

Appendix B
Sales & Event Management Activities

Social Media

	January	February	March
Impressions	- Twitter: 3,656 - Facebook: 17,318 - Instagram: 77,264 - LinkedIn: 7,231	- Twitter: 3,929 - Facebook: 19,488 - Instagram: 73,126 - LinkedIn: 8,755	- Twitter: 29,119 - Facebook: 34,021 - Instagram: 40,116 - LinkedIn: 9,059
Number of Posts	- Twitter: 16 - Facebook: 15 - Instagram: 35 - LinkedIn: 26	- Twitter: 15 - Facebook: 19 - Instagram: 20 - LinkedIn: 20	- Twitter: 15 - Facebook: 31 - Instagram: 51 - LinkedIn: 26
Net Growth	- Twitter: +1 - Facebook: +1 - Instagram: +84 - LinkedIn: +46	- Twitter: 0 - Facebook: +4 - Instagram: +395 - LinkedIn: +29	- Twitter: +2 - Facebook: +9 - Instagram: +40 - LinkedIn: +70

Online News Coverage - # of Hits

	January	February	March
Enercare Centre	181	72	454
Beanfield Centre	2	7	144
Exhibition Place	501	178	964

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: 49
Meetings/Conventions/Conferences	13
Consumer/Trade Shows	18
Sporting Events/Walks/Marathons	1
Banquets	1
Exams/Education	1
Film/TV/Basecamp	3
Festivals	2
Other	10

Appendix B Sales & Event Management Activities

1st Quarter Report - Event Summary

Description
January, 2023 - Count: 6
Beanfield Centre - Count: 3
2023 Sales Kick Off Beanfield Metroconnect
NMMA Canadian Hall of Fame Awards Breakfast 2023
Kick Off Breakfast
Enercare Centre - Count: 3
Toronto International Boat Show 2023
2023 Oak View Group (OVG) Event Related Charges
MLSE Ingress/Egress Marlies 2023
February, 2023 - Count: 18
Beanfield Centre - Count: 6
Garrison Ball
NDEB AFK Examination 2023
Leaf's Gala 2023
Garrison Ball PreCon
FIFA ISSU In-Person Meeting
Alex Cross S1 Film Shoot 2023
Better Living Centre - Count: 1
St Patrick's Parade Toronto - Floats Build and Storage
Enercare Centre - Count: 5
The Motorcycle Show ~ Toronto 2023
Enercare Sales Awards Gala
Penske Vehicle Services Detailing 2023
MLSE Ingress/Egress JJ Lin Concert
MLSE Ingress/Egress A Boogie Concert
Parking Lots/Outdoor Event Space - Count: 6
Basecamp - Kodiak
Basecamp - Jack Reacher S2
Basecamp - The Boys Season 4
Basecamp - The Boys Season 4
Basecamp - Eleos S2
VW Commercial
March, 2023 - Count: 19
Beanfield Centre - Count: 9
Royal LePage Annual Awards Gala 2023
PHO Convention 2023
Chairman's Mastermind 2023
Ontario Broker's
Royal LePage Pre-Gala Summit
Collision Supplier Meetings 2023
HMCS YORK 100th Birthday Photo Re-enactment
Western University Reception
Alex Cross S1 Film Shoot
Enercare Centre - Count: 5
One of a Kind Spring Show & Sale 2023
BILD's National Home Show 2023
CannExpo
MLSE Ingress/Egress Road to Wrestlemania
MLSE Storage-Argo's Equipment
Parking Lots/Outdoor Event Space - Count: 2
MLSE TFC Gate 1B Activations 2023
MLSE BMO Field Conversions 2023
Queen Elizabeth Building - Count: 3
Toronto Career Fair & Training Expo
Toronto Game Expo
MLSE Grow Lights Storage 2023