

Appendix B
Sales and Event Management Activities

Social Media

	July	August	September
Impressions	▪ Twitter: 1,821 ▪ Facebook: 99,660 ▪ Instagram: 160,883 ▪ LinkedIn: 10,925	▪ Twitter: 1,387 ▪ Facebook: 93,925 ▪ Instagram: 80,394 ▪ LinkedIn: 14,994	▪ Twitter: 2,191 ▪ Facebook: 41,194 ▪ Instagram: 38,625 ▪ LinkedIn: 8,716
Number of Posts	▪ Twitter: 14 ▪ Facebook: 12 ▪ Instagram: 59 ▪ LinkedIn: 12	▪ Twitter: 9 ▪ Facebook: 9 ▪ Instagram: 27 ▪ LinkedIn: 15	▪ Twitter: 7 ▪ Facebook: 5 ▪ Instagram: 7 ▪ LinkedIn: 7
Net Growth	▪ Twitter: +1 ▪ Facebook: +31 ▪ Instagram: +1288 ▪ LinkedIn: +96	▪ Twitter: -2 ▪ Facebook: +19 ▪ Instagram: +716 ▪ LinkedIn: +115	▪ Twitter: +1 ▪ Facebook: +11 ▪ Instagram: +88 ▪ LinkedIn: +98

Online News Coverage - # of Hits

	July	August	September
Enercare Centre	157	67	242
Beanfield Centre	9	5	293
Exhibition Place	1719	1655	1591

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: 36
Meetings/Conventions/Conferences	18
Consumer/Trade Shows	10
Sporting Events/Walks/Marathons	0
Banquets	0
Exams/Education	1
Film/TV/Basecamp	0
Festivals	5
Other	2

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3rd Quarter Report - Event Summary

Description	Start Date
July, 2024 - Count: 5	
All Buildings & Outdoor Space - Count: 2	
CNE 2024	07-22-24
Ontario Honda Dealers Indy Toronto 2024	07-18-24
Enercare Centre - Count: 1	
CNEA Job Fair 2024	07-31-24
Parking Lots/Outdoor Event Space - Count: 2	
Toronto's Festival of Beer 2024	07-26-24
Toronto Triathlon Festival 2024	07-14-24
August, 2024 - Count: 5	
Beanfield Centre - Count: 1	
NDEB Assessment of Fundamental Knowledge Exam - August 2024	08-13-24
Horse Palace - Count: 1	
CNE Horse Palace East Office Use 2024	08-06-24
Parking Lots/Outdoor Event Space - Count: 2	
Toronto Caribbean Carnival 2024	08-03-24
Toronto Caribbean Carnival - King & Queen Showcase - Pan Alive - Friday Night MAS	08-01-24
Queen Elizabeth Building - Count: 1	
CNE Use of the QE Parking Office Space 2024	08-06-24
September, 2024 - Count: 16	
Beanfield Centre - Count: 6	
2024 Sephora Store Directors Conference	09-24-24
Royal College of Physicians and Surgeons of Canada Fall Written Exams 2024	09-16-24
IBM Think Tour Toronto 2024	09-12-24
Purity Life Health Products Reception at CHFA	09-20-24
TD 2nd Annual Black Experience Gala	09-14-24
CanPrev Seminar 2024	09-21-24
Beanfield Centre & Enercare Centre - Count: 1	
CHFA Now 2024	09-21-24
Better Living Centre - Count: 1	
RAWF Casino Training School 2024	09-14-24
Enercare Centre - Count: 5	
The Fall Baby Show 2024	09-28-24
Fall Home Show 2024	09-27-24
The Dodger	09-19-24
Home Hardware Homecoming 2024	09-13-24
City of Toronto Public Information Session	09-24-24
Parking Lots/Outdoor Event Space - Count: 2	
Ice Cream Truck for Wedding at Liberty Grand	09-28-24
Community BBQ	09-28-24
Queen Elizabeth Building - Count: 1	
Toronto Antique Show and Vintage Market and Toronto Vintage Clothing Show Fall 2024	09-28-24