

Appendix B
Sales & Event Management Activities

Social Media

	October	November	December
Impressions	▪ Twitter: 1,282	▪ Twitter: 856	▪ Twitter: 295
	▪ Facebook: 26,588	▪ Facebook: 220,830	▪ Facebook: 23,534
	▪ Instagram: 96,101	▪ Instagram: 44,623	▪ Instagram: 23,052
	▪ LinkedIn: 14,958	▪ LinkedIn: 12,938	▪ LinkedIn: 3,068
Number of Posts	▪ Twitter: 13	▪ Twitter: 10	▪ Twitter: 3
	▪ Facebook: 14	▪ Facebook: 9	▪ Facebook: 5
	▪ Instagram: 35	▪ Instagram: 32	▪ Instagram: 7
	▪ LinkedIn: 18	▪ LinkedIn: 10	▪ LinkedIn: 1
Net Growth	▪ Twitter: -12	▪ Twitter: -35	▪ Twitter: -24
	▪ Facebook: -5	▪ Facebook: -4	▪ Facebook: -11
	▪ Instagram: +276	▪ Instagram: +121	▪ Instagram: +96
	▪ LinkedIn: +61	▪ LinkedIn: +103	▪ LinkedIn: +40

Online News Coverage - # of Hits

	October	November	December
Enercare Centre	127	142	33
Beanfield Centre	6	5	1
Exhibition Place	643	506	540

NOTE: Hits = number stories or articles referencing a particular search term (i.e., Enercare Centre) that received coverage, including new articles, blog posts, reports, social media, images, etc.

Q4 Sales Performance - # of contracted events booked

	Total # of Events: 55
Meetings/Conventions/Conferences	16
Consumer/Trade Shows	15
Sporting Events/Walks/Marathons	4
Banquets	0
Exams/Education	1
Film/TV/Basecamp	5
Festivals	2
Other	12

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4th Quarter Report - Event Summary

Description	Start Date
October, 2024 - Count: 33	
All Buildings & Outdoor Space - Count: 1	
Wedding Photography - Mackenzie Wilson	10-19-24
Automotive Building - Count: 13	
Diwali - A Night to Shine 2024	10-05-24
CSSA Conference 2024	10-24-24
RBC Regional Fall Conference (GTR) 2024	10-29-24
This Is Long Term Care 2024'	10-21-24
Ontario Association of Gastroenterology (OAG 2024)	10-18-24
Energy Storage Canada (ESC) 2024 Conference	10-08-24
123 Dentist Staff Celebration	10-26-24
OVIN 2024 Partnering Forum	10-08-24
Dream & Build Conference	10-25-24
Qlik AI Reality Tour 2024	10-01-24
Michael "Pinball" Clemons Foundation	10-26-24
Destination Toronto Joint Committee Meeting	10-21-24
HiTHIUM Reception	10-07-24
Better Living Centre - Count: 2	
Toronto Ski + Snowboard Show 2024	10-25-24
RAWF Casino 2024	10-01-24
Enercare Centre - Count: 14	
Toronto Waterfront Marathon Expo 2024	10-18-24
Navrang Navratri Festival Canada 2024	10-12-24
Ontario College Fair 2024	10-16-24
Franchise Canada Show Toronto 2024	10-26-24
CUEE - Electricity Distributors Association 2024	10-08-24
Halpern Portfolio Tasting	10-24-24
NostalgiaCon Toronto	10-05-24
HYROX	10-05-24
Dreamer Day Fest 2024	10-22-24
TABOO - The Everything to Do With Sex Show	10-18-24
You're Hired!	10-23-24
2024 Sneaker Con Toronto	10-05-24
The Chefs Warehouse	10-21-24
RAWF WetLab Demonstrations 2024	10-17-24
Parking Lots/Outdoor Event Space - Count: 2	
MLSE Storage due to RAWF	10-08-24
Basecamp - Copenhagen	10-20-24
Queen Elizabeth Building - Count: 1	
Bicycle Fall Blowout Sale	10-05-24

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4th Quarter Report - Event Summary

Description	Start Date
November, 2024 - Count: 18	
All Buildings & Outdoor Space - Count: 1	
Holodomor Commemoration 2024	11-23-24
17th Annual Chief's Gala - In Support of Victim Services	
2024 ACG Toronto Capital Connection	11-27-24
ExAC Exams 2024	11-12-24
West Park Culinary Showdown	11-04-24
Spirit of Hope Gala 2024	11-02-24
CEM Courses 2024	11-07-24
Urban Pilots Network 20th Anniversary Gala	11-12-24
NDEB Virtual OSCE Examination - November 2024	11-30-24
City of Toronto Extended Corporate Leadership Team Meeting	11-10-24
Winter Wonderland 2024	
Royal Agricultural Winter Fair 2024	11-28-24
One of a Kind Winter Craft Show 2024	11-30-24
BROS x DOES	11-01-24
Merchandise Storage	
FIFA BMO Expansion Construction	11-21-24
School Library Resource Fair - Fall 2024	11-16-24
Toronto Game Expo Fall	11-25-24
December, 2024 - Count: 17	
All Buildings & Outdoor Space - Count: 2	
Basecamp - Framed	12-06-24
Community Partnership: Lighting Workshop	12-07-24
Automotive Building - Count: 5	
UHN - ABI Network Conference 2024	12-05-24
BAPN Fundraising Gala 2024	12-07-24
PCMA Canada East Board Meeting - December 2024	12-05-24
Copenhagen S1 - GEP COPE INC.	12-16-24
25	12-05-24
Automotive Building & Enercare Centre - Count: 1	
The 2024 Canadian Pool & Spa Expo	12-04-24
Better Living Centre - Count: 1	
SSHA - Respite Warming Centre 2024-2025	12-09-24
Enercare Centre - Count: 5	
Toronto Kids Fashion Week December 2024	12-07-24
IBEW Lu 353 Children's Christmas Party	12-07-24
Salesforce AgentForce World Tour – FY25 Toronto	12-12-24
Toys For Tots Canada 2024	12-08-24
CNE Maintenance Work	12-09-24
Parking Lots/Outdoor Event Space - Count: 3	
PS5 Play Has No Limits	12-06-24
MLSE Coca-Cola Truck Activation	12-01-24
Beast Games Global Countdown Tour	12-13-24