



# *The* **Keystone Conference** *A Celebration of Gender Diversity*

## **AN INVESTMENT and ADVERTISING OPPORTUNITY**

Advertisers and Sponsors of the Keystone Conference have an advantage likely not available with other vaguely similar conferences; the shelf life of your advertisement and potential total impressions.

Your advertisement will be visible for well over 12 months on the conference website ([keystone-conference.org](http://keystone-conference.org)) as well as the TransCentralPA website ([transcentralpa.org](http://transcentralpa.org)), and our social media platforms.

One can only guess at the number of total impressions over time and across all platforms, but at the conference easily that number could be more than 10,000 impressions.

We believe that we deliver a solid ROI on your advertising dollar.

[www.Keystone-Conference.org](http://www.Keystone-Conference.org)

# CONFERENCE BACKGROUND:

The Keystone Conference, “A Celebration of Gender Diversity”, is hosted annually by TransCentralPA in Pennsylvania’s capital city of Harrisburg.

As the keystone bridges and holds together associated entities, Trans-identifying people do the same, and the Keystone Conference is a celebration of the unique diversity of gender and our central and unifying place in society.

Pennsylvania is known as the Keystone State because of its significance in unifying the early colonies, and it is quite relevant that we hold this conference here in the state’s capital, ideally located within an easy drive from six major east coast cities.

This conference allows members, allies, supporters, spouses, and friends of the Transgender Community to come together for an informative, inspirational and joyous experience. The agenda annually features workshops, seminars, noted Keynote Speakers, as well as guided excursions into the City of Harrisburg and its environs. The Keystone Conference allows friendships to form and renew in a safe place.

The city of Harrisburg has proven to be a welcoming and friendly place, and has provided conferees the perfect environment to experience life in the open.

The conference began small and was originally intended as an educational opportunity for the trans-identifying residents of Southeastern Pennsylvania. When its existence became known, the reach has expanded beyond anything TransCentralPA could have envisioned.

For the past eight years, growth has been incremental and the Keystone Conference is easily the second largest in all of North America and inarguably the largest annual conference in Harrisburg. In 2016, the annual attendance grew to nearly 700 attendees with an estimated economic impact of nearly one-half million dollars to the economy of Harrisburg and South Central Pennsylvania.

The majority of conferees come from each of the Northeastern States and Eastern Canada. Over the past eight years, every one of the 50 states and 7 of the 10 Canadian provinces were represented.

In the past several years, the conference has become international in scope, with registered attendees from many other countries, including Israel, Belgium, Spain, England, Ireland, South Africa, Australia and others from South America and Europe.

The ninth annual conference will convene again in Harrisburg during March 22-26, 2017 and promises to grow once again as the interactive website ([keystone-conference.org](http://keystone-conference.org)) has received nearly 50,000 visitors from one hundred forty-one (141) countries.

[www.Keystone-Conference.org](http://www.Keystone-Conference.org)

# 2017 Sponsorship Information

This important program provides the funds necessary to support conference activities as well as to fund scholarships for those who are in need. Since workshop space and time slots are so limited, we highly recommend the Platinum or Gold level sponsorship which includes your own presentation room to effectively, 'do as your please.' You may conduct presentations, consultations and receptions at your choosing and convenience when you want and as often as you would like. And, we'll advertise your individually tailored schedule in our program booklet on a 2-page facing ad and on our site as if it was part of the regular conference. Also, Gold level sponsors are guaranteed to have one workshop in a regular workshop room and have the opportunity to purchase one of the five premium ad spaces.

We appreciate your gracious contributions and promise to work hard to acknowledge and advertise your generous support. We understand that this is a sizeable financial investment and will work with you to maximize your return. **Please contact us at either (717) 831-8142 or [SVA@Keystone-Conference.org](mailto:SVA@Keystone-Conference.org)** if you have any questions or would like to discuss additional options and ideas.

