

Appendix B
Sales & Event Management Activities

Social Media

	July	August	September
Impressions	- Twitter: 12,181 - Facebook: 44,749 - Instagram: 89,153 - LinkedIn: 7,716	- Twitter: 2,694 - Facebook: 150,956 - Instagram: 46,009 - LinkedIn: 5,546	- Twitter: 2,845 - Facebook: 54,973 - Instagram: 71,646 - LinkedIn: 6,673
Number of Posts	- Twitter: 23 - Facebook: 29 - Instagram: 87 - LinkedIn: 13	- Twitter: 7 - Facebook: 16 - Instagram: 87 - LinkedIn: 14	- Twitter: 19 - Facebook: 27 - Instagram: 75 - LinkedIn: 15
Net Growth	- Twitter: +6 - Facebook: +8 - Instagram: +615 - LinkedIn: +61	- Twitter: +6 - Facebook: +11 - Instagram: +259 - LinkedIn: +28	- Twitter: -1 - Facebook: 4 - Instagram: +264 - LinkedIn: +38

Online News Coverage - # of Hits

	July	August	September
Enercare Centre	160	112	359
Beanfield Centre	196	267	40
Exhibition Place	3.2K	1.9K	1.2K

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

	Total # of Events: 38
Meetings/Conventions/Conferences	14
Consumer/Trade Shows	9
Sporting Events/Walks/Marathons	2
Exams/Education	3
Film/TV/Basecamp	0
Festivals	2
Other	8

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3rd Quarterly Report - Event Summary

Description
July, 2022 - Count: 9
All Buildings & Outdoor Space - Count: 2
Honda INDY Toronto 2022
CNE 2022
Beanfield Centre - Count: 1
CHFA 2022 Summer Networking
Enercare Centre - Count: 3
MAC Convention 2022
Dino & Dragon Stroll
CNE Rising Star Talent Competition Meet & Greet
Parking Lots/Outdoor Event Space - Count: 3
Toronto's Festival of Beer 2022
Toronto Caribbean Carnival 2022
Toronto Triathlon Festival 2022
August, 2022 - Count: 3
Beanfield Centre - Count: 1
NDEB - Assessment of Fundamental Knowledge Exam ~ August 2022
Enercare Centre - Count: 1
MLSE Ingress/Egress Glass Animals Concert
Queen Elizabeth Building - Count: 1
CNE use of QE Parking Office Space
September, 2022 - Count: 23
- Count: 2
Basecamp - Rabbit Hole
Basecamp - Workin Moms
All Buildings & Outdoor Space - Count: 1
MLSE Storage of Grow Lights
Beanfield Centre - Count: 8
Archangel Summit 2022
Mitsubishi Full Circle 2022
EVVE 2022
123 Dentist Staff Celebration
Zoholics Canada
Nutrition Capital Network Investor Meeting
CanPrev Seminar
Information Session 2022
Beanfield Centre & Enercare Centre - Count: 2
CHFA NOW Toronto 2022
Condo Conference 2022
Enercare Centre - Count: 6
MeatEx 2022
Sneaker Con 2022
Home Hardware Homecoming 2022
Fall Home Show 2022
Hall of Flowers 2022
MLSE Ingress/Egress - concert Ghost
Parking Lots/Outdoor Event Space - Count: 3
Bentway Signature Program 2022
Raptors Players BBQ
Rolling Loud
Queen Elizabeth Building - Count: 1
Toronto Antique & Vintage Market and Toronto Vintage Clothing Show