

Appendix B
Sales and Event Management Activities

Social Media

	April	May	June
Impressions	▪ Facebook: 31,893 ▪ Instagram: 171,850 ▪ LinkedIn: 8,314	▪ Facebook: 75,273 ▪ Instagram: 44,406 ▪ LinkedIn: 10,565	▪ Facebook: 77,061 ▪ Instagram: 128,004 ▪ LinkedIn: 11,009
Number of Posts	▪ Facebook: 21 ▪ Instagram: 45 ▪ LinkedIn: 28	▪ Facebook: 29 ▪ Instagram: 60 ▪ LinkedIn: 35	▪ Facebook: 39 ▪ Instagram: 158 ▪ LinkedIn: 24
Net Growth	▪ Facebook: +15 ▪ Instagram: +461 ▪ LinkedIn: +37	▪ Facebook: +40 ▪ Instagram: +26 ▪ LinkedIn: +37	▪ Facebook: +30 ▪ Instagram: +389 ▪ LinkedIn: +60

Online News Coverage - # of Hits

	April	May	June
Enercare Centre	350	228	1607
Automotive Building	40	24	114
Exhibition Place	1149	1028	2195

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	19
Consumer/Trade Shows	11
Sporting Events/Walks/Marathons	3
Banquets	2
Exams/Education	2
Film/TV/Basecamp	2
Festivals	1
Other	1

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2nd Quarterly Report - Event Summary		
Description		Start Date
April, 2026 - Count: 15		
	2026 OptivCon Toronto	04-16-26
	Canada Partnership Seminar	04-10-26
	Unleashing Learning Conference 2026	04-08-26
	City of Toronto -Extended Corporate Leadership Team Meeting	04-27-26
	FinCon 2026	04-30-26
	Honda and Acura Regionals Central	04-06-26
	OVA Provincial Championships 2026	04-16-26
	2026 One Of A Kind Spring Market	04-09-26
	Spring Baby Show 2026	04-11-26
	OCI Innovation Conference 2026	04-29-26
	EV & Charging Expo 2026	04-08-26
	MLSE Tempo Ingress/Egress 2026	04-29-26
Parking Lots/Outdoor Event Space - Count: 3		
	Basecamp - Overcompensating S2	04-15-26
	AFC Jersey Reveal 2026	04-01-26
	Basecamp - Overcompensating S2	04-26-26
May, 2026 - Count: 23		
Automotive Building - Count: 14		
	Payments Canada Summit 2026	05-05-26
	Gallie Day for Nursing 2026	05-01-26
	LSO Awards Gala 2026	05-13-26
	Zynik Seminar 2026	05-26-26
	HomeLife's Conference and Awards Gala	05-21-26
	NDEB Virtual OSCE Examinations - May 2026	05-27-26
	2026 CNEA Annual Meeting	05-29-26
	National Highway Traffic Safety Administration (NHTSA) - ESV 2026	05-12-26
	Toyota ESV 2026	05-12-26
	Toyoda Gosei - Meeting	05-12-26
	CNEA Board Meeting	05-08-26
	ISO/TC 22/SC36/WG 2 Child restraint systems (in road vehicles) 74th Meeting - 11 May 2026	05-11-26
	Autoliv @ ESV	05-12-26
	Humanetics meeting- Software workshop	05-12-26
Automotive Building & Enercare Centre - Count: 2		
	28th International Technical Conference on the Enhanced Safety of Vehicles 2026	05-12-26
	MAC Convention 2026	05-16-26
Enercare Centre - Count: 5		
	Skills Canada National Competition 2026	05-27-26
	Mayfest 2026	05-08-26
	FY27 Salesforce Agentforce World Tour – Toronto	05-07-26
	Spring Wine Fest 2026	05-15-26
	Tempo Basketball Home Opener Reception	05-08-26
Parking Lots/Outdoor Event Space - Count: 2		
	Toronto Marathon Finish Line Location 2026	05-03-26
	FIFA Legacy Project	05-30-26
June, 2026 - Count: 4		
All Buildings & Outdoor Space - Count: 1		
	FIFA World Cup 2026	06-12-26
Automotive Building - Count: 1		
	JLR Canada Off-Site	06-09-26
Enercare Centre - Count: 1		
	CNE Staff Meetings	06-18-26
Parking Lots/Outdoor Event Space - Count: 1		
	Metrolinx Charity Walk	06-04-26