[www.Keystone-Conference.org](http://www.Keystone-Conference.org)

**Platinum \$5000**    **Gold \$2500**    **Silver \$1750**    **Bronze \$1000**    **Patron \$500**

	<b>Platinum \$5000</b>	<b>Gold \$2500</b>	<b>Silver \$1750</b>	<b>Bronze \$1000</b>	<b>Patron \$500</b>
<b>At the Conference</b>					
Rotations in Advertising Loop during all meal functions	4	3	2	1	
Individual room for presentations/consultations/receptions (seats 12-15) <sup>1</sup>	X	X			
By name acknowledgement at Saturday Gala Dinner	X	X	X	X	
Inclusion of your promotional material in our registration packets <sup>2</sup>	X	X	X	X	X
Name listed on the Keystone Sponsor marquee	X	X	X	X	X
An 8' x 6' vendor booth with 1 table, 2 chairs & electricity in the vendor area <sup>3</sup>	X	X	X	X	
Luncheon meal tickets <sup>4</sup>	4	3	2	1	
<b>Program Booklet<sup>5</sup></b>					
2 Full-page color, facing ads with your individualized conference schedule	X				
Ability to purchase one of the five premium ad spaces <sup>6</sup>	X	X			
Full-page (6" x 9") color ad		X	X	X	
Half-page (6" x 4.5") color ad					X
Listed as a sponsor in the Keystone program booklet	X	X	X	X	X
<b>Website Listing</b>					
Listed on each web page of the Keystone Conference website	X	X	X	X	
Ad on the Keystone vendor page (200 x 380 pixels)	X	X	X	X	
Listed on the TransCentralPA, the host organization's, website	X	X	X	X	X

<sup>1</sup> Individual Rooms are approximately 266 ft<sup>2</sup>, have an individual bathroom, accommodate 12-15 seated people, and includes a 37" HDTV which is connectable to a laptop. Rooms are available late Thursday evening through early Sunday morning.

<sup>2</sup> You may elect to have your one-page flyer printed locally to save on shipping costs. Email us for contact information for the printer we use for our program booklets & other material. That way, they will develop your material with ours!

<sup>3</sup> Up to one additional vendor booth may be purchased for \$100. Additional tables are \$20 each.

<sup>4</sup> Lunch is available Thursday, Friday and Saturday. You may use them all, distribute the tickets between your staff, or donate them to our scholarship fund. Additional luncheon tickets are available at cost at \$30 each. Thursday Mystery Dinner & Saturday Gala Dinner tickets are \$50. Transportation to/from evening activities outside the hotel is \$15 per person.

<sup>5</sup> All advertising material must be received by March 1, 2017 to be included in the program booklet. We prefer ads in .jpg, .tif, .gif, .pdf or .png format.

<sup>6</sup> Premium ad space is only available for purchase by our Platinum and Gold level sponsors. Prices are:

\$500 Centerfold (12" x 9") color ad

\$400 Back Cover (6" x 9") color ad

\$300 Either the Inside Front or Inside Back Cover (6"x9") color ad

\$250 1 Of 4 Front of Registration Envelope (5" x 6.5") color ads



# Additional Information

1. The program booklet is 6" wide x 9" tall and designed to fit easily into a purse or satchel. Ads are full-color and are in three sizes: Full Page, Half Page and Quarter Page. Ad dimensions are displayed to the right. Please remember to provide some bleed area around the ad for formatting. The centerfold, rear cover, front inside and back inside are reserved for Gold-level sponsorships. **All advertising material and payment must be received by March 1, 2017** to be included in the program booklet.
2. We prefer ads in .jpg, .tif, .gif, .pdf or .png format, but may be able to accept other formats.
3. Non-profit organizations are required to provide their Tax EIN.
5. Vendor registration fees does not include admission to any presentations, seminars, workshops, activities or meals. Email us if you are interested in participating in any of these events. Vendors and their associate are invited to all receptions.
6. Set-up is available on Wednesday afternoon from 1:00-4:00 pm or at 8:30 am each morning. The vendor room is locked at night.
7. We permit one-page flyers to be placed in our registration packet. Please limit the size of your stuffer to no larger than 8.5" x 11" to ensure it fits into the registration packet. For 2017, we recommend 700 copies. If you plan to mail them to us, let us know when they are shipped so we can keep an eye out for them. Mail them to:

**Full Page Ad**  
6" wide x 9" tall

**Half Page Ad**  
6" wide x 4.5" tall

**Quarter Page Ad**  
6" wide x 2.25" tall

TransCentralPA  
c/o MCC of the Spirit  
2973 Jefferson Street, Harrisburg, PA 17110

Another option would be to have them produced locally from the same printer who does our program booklet, [Cornerstone Graphic Technologies](#). Not only can they produce an equal number of flyers to program booklets, but also hand deliver them with the program booklets to the hotel saving you money on shipping costs. For print and pricing options, see the next page or contact Mike Winpenny at either 800-925-7139 or 717-721-3555.

