

**Social Media**

|                        | <b>JULY</b>                                                                                                        | <b>AUGUST</b>                                                                                                    | <b>SEPTEMBER</b>                                                                                                  |
|------------------------|--------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <b>Impressions</b>     | <ul style="list-style-type: none"> <li>Twitter: 4.6K</li> <li>Facebook: 13.5K</li> <li>Instagram: 10.2k</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 7.2K</li> <li>Facebook: 2.0K</li> <li>Instagram: 6.2k</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 11.5K</li> <li>Facebook: 6.1K</li> <li>Instagram: 7.9k</li> </ul> |
| <b>Number of Posts</b> | <ul style="list-style-type: none"> <li>Twitter: 27</li> <li>Facebook: 11</li> <li>Instagram: 13</li> </ul>         | <ul style="list-style-type: none"> <li>Twitter: 29</li> <li>Facebook: 9</li> <li>Instagram: 3</li> </ul>         | <ul style="list-style-type: none"> <li>Twitter: 28</li> <li>Facebook: 6</li> <li>Instagram: 9</li> </ul>          |
| <b>Growth</b>          | <ul style="list-style-type: none"> <li>Twitter: +13</li> <li>Facebook: +22</li> <li>Instagram: +136</li> </ul>     | <ul style="list-style-type: none"> <li>Twitter: +3</li> <li>Facebook: +11</li> <li>Instagram: +53</li> </ul>     | <ul style="list-style-type: none"> <li>Twitter: +2</li> <li>Facebook: +17</li> <li>Instagram: +85</li> </ul>      |

**Online News Coverage - # of Hits**

|                         | <b>JULY</b> | <b>AUGUST</b> | <b>SEMPTEMBER</b> |
|-------------------------|-------------|---------------|-------------------|
| <b>Enercare Centre</b>  | 49          | 18            | 14                |
| <b>Beanfield Centre</b> | 0           | 5             | 2                 |
| <b>Exhibition Place</b> | 228         | 120           | 345               |

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: 6</b> |
|----------------------------------|-----------------------------|
| Meetings/Conventions/Conferences | 0                           |
| Consumer/Trade Shows             | 0                           |
| Sporting Events/Walks/Marathons  | 0                           |
| Exams/Education                  | 1                           |
| Film/TV/Basecamp                 | 2                           |
| Festivals                        | 0                           |
| Other                            | 3                           |

**2020 Quarterly Report - Event Summary**

| <b>Description</b>                          |
|---------------------------------------------|
| <b>July, 2020 - Count: 2</b>                |
| Parking Lots/Outdoor Event Space - Count: 2 |
| NHL Hub City                                |
| Motorcycle Safety Course 2020               |
| <b>August, 2020 - Count: 2</b>              |
| Parking Lots/Outdoor Event Space - Count: 2 |
| Dance Classes                               |
| CNE at Home - Opening Ceremonies            |
| <b>September, 2020 - Count: 1</b>           |
| Parking Lots/Outdoor Event Space - Count: 1 |
| City of Toronto Modular Housing             |