

Appendix B
Sales and Event Management Activities

Social Media

	April	May	June
Impressions	▪ Facebook: 29,259 ▪ Instagram: 46,462 ▪ LinkedIn: 8,333	▪ Facebook: 37,391 ▪ Instagram: 79,914 ▪ LinkedIn: 11,119	▪ Facebook: 38,825 ▪ Instagram: 166,483 ▪ LinkedIn: 7,990
Number of Posts	▪ Facebook: 18 ▪ Instagram: 55 ▪ LinkedIn: 9	▪ Facebook: 16 ▪ Instagram: 57 ▪ LinkedIn: 7	▪ Facebook: 16 ▪ Instagram: 76 ▪ LinkedIn: 5
Net Growth	▪ Facebook: +6 ▪ Instagram: +279 ▪ LinkedIn: +88	▪ Facebook: +19 ▪ Instagram: +490 ▪ LinkedIn: +92	▪ Facebook: +6 ▪ Instagram: +559 ▪ LinkedIn: +59

Online News Coverage - # of Hits

	April	May	June
Enercare Centre	297	148	112
Automotive Building	10	2	1
Exhibition Place	392	375	591

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.

Q2 Sales Performance - # of contracted events booked

	Total # of Events: 41
Meetings/Conventions/Conferences	12
Consumer/Trade Shows	9
Sporting Events/Walks/Marathons	4
Banquets	0
Exams/Education	1
Film/TV/Basecamp	3
Festivals	3
Other	9

Appendix B Sales and Event Management Activities

2nd Quarter Report - Event Summary

Description	Start Date
April, 2025 - Count: 17	
Automotive Building - Count: 7	
Global Business Travel Association (GBTA) Canada Conference - April 2025	04-28-25
Future of Work Canada	04-01-25
Diversity Procurement Fair 2025'	04-15-25
MongoDB.local Toronto	04-15-25
Lactalis Reception	04-02-25
TDSB Unleashing Learning Conference 2025	04-08-25
Precision Management of Neonatal Respiratory Failure: Advanced Simulated	04-10-25
Better Living Centre - Count: 2	
Khalsa Day Celebration 2025	04-27-25
Import Expo Spring 2025	04-19-25
Enercare Centre - Count: 5	
SIAL SET Canada (2025)	04-29-25
Restaurants Canada 2025	04-07-25
OCI Innovation Conference 2025	04-16-25
The Baby Show Spring 2025	04-12-25
Inventa Celebrates Pop-Culture Entertainment 2025	04-24-25
Parking Lots/Outdoor Event Space - Count: 1	
Continental Soccer Experiential Display - April 26, 2025'	04-26-25
Queen Elizabeth Building - Count: 2	
Toronto Vintage Show 2025	04-05-25
School Library Resource Fair Spring 2025	04-30-25
May, 2025 - Count: 22	
All Buildings & Outdoor Space - Count: 1	
Basecamp - Hide & Seek	05-05-25
Automotive Building - Count: 7	
Gallie Day for Nursing 2025	05-02-25
Payments Canada Summit 2025	05-06-25
Laughter is the Best Medicine IX	05-10-25
ZLC Meeting and Zynik Seminar 2025	05-14-25
LSO Awards Gala 2025	05-14-25
2025 OptivCon Toronto	05-13-25
Ambulatory Endoscopy Clinic Day 2025	05-10-25
Automotive Building & Enercare Centre - Count: 1	
Shopify Summit 2025	05-27-25
Better Living Centre - Count: 1	
The Artist Project 2025	05-08-25
Enercare Centre - Count: 6	
The Electric Autonomy EV & Charging Expo 2025	05-14-25
Loblaw Supplier Summit	05-07-25
Planted Expo 2025	05-10-25
Wine Fest Toronto	05-09-25
Mayfest 2025	05-02-25
MLSE Activations 2025	05-31-25
Parking Lots/Outdoor Event Space - Count: 4	
Campfire Circle - Sporting Life 10K Post Race Celebration	05-11-25
Art Exhibit - Community Event	05-01-25
Toronto Fire Training	05-03-25
Distinguished Gentleman's Ride 2025	05-18-25
Queen Elizabeth Building - Count: 2	
Toronto Marathon Expo 2025	05-04-25
EcomX Market 2025	05-09-25
June, 2025 - Count: 14	
All Buildings & Outdoor Space - Count: 1	
Bike for Brain Health 2025	06-01-25
Automotive Building - Count: 6	
Smiling Stars Gala	06-04-25
Retrofit Canada 2025'	06-09-25
Toronto Hydro Employee Town Hall	06-24-25
Humberside Collegiate Institute Graduation 2025'	06-26-25
P&G Annual Team Celebration	06-19-25
CNE Annual Meeting 2025	06-06-25
Better Living Centre - Count: 1	
MAC Eid Festival 2025	06-05-25
Enercare Centre - Count: 3	
VCT MASTERS TORONTO 2025	06-07-25
Women's Healthy Living Show 2025	06-07-25
Salesforce Agentforce World Tour 2025	06-24-25
Parking Lots/Outdoor Event Space - Count: 3	
Under Armour 10k 2025	06-14-25
Community Event: Music in the Park 2025	06-11-25
Continental Soccer Experiential Display June 2025	06-25-25