

Appendix B Sales and Event Management Activities

Social Media

	April	May	June
Impressions	▪ Twitter: 1,078 ▪ Facebook: 23,120 ▪ Instagram: 66,756 ▪ LinkedIn: 9,003	▪ Twitter: 1,113 ▪ Facebook: 22,305 ▪ Instagram: 63,060 ▪ LinkedIn: 12,156	▪ Twitter: 986 ▪ Facebook: 135,725 ▪ Instagram: 49,162 ▪ LinkedIn: 15,852
Number of Posts	▪ Twitter: 7 ▪ Facebook: 7 ▪ Instagram: 49 ▪ LinkedIn: 10	▪ Twitter: 5 ▪ Facebook: 11 ▪ Instagram: 23 ▪ LinkedIn: 12	▪ Twitter: 9 ▪ Facebook: 9 ▪ Instagram: 41 ▪ LinkedIn: 140
Net Growth	▪ Twitter: -2 ▪ Facebook: +6 ▪ Instagram: +185 ▪ LinkedIn: +74	▪ Twitter: +2 ▪ Facebook: +6 ▪ Instagram: +316 ▪ LinkedIn: +94	▪ Twitter: +1 ▪ Facebook: +39 ▪ Instagram: +288 ▪ LinkedIn: +140

Online News Coverage - # of Hits

	April	May	June
Enercare Centre	441	116	526
Beanfield Centre	313	107	93
Exhibition Place	731	1300	1300

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.

Q2 Sales Performance - # of contracted events booked

	Total # of Events: 44
Meetings/Conventions/Conferences	12
Consumer/Trade Shows	10
Sporting Events/Walks/Marathons	6
Banquets	0
Exams/Education	2
Film/TV/Basecamp	3
Festivals	3
Other	8

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2nd Quarter Report - Event Summary

Description
April, 2024 - Count: 18
All Buildings & Outdoor Space - Count: 1
MLSE Grow Lights Storage 2024
Beanfield Centre - Count: 8
SecureWorld Toronto
GBTACanada Conference 2024 Toronto
TDSB Unleashing Learning Conference 2024
BBPA 42nd Harry Jerome Awards 2024
MongoDB.local Toronto
2024 Parks Orientation
U of T Scarborough Campus Student Union
Better Living Centre - Count: 3
Khalsa Day Celebrations 2024
Artist Project 2024
Import Expo Spring 2024
Enercare Centre - Count: 4
Restaurants Canada 2024
The Baby Show Spring 2024
OCI Innovation Conference 2024
MLSE Activations 2024
Parking Lots/Outdoor Event Space - Count: 1
Motorcycle Safety Course 2024
Queen Elizabeth Building - Count: 1
Toronto Antique and Vintage Market and Toronto Vintage Clothing Show 2024
May, 2024 - Count: 22
All Buildings & Outdoor Space - Count: 2
GirlJam 2024'
Basecamp - Trust Me I'm a Doctor Films Inc.
Beanfield Centre - Count: 8
Payments Canada Summit 2024
Gallie Day for Nursing 2024
DFCM Conference 2024
NDEB Virtual OSCE Examinations - May 2024
Neonatal Advance Respiratory Care Conference 2024'
Ambulatory Endoscopy Clinic Day 2024
TYC's 25th Anniversary Gala and Youth Awards
Collision Conference Meetings 2024
Enercare Centre - Count: 5
Electric Autonomy EV & Charging Expo 2024
Loblaws Supplier Summit
Mayfest 2024
CNEA Annual Meeting 2024
Parking Lots/Outdoor Event Space - Count: 5
Shekhurdina/Lin Wedding Photo's
Campfire Circle - Sporting Life 10K Post Race Celebration
MLSE Soccer Celebration Activations 2024
CHFI Spring Commercial Film Shoot
GTHA Police Services Press Conference - Project ERASE
Queen Elizabeth Building - Count: 2
Toronto Marathon Expo 2024
School Library Resource Fair Spring 2024

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June, 2024 - Count: 21

Beanfield Centre - Count: 7

Trade Commissioners Office/Collision B2B 2024
TDSB Retirement Celebration
Total Rewards Global Forum: Canada 2024
Toronto Education Workers, CUPE - Retirement Reception
Google Marketing Live Canada
City of Toronto Two-Day Work Shop
Humberside Collegiate Institute Graduation 2024'

Beanfield Centre & Enercare Centre - Count: 1

Collision 2024

Enercare Centre - Count: 5

Bike for Brain Health 2024
Hall of Flowers 2024
Shopify Summit
Pearl of Faith Convention 2024'
Cross S2 film shoot

Parking Lots/Outdoor Event Space - Count: 7

The 2024 Princess Margaret Ride to Conquer Cancer
Under Armour 10k 2024
Community Yoga In The Park 2024
Wedding Photography: Joseph Aziz
MLSE - Argos Fans Seating Area 2024
Satellite Kitchen TEC
BMO F24 Rainbow Deposits Drone Show

Queen Elizabeth Building - Count: 1

Moto Craft: Where Speed Meets Art