



The new state of the art South Shore CVA online housing system has helped take marketing and advertising to another level.

Our cutting edge technology allows you to directly market to over 130,000 visitors to Indiana's South Shore in 2010. Each of these visitors has the opportunity to shop in your stores, eat in your restaurants, or visit your attraction. A list of coupons for select partners will be emailed directly to the visitors, who booked hotel rooms through the South Shore CVA housing system approximately one week before the start date of each event. For selected events coupon sheets will be printed and inserted into conference welcome bags.

**2010 EVENTS**

- February** Association of Christian Schools International
- March** Indiana State Police Chaplains  
Indiana Lakes Management Association  
International Order of Eastern Star  
Lutheran Basketball National Tournament
- May** Midwest Regional National Baptist Convention  
AL Anon  
Spring Best of the Midwest Tournament
- June** Indiana State Bar Association Solo and Small Firms  
Fraternal Order of Police  
Psi Iota Xi  
Leon's Triathlon
- July** Gary's South Shore Air Show  
Alston Reunion Zion Baptist  
Indiana Sheriff's Association
- August** World's Professional Disc Golf Association Tournament
- September** Fall Midwest Regional League  
Fall Best of the Midwest
- November** A Christmas Story Comes Home Exhibit

**138,500 + TOTAL VISITORS**

Our Coupon Campaign program can offer you the following:

- Direct access to **more than 130,000 visitors** via email and print BEFORE they come into the area
- The ability to **track your ROI** to the penny
- An average email open ratio of **more than 60%**
- The opportunity to be involved in 19 of the **biggest events in Northwest Indiana** in 2010
- A **year end report** detailing open ratio, number of visitors reached, click through statistics and much more

Take this **EXCLUSIVE** opportunity to put your message directly in front of consumers coming to Indiana's South Shore in 2010!

