

Appendix B
Sales & Event Management Activities

Social Media

	July	August	September
Impressions	▪ Facebook: 27,789 ▪ Instagram: 87,205 ▪ LinkedIn: 13,319	▪ Facebook: 47,242 ▪ Instagram: 47,862 ▪ LinkedIn: 6,389	▪ Facebook: 34,881 ▪ Instagram: 76,867 ▪ LinkedIn: 12,663
Number of Posts	▪ Facebook: 11 ▪ Instagram: 72 ▪ LinkedIn: 6	▪ Facebook: 3 ▪ Instagram: 23 ▪ LinkedIn: 3	▪ Facebook: 17 ▪ Instagram: 45 ▪ LinkedIn: 11
Net Growth	▪ Facebook: +14 ▪ Instagram: +265 ▪ LinkedIn: +90	▪ Facebook: +9 ▪ Instagram: +291 ▪ LinkedIn: +92	▪ Facebook: +10 ▪ Instagram: +107 ▪ LinkedIn: +67

Online News Coverage - # of Hits

	July	August	September
Enercare Centre	271	85	206
Automotive Building	146	5	3
Exhibition Place	1,619	769	666

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.

Q3 Sales Performance - # of contracted events booked

	Total # of Events: 39
Meetings/Conventions/Conferences	10
Consumer/Trade Shows	11
Sporting Events/Walks/Marathons	3
Banquets	1
Exams/Education	1
Film/TV/Basecamp	1
Festivals	1
Other	11

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3rd Quarterly Report - Event Summary

Description	Start Date
July, 2025 - Count: 16	
All Buildings & Outdoor Space - Count: 2	
CNE 2025	07-21-25
Ontario Honda Dealers Indy Toronto 2025	07-07-25
Royal Evening with Dr. Zahi Hawass	
Mind Treasure (Gong Ter) Transmissions of Holiness 2025'	07-30-25
Ink the Six Tattoo Show	
Community Event: Beekeeping Workshops 2025	07-04-25
CNE Job Fair for Vendors 2025	07-03-25
Toronto Fire Services UTV & Medical Training	07-30-25
SuperTri & Toronto Triathlon Festival 2025	
Satellite Kitchen TEC 2025 and Truck Parking	07-25-25
Ford Raptor Fan Pass	07-23-25
Photography Workshop	07-12-25
Basecamp - Tell Me Lies S3	07-03-25
Basecamp-Boston Blue -Season 1	07-07-25
Basecamp-The Greatest S1	07-10-25
Moccasin Identifier Workshop	07-21-25
August, 2025 - Count: 4	
All Buildings & Outdoor Space - Count: 1	
Toronto Caribbean Carnival 2025	07-30-25
Automotive Building - Count: 2	
Jays Care Foundation RBI Summit & Gala	08-02-25
NDEB AFK Examinations - August 2025	08-12-25
Queen Elizabeth Building - Count: 1	
CNE Use of the QE Parking Office Space 2025	08-11-25
September, 2025 - Count: 23	
Automotive Building - Count: 7	
OOT Belong Summit (CANCELLED)	08-05-25
Energy Storage Canada (ESC) 2025 Conference	09-04-25
TD 3rd Annual Black Experiences Gala	09-25-25
Dell Technologies Forum Toronto	09-13-25
CanPrev Seminar 2025	09-17-25
Purity Life Health Products Receptions	09-20-25
Unifor Celebration of Life 2025	09-19-25
Automotive Building & Enercare Centre - Count: 1	
CHFA Now 2025	09-21-25
Enercare Centre - Count: 6	
Fall Home Show 2025	09-18-25
Sneaker Con Toronto 2025	09-26-25
The Fall Baby Show 2025	09-27-25
Home Hardware Homecoming 2025	09-27-25
The Dodger	09-10-25
Enercare CCO Town Hall	09-23-25
Parking Lots/Outdoor Event Space - Count: 6	
TIFF 50th Anniversary Drone Show	09-08-25
Canada Walk for Veterans Toronto Walk	09-04-25
Community Gathering at the Wind Turbine	09-20-25
Wedding Photographs: L Bufardecì & P Vahaviolos	09-20-25
Turkey Meatloaf Season 4 (a.k.a. Reacher) TV Series Film Shoot	09-13-25
Wedding Photography	09-15-25
Queen Elizabeth Building - Count: 3	
Toronto Vintage Show Fall 2025	09-29-25
The Toronto Halloween Show	09-20-25
Artist Merchandising Area - QE Tenant	09-27-25