

Appendix B
Sales and Event Management Activities

Social Media

	October	November	December
Impressions	▪ Facebook: 101,680 ▪ Instagram: 178,245 ▪ LinkedIn: 10,705	▪ Facebook: 41,257 ▪ Instagram: 85,597 ▪ LinkedIn: 7,627	▪ Facebook: 1,302,352 ▪ Instagram: 181,403 ▪ LinkedIn: 9,875
Number of Posts	▪ Facebook: 15 ▪ Instagram: 41 ▪ LinkedIn: 9	▪ Facebook: 10 ▪ Instagram: 33 ▪ LinkedIn:	▪ Facebook: 10 ▪ Instagram: 23 ▪ LinkedIn: 9
Net Growth	▪ Facebook: +52 ▪ Instagram: +58 ▪ LinkedIn: +73	▪ Facebook: -38 ▪ Instagram: +868 ▪ LinkedIn: +45	▪ Facebook: +7 ▪ Instagram: +157 ▪ LinkedIn: +36

Online News Coverage - # of Hits

	October	November	December
Enercare Centre	68	440	155
Automotive Building	6	20	3
Exhibition Place	336	685	183

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: 31
Meetings/Conventions/Conferences	11
Consumer/Trade Shows	2
Sporting Events/Walks/Marathons	4
Banquets	0
Exams/Education	1
Film/TV/Basecamp	3
Festivals	0
Other	10

4th Quarter Report - Event Summary

Description	Start Date
October, 2025 - Count: 24	
Automotive Building - Count: 8	
TILTC 2025'	10-27-25
RBC Regional Fall Conference 2025	10-07-25
FY26 SLM -CANCELLED	10-10-25
Spirit of Hope Gala 2025	10-29-25
2025 OVIN Partnering Forum	10-29-25
An Evening with Lech Walesa	10-25-25
City of Toronto Extended Corporate Leadership Team Meeting	10-16-25
Enercare Product & Marketing 2026 Plan Kickoff	10-27-25
TD SMG	10-22-25
Toronto Ski + Snowboard Show 2025	10-24-25
Toronto Fire Tents	10-01-25
HYROX	10-03-25
Dreamer Day Fest 2025	10-22-25
Electricity Transformation Canada Partnership 2025	10-06-25
Toronto Waterfront Marathon Expo 2025	10-17-25
Navrang Navratri Festival Canada 2025	10-10-25
Whiskey Global Toronto	10-17-25
Horse Stabling for Governor General Horses	10-17-25
Clydesdales Stall Rental 2025	10-23-25
Wedding Photo's - Mackenzie Stephenson	10-11-25
Brilliant Minds Season 2 TV Series	10-21-25
CannExpo (CANCELLED)	10-24-25
Bicycle Fall Blowout Sale 2025 (CANCELLED)	10-04-25
Turkey Meatloaf (Reacher TV Series Holding Area)	10-16-25

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4th Quarter Report - Event Summary

Description	Start Date
November, 2025 - Count: 28	
Automotive Building - Count: 15	
18th Annual Chief's Gala - In Support of Victim Services	11-13-25
2025 ACFE Fraud Conference Canada	11-09-25
CSSA Conference 2025	11-20-25
2025 ACG Toronto Capital Connection	11-18-25
Mirror Ball 2025	11-07-25
ExAC Exams 2025	11-03-25
Negev Dinner 2025	11-09-25
F'26 BB Summit & F'26 MMS Summit (TD Bank)	11-25-25
Bonfire Bash	11-05-25
2025 Honda Dealer Meeting	11-18-25
NDEB Virtual OSCE Examinations - November 2025	11-17-25
CAEM CEM Courses	11-11-25
33rd A.B.L.E. Annual Scholarship & Awards Gala	11-01-25
Honda/Acura Field Staff Meeting	11-19-25
Holodomor Commemoration 2025'	11-22-25
Winter Wonderland 2025	11-29-25
Toronto Game Expo Fall 2025	11-22-25
Toronto Fitness Festival	11-15-25
Royal Agricultural Winter Fair 2025	11-07-25
One of A Kind Christmas Show 2025	11-27-25
Holiday Wine Fest	11-21-25
Community Sports Summit	11-19-25
RAWF 2025 Trailer Storage/Parking	11-01-25
MLSE Storage during RAWF 2025	11-01-25
Toronto Paramedic Movember Walk	11-25-25
MLSE Gunner Concert Run	11-24-25
Community Rocks 2025	11-22-25
School Library Resource Fair - Fall 2025	11-26-25
December, 2025 - Count: 8	
Automotive Building & Eneercare Centre - Count: 1	
ServiceNow World Forum 2025	12-11-25
Better Living Centre - Count: 1	
SSHA - Respite Warming Centre 2025-2026	12-15-25
Eneercare Centre - Count: 5	
Toronto Kids Fashion Week December 2025	12-06-25
IBEW Lu 353 Children's Christmas Party 2025	12-12-25
Toronto Hydro Holiday Event	12-20-25
Toys For Tots Canada 2025	12-09-25
CNE Maintenance Work 2025	12-15-25
Horse Palace - Count: 1	
Community Event: photography workshop with West Toronto Photography C	12-06-25