Show 2019
FranchiseCanada Show 2019
ZoomerShow Toronto
Bicycle Fall Blowout Sale 2019
Ontario College Information Fair
The Baby Show - Fall 2019
Run Expo 2019
Import Expo
CAFTCAD Costume Sale Fall
Royal Agricultural Winter Fair 2019
Dodge & Miles TV Series Film Shoot
Parking Lots/Outdoor Event Space - Count: 2
MLSE Platinum Seat Storage due to RAWF 2019 and Grow Light Storage
Basecamp Parking: Tiny Pretty Things
November, 2019 - Count: 24
All Buildings & Outdoor Space - Count: 2
Pride Marine Yacht Storage
Holodomor Commemoration 2019
Beanfield Centre - Count: 12
OCFP Annual Scientific Assembly Conference 2019
The Home Depot Canada Canadian Supplier Partnership 2019
Ontario Economic Summit 2019
CEM Courses 2019
Toronto Agile Community 2019 Conference
2019 SLCAN Sustainable Laboratory Conference
Landmark Forum Evening Session (November 5, 2019)
Zoholics Canada
City of Toronto - Managers Summit (Session 1)
City of Toronto - Managers Summit (Session 2)
No Limits - Toronto 2019
KADIWA Formal Social Gathering

Appendix B
Sales & Event Management Activity

Better Living Centre - Count: 1

Indoor Winter Carnival 2019

Enercare Centre - Count: 5

One of a Kind Winter Show 2019

CIPO Trademark Exams November 2019

Anderson College of Health, Business and Technology

MLSE Ingress/Egress: Concert Brockhampton

MLSE Ingress/Egress Marlies 2019/20 Season

Parking Lots/Outdoor Event Space - Count: 1

Basecamp: In The Dark

Queen Elizabeth Building - Count: 3

School Library Resource Fair Fall 2019

Cannabis Consumer & Business Expo

ExAc Exams 2019

December, 2019 - Count: 10

Beanfield & Enercare Centres - Count: 1

ETT - Federation Day 2019

Beanfield Centre - Count: 3

UBC Real Estate Exams - December 2019

Toronto Police Sergeant Exams

CNEA Board Meeting December 2019

Enercare Centre - Count: 4

City of Toronto, Executive Development 2019

Red Bull AdrenLAN

The Ultimate Sneaker Show Toronto

MLSE Ingress/Egress: WWE

Parking Lots/Outdoor Event Space - Count: 1

Horse Drawn Carriage Rides to Andy Kim Christmas Show

Queen Elizabeth Building - Count: 1

I Heart Beer Events