

Appendix B  
Sales and Event Management Activities

### Social Media

|                        | July                                                                                                                                            | August                                                                                                                                          | September                                                                                                                                      |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Impressions</b>     | <ul style="list-style-type: none"> <li>Twitter: 8,212</li> <li>Facebook: 71,681</li> <li>Instagram: 338,254</li> <li>LinkedIn: 5,562</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 4,124</li> <li>Facebook: 84,923</li> <li>Instagram: 174,010</li> <li>LinkedIn: 4,776</li> </ul> | <ul style="list-style-type: none"> <li>Twitter: 3,058</li> <li>Facebook: 55,235</li> <li>Instagram: 66,205</li> <li>LinkedIn: 7,426</li> </ul> |
| <b>Number of Posts</b> | <ul style="list-style-type: none"> <li>Twitter: 33</li> <li>Facebook: 35</li> <li>Instagram: 191</li> <li>LinkedIn: 7</li> </ul>                | <ul style="list-style-type: none"> <li>Twitter: 14</li> <li>Facebook: 14</li> <li>Instagram: 71</li> <li>LinkedIn: 16</li> </ul>                | <ul style="list-style-type: none"> <li>Twitter: 17</li> <li>Facebook: 29</li> <li>Instagram: 65</li> <li>LinkedIn: 16</li> </ul>               |
| <b>Net Growth</b>      | <ul style="list-style-type: none"> <li>Twitter: -5</li> <li>Facebook: +36</li> <li>Instagram: +1,018</li> <li>LinkedIn: +45</li> </ul>          | <ul style="list-style-type: none"> <li>Twitter: 6</li> <li>Facebook: +18</li> <li>Instagram: +809</li> <li>LinkedIn: +98</li> </ul>             | <ul style="list-style-type: none"> <li>Twitter: -3</li> <li>Facebook: +36</li> <li>Instagram: +105</li> <li>LinkedIn: +58</li> </ul>           |

### Online News Coverage - # of Hits

|                         | July | August | September |
|-------------------------|------|--------|-----------|
| <b>Enercare Centre</b>  | 182  | 125    | 101       |
| <b>Beanfield Centre</b> | 18   | 316    | 21        |
| <b>Exhibition Place</b> | 1931 | 1336   | 515       |

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: 31</b> |
|----------------------------------|------------------------------|
| Meetings/Conventions/Conferences | 15                           |
| Consumer/Trade Shows             | 9                            |
| Sporting Events/Walks/Marathons  | 1                            |
| Banquets                         | 0                            |
| Exams/Education                  | 1                            |
| Film/TV/Basecamp                 | 1                            |
| Festivals                        | 1                            |
| Other                            | 3                            |

## 3rd Quarter Report - Event Summary

| Description                                                                          |
|--------------------------------------------------------------------------------------|
| <b>July, 2023 - Count: 5</b>                                                         |
| All Buildings & Outdoor Space - Count: 1                                             |
| Honda INDY Toronto 2023                                                              |
| Beanfield Centre - Count: 2                                                          |
| Windshare AGM 2023                                                                   |
| BFUTR Partner visits                                                                 |
| Parking Lots/Outdoor Event Space - Count: 2                                          |
| Toronto's Festival of Beer 2023                                                      |
| Toronto Triathlon Festival 2023                                                      |
| <b>August, 2023 - Count: 6</b>                                                       |
| Beanfield Centre - Count: 2                                                          |
| NDEB AFK Exams - August 2023                                                         |
| Royal College of Physicians and Surgeons of Canada - Toronto Written Fall Exams 2023 |
| Enercare Centre - Count: 1                                                           |
| CNEA Job Fair 2023                                                                   |
| Horse Palace - Count: 1                                                              |
| CNE Horse Palace East Office Use                                                     |
| Parking Lots/Outdoor Event Space - Count: 1                                          |
| Toronto Caribbean Carnival 2023                                                      |
| Queen Elizabeth Building - Count: 1                                                  |
| CNE Use of the QE Parking Office Space 2023                                          |
| <b>September, 2023 - Count: 18</b>                                                   |
| Beanfield Centre - Count: 7                                                          |
| Zoholics 2023                                                                        |
| The Advertising & Design Club of Canada Awards Judging 2023                          |
| Purity Life Reception                                                                |
| CanPrev Seminar 2023                                                                 |
| OntarioMD Conference 2023                                                            |
| Waterfront Secretariat Public Meeting                                                |
| Therme office                                                                        |
| Beanfield Centre & Enercare Centre - Count: 1                                        |
| CHFA Now 2023                                                                        |
| Enercare Centre - Count: 7                                                           |
| Bicycle Fall Blowout Sale 2023                                                       |
| 2023 Sneaker Con Toronto                                                             |
| Fall Home Show 2023                                                                  |
| Home Hardware Homecoming 2023                                                        |
| Hall of Flowers 2023                                                                 |
| The Fall Baby Show 2023                                                              |
| Time & Shine International Watch and Jewellery Expo                                  |
| Parking Lots/Outdoor Event Space - Count: 1                                          |
| Supercar Blondie Social Media FZCO                                                   |
| Queen Elizabeth Building - Count: 2                                                  |
| Toronto Antique Show and Vintage Market and Toronto Vintage Clothing Show Fall 2023  |
| Toronto Career Fair & Training Expo                                                  |