

Appendix B  
Sales & Event Management Activities

**Social Media**

|                        | January                                                                                                                                        | February                                                                                                                                      | March                                                                                                                                          |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Impressions</b>     | <ul style="list-style-type: none"> <li>▪ X: 226</li> <li>▪ Facebook: 15,495</li> <li>▪ Instagram: 19,781</li> <li>▪ LinkedIn: 4,722</li> </ul> | <ul style="list-style-type: none"> <li>▪ X: 121</li> <li>▪ Facebook: 17,643</li> <li>▪ Instagram: 6,572</li> <li>▪ LinkedIn: 1,056</li> </ul> | <ul style="list-style-type: none"> <li>▪ X: 710</li> <li>▪ Facebook: 25,749</li> <li>▪ Instagram: 51,025</li> <li>▪ LinkedIn: 8,636</li> </ul> |
| <b>Number of Posts</b> | <ul style="list-style-type: none"> <li>▪ Facebook: 9</li> <li>▪ Instagram: 9</li> <li>▪ LinkedIn: 1</li> </ul>                                 | <ul style="list-style-type: none"> <li>▪ Facebook: 0</li> <li>▪ Instagram: 5</li> <li>▪ LinkedIn: 1</li> </ul>                                | <ul style="list-style-type: none"> <li>▪ X: 4</li> <li>▪ Facebook: 9</li> <li>▪ Instagram: 57</li> <li>▪ LinkedIn: 8</li> </ul>                |
| <b>Net Growth</b>      | <ul style="list-style-type: none"> <li>▪ X: -24</li> <li>▪ Facebook: -9</li> <li>▪ Instagram: +389</li> <li>▪ LinkedIn: +62</li> </ul>         | <ul style="list-style-type: none"> <li>▪ X: -13</li> <li>▪ Facebook: 0</li> <li>▪ Instagram: +25</li> <li>▪ LinkedIn: +35</li> </ul>          | <ul style="list-style-type: none"> <li>▪ X: -12</li> <li>▪ Facebook: +10</li> <li>▪ Instagram: +281</li> <li>▪ LinkedIn: +108</li> </ul>       |

**Online News Coverage - # of Hits**

|                            | January | February | March |
|----------------------------|---------|----------|-------|
| <b>Enercare Centre</b>     | 142     | 125      | 322   |
| <b>Automotive Building</b> | 3       | 5        | 3     |
| <b>Exhibition Place</b>    | 221     | 549      | 390   |

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.

**Q1 Sales Performance - # of contracted events booked**

|                                  | <b>Total # of Events: 46</b> |
|----------------------------------|------------------------------|
| Meetings/Conventions/Conferences | 11                           |
| Consumer/Trade Shows             | 17                           |
| Sporting Events/Walks/Marathons  | 2                            |
| Banquets                         | 0                            |
| Exams/Education                  | 2                            |
| Film/TV/Basecamp                 | 6                            |
| Festivals                        | 0                            |
| Other                            | 8                            |

## Appendix B Sales & Event Management Activities

### 1st Quarter Report - Event Summary

| Description                                                 | Start Date |
|-------------------------------------------------------------|------------|
| <b>January, 2025 - Count: 8</b>                             |            |
| All Buildings & Outdoor Space - Count: 1                    |            |
| Basecamp - Copenhagen                                       | 01-13-25   |
| Automotive Building - Count: 4                              |            |
| 2025 MNP Eastern Advisory Bootcamp                          | 01-14-25   |
| Hatch WCA Associates Workshop                               | 01-17-25   |
| NMMA Canadian Hall of Fame Awards Breakfast 2025            | 01-21-25   |
| Jamieson Wellness 2025 Kick-Off                             | 01-16-25   |
| Enercare Centre - Count: 2                                  |            |
| Toronto International Boat Show 2025                        | 01-18-25   |
| MLSE Marlies Ingress/Egress 2025                            | 01-01-25   |
| Parking Lots/Outdoor Event Space - Count: 1                 |            |
| MLSE Player & Staff Parking 2025                            | 01-01-25   |
| <b>February, 2025 - Count: 18</b>                           |            |
| All Buildings & Outdoor Space - Count: 3                    |            |
| Basecamp - Copenhagen                                       | 02-04-25   |
| Basecamp - Project X                                        | 02-16-25   |
| Basecamp - "Get Us Home"                                    | 02-02-25   |
| Automotive Building - Count: 4                              |            |
| Toronto Rehab's 17th Annual Brain Injury Conference         | 02-07-25   |
| NDEB AFK Examination - February 2025                        | 02-01-25   |
| ETC Board Meeting                                           | 02-06-25   |
| BGHC Canada Meetup 2025'                                    | 02-11-25   |
| Enercare Centre - Count: 9                                  |            |
| The Motorcycle Show ~ Toronto 2025                          | 02-14-25   |
| St Patrick's Parade Toronto - Floats Build and Storage 2025 | 02-21-25   |
| Toronto I Heart Beer & Taco Festival                        | 02-15-25   |
| Honda Canada Dealer Meeting 2025                            | 02-13-25   |
| Get Us Home Disney Movie                                    | 02-03-25   |
| Penske Vehicle Services Detailing 2025                      | 02-05-25   |
| MLSE Sceptres Ingress/Egress 2025                           | 02-11-25   |
| MLSE Concert Ingress/Egress 2025                            | 02-25-25   |
| 2025 Ontario General Election                               | 02-27-25   |
| Queen Elizabeth Building - Count: 2                         |            |
| ADCC Open Toronto                                           | 02-01-25   |
| Calia Photo Stills Shoot                                    | 02-19-25   |
| <b>March, 2025 - Count: 17</b>                              |            |
| All Buildings & Outdoor Space - Count: 3                    |            |
| MLSE Grow Lights Storage 2025                               | 03-10-25   |
| Basecamp - Dutch and Knuckles                               | 03-16-25   |
| Basecamp - Relationship Goals                               | 03-17-25   |
| Automotive Building - Count: 6                              |            |
| The Ontario Public Health Convention 2025                   | 03-26-25   |
| Raps City Social                                            | 03-05-25   |
| Garrison Ball 2025                                          | 03-01-25   |
| NDEB Virtual OSCE Examination - March 2025                  | 03-16-25   |
| Honda Council of Sales Leadership Awards Gala 2025          | 03-22-25   |
| Koinonia Ministry Canada 2025                               | 03-07-25   |
| Enercare Centre - Count: 3                                  |            |
| National Home Show 2025                                     | 03-07-25   |
| One of a Kind Spring Show 2025                              | 03-26-25   |
| Relationship Goals Feature Film Shoot                       | 03-20-25   |
| Horse Palace - Count: 1                                     |            |
| Governor General's Horse Guard - Horse Stabling             | 03-01-25   |
| Parking Lots/Outdoor Event Space - Count: 1                 |            |
| Converse x KAYTRANADA Brand Activation                      | 03-20-25   |
| Queen Elizabeth Building - Count: 3                         |            |
| Steven Meserve presents: Toronto Catravananza™              | 03-01-25   |
| CannExpo                                                    | 03-21-25   |
| Toronto Game Expo Spring 2025                               | 03-29-25   |