

# Building Brand Recognition through My ExPlace Campaign

**Date:** August 31, 2023

**To:** Board of Governors of Exhibition Place

**From:** Don Boyle, Chief Executive Officer

**Wards:** Ward 10

## SUMMARY

---

The marketing team at Exhibition Place has been busy working on a new and exciting initiative to engage not only the meetings industry but our community and the media. To enhance our brand identity, we have launched My ExPlace campaign, with great success. We are reinforcing our Exhibition Place brand strategy as a 365-day destination for business events and leisure. We are in the marketplace as a leader and Canada's premier destination for conventions, exhibitions, events, and entertainment. Below are strong examples of a mix of tactics – earned, paid, and from our industry partners.

## RECOMMENDATIONS

---

The Chief Executive Officer recommends that:

1. The Board receive this report for information.

## FINANCIAL IMPACT

---

There are no financial implications to this report.

## DECISION HISTORY

---

The Exhibition Place 2022 - 2026 Strategic Plan has a goal to Solidify our Position as Canada's Leading Convention and Event Space. To support this goal, we have initiated a My ExPlace campaign to reinforce our Exhibition Place strategy as a 365-day destination for business events and leisure.

There are no previous Decision History to this report as this is a new initiative.

## COMMENTS

---

One of the sales and marketing's strategic goals for 2023, was to create brand awareness through a MY EXPLACE campaign. This is to enhance our brand identity through media and promotions.

This campaign has successfully been amplified through multiple media outlets.

### **Summary of media pick up:**

Dolce Magazine - <https://dolcemag.com/successstories/don-boyle-future-forward/47803>

Toronto Life - <https://torontolife.com/city/your-guide-to-exhibition-place/>

Destination Toronto - <https://www.destinationtoronto.com/leisure-blog/post/exhibition-place-summer/>

Exhibitor World - <https://joom.ag/Rc6d/p24>

IAEE - <https://iaeehq.com/2023/03/23/the-vital-role-of-sustainability-how-venues-are-working-to-build-a-greener-industry/>

A presentation of this initiative will be done by staff at the Board meeting of September 15, 2023.

## CONTACT

---

Laura Purdy, General Manager, 416-263-3020, LPurdy@explace.on.ca

Judy Mahoney, Director, Sales and Marketing, 416-263-3021,  
jmahoney@explace.on.ca

## SIGNATURE

---

Don Boyle  
Chief Executive Officer