

Appendix B
Sales and Event Management Activities

Social Media

	January	February	March
Impressions	▪ Facebook: 35,882 ▪ Instagram: 78,004 ▪ LinkedIn: 5,112	▪ Facebook: 653,159 ▪ Instagram: 243,682 ▪ LinkedIn: 9,756	▪ Facebook: 274,895 ▪ Instagram: 92,562 ▪ LinkedIn: 13,361
Number of Posts	▪ Facebook: 10 ▪ Instagram: 43 ▪ LinkedIn: 7	▪ Facebook: 13 ▪ Instagram: 34 ▪ LinkedIn: 13	▪ Facebook: 13 ▪ Instagram: 33 ▪ LinkedIn: 8
Net Growth	▪ Facebook: +5 ▪ Instagram: +14 ▪ LinkedIn: +44	▪ Facebook: +3 ▪ Instagram: +77 ▪ LinkedIn: +51	▪ Facebook: +9 ▪ Instagram: +165 ▪ LinkedIn: +73

Online News Coverage - # of Hits

	January	February	March
Enercare Centre	107	66	314
Automotive Building	45	148	3
Exhibition Place	151	395	722

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

	Total # of Events: 54
Meetings/Conventions/Conferences	18
Consumer/Trade Shows	20
Sporting Events/Walks/Marathons	1
Banquets	1
Exams/Education	1
Film/TV/Basecamp	0
Festivals	2
Other	11

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1st Quarter Report - Event Summary

Description	Start Date
January, 2026 - Count: 14	
Automotive Building - Count: 3	
NMMA Canadian Hall of Fame Awards Breakfast 2026	01-20-26
Hatch WCA Associates Workshop	01-16-26
Yee Hong Wellness Community Foundation's Dragon Ball 2026 Volunteer Trai	01-31-26
Enercare Centre - Count: 7	
Toronto International Boat Show 2026	01-17-26
Toronto I Heart Beer Festival	01-31-26
Exhibition Place Resolution Run	01-01-26
MLSE Marlies Ingress/Egress 2026	01-01-26
MLSE Sceptres Ingress/Egress 2026	01-06-26
Merchandise Storage - PWHL 2026	01-01-26
MLSE Equipment Inventory Storage	01-29-26
Parking Lots/Outdoor Event Space - Count: 4	
MLSE Player & Staff Parking 2026	01-01-26
Basecamp - Snowflakes S2	01-22-26
Basecamp Memory of a Killer	01-06-26
Basecamp - Memory of a Killer	01-19-26
February, 2026 - Count: 10	
Automotive Building - Count: 2	
37th Dragon Ball	02-14-26
NDEB AFK Examinations - February 2026	02-02-26
Enercare Centre - Count: 6	
2026 Toronto Motorcycle and Powersport Show	02-20-26
WSB 2026 Launch - Canada	02-14-26
Penske Vehicle Services Detailing 2026	02-04-26
St Patrick's Parade Toronto - Floats Build and Storage 2026	02-23-26
MLSE Concerts & Events Ingress/Egress 2026	02-24-26
MLSE Repairs	02-06-26
Queen Elizabeth Building - Count: 2	
F2FTour Toronto	02-06-26
ADCC Canada Open Toronto 2026	02-14-26
March, 2026 - Count: 16	
All Buildings & Outdoor Space - Count: 1	
MLSE Grow Lights Storage 2026	03-07-26
Automotive Building - Count: 2	
BMO Nesbitt Burns Inc. Managing Directors Conference 2026	03-04-26
NDEB Virtual OSCE Exam - March 2026	03-15-26
Automotive Building & Enercare Centre - Count: 2	
Canadian Roadshow 2026	03-31-26
ORBA 2026'	03-23-26
Enercare Centre - Count: 6	
National Home Show 2026	03-06-26
The Artist Project 2026	03-26-26
Toronto Game Expo Spring 2026	03-28-26
Knit City Toronto	03-27-26
MAC Eid Festival 2026	03-20-26
MLSE Activations 2026	03-28-26
Parking Lots/Outdoor Event Space - Count: 1	
Ford Raptor Fan Pass	03-21-26
Queen Elizabeth Building - Count: 4	
Toronto Vintage Show Spring 2026	03-28-26
Endy + Hush Warehouse Sale	03-11-26
School Library Resource Fair Spring 2026	03-25-26
Toronto Bicycle Show and E-Bike Expo	03-06-26