8. The hotel has additional Terms of Agreement for vendors:
  - a. Special equipment requiring company engineers or technicians for assembly, servicing, preparatory work and operation may be executed without the "House Electrician." However, all service connections and overload protection to such equipment must be made by the "House Electrician" only.
  - b. All material and equipment furnished by the SHERATON HARRISBURG-HERSHEY for this order shall remain the SHERATON HARRISBURG-HERSHEY property and shall be removed only by the SHERATON HARRISBURG-HERSHEY.
  - c. All materials used must be non-flammable to conform with PA Fire Regulations and NEC (National Electric Code). Electrical wiring and equipment installation must conform to appropriate PA and NEC codes. Material not conforming with such regulations will be removed immediately at exhibitors' expense. Large equipment and motors may be operated only with consent of Director of Engineering Services.
  - d. No nails, screws, or bracing wires used in erecting displays may be attached to the building. All property destroyed or damaged by exhibitors must be replaced to its original condition by exhibitor or at exhibitor's expense.
  - e. The hotel will not be responsible for any injury, loss or damage that may occur to the exhibitor, exhibitor's employees or property, or to any other person prior, during or subsequent to the period covered by the exhibitor's contract. Each exhibitor expressly releases the hotel from such liabilities and agrees to indemnify the hotel against any and all claims for such injury, loss or damage.
  - f. All prices quoted for equipment and labor are subject to change.
  - g. Cables shall not run through or across doorways, aisles and walkways so that they are not subjected to electrical fault damage by door closing, foot traffic, carts or equipment traffic.
  - h. Hotel management has the right to refuse hook up of any and all equipment not conforming to city and national codes.
  - i. Wall and floor outlets are not considered part of booth space.
9. Neither the Keystone Conference, TransCentralPA nor the Sheraton Harrisburg-Hershey Hotel take responsibility for lost or stolen property.

# Print Locally, Save Money

Save yourself some money and time by having your advertising material printed locally by the same printer who does our program booklet. [Cornerstone Graphic Technologies](#) can not only produce an equal number of your flyers to our program booklets, but they will also hand deliver them with the program booklets to the hotel saving you additional money on shipping costs. For your reference, pricing information is below. 700 is a "safe" number if you would rather not leave your print count 'open ended' and print an equal number of flyers to program booklets.

One page, (8 1/2" x 11"), single sided color on Gloss, Satin or uncoated stock (all the same price for house sheets), 100# text for coated (gloss or satin), 70# for uncoated:

400 - \$85.00	500 - \$100.00	600 - \$114.00	700 - \$128.00
450 - \$93.00	550 - \$107.00	650 - \$121.00	750 - \$135.00

One page, (8 1/2" x 11"), two sided color on Gloss, Satin or uncoated stock (all the same price for house sheets), 100# text for coated (gloss or satin), 70# for uncoated:

400 - \$142.00	500 - \$170.00	600 - \$198.00	700 - \$226.00
450 - \$156.00	550 - \$184.00	650 - \$212.00	750 - \$240.00

One half page (5 1/2" x 8 1/2"), single sided color on Gloss, Satin or uncoated stock (all the same price for house sheets), 100# text for coated (gloss or satin), 70# for uncoated:

400 - \$58.00	500 - \$65.00	600 - \$72.00	700 - \$79.00
450 - \$61.50	550 - \$68.50	650 - \$75.50	750 - \$82.50

One half page (5 1/2" x 8 1/2"), two sided color on Gloss, Satin or uncoated stock (all the same price for house sheets), 100# text for coated (gloss or satin), 70# for uncoated:

400 - \$86.00	500 - \$100.00	600 - \$114.00	700 - \$128.00
450 - \$93.00	550 - \$107.00	650 - \$121.00	750 - \$135.00

One page (8 1/2" x 11"), single sided Black & White on Gloss, Satin or uncoated stock (all the same price for house sheets), 100# text for coated (gloss or satin), 70# for uncoated:

400 - \$50.00	500 - \$55.00	600 - \$60.00	700 - \$65.00
450 - \$52.50	550 - \$57.50	650 - \$62.50	750 - \$67.50

One page (8 1/2" x 11"), two sided Black & White on Gloss, Satin or uncoated stock (all the same price for house sheets), 100# text for coated (gloss or satin), 70# for uncoated:

400 - \$70.00	500 - \$80.00	600 - \$90.00	700 - \$100.00
450 - \$75.00	550 - \$85.00	650 - \$95.00	750 - \$105.00

One half page (5 1/2" x 8 1/2"), single sided Black & White on Gloss, Satin or uncoated stock (all the same price for house sheets), 100# text for coated (gloss or satin), 70# for uncoated:

400 - \$40.00	500 - \$42.50	600 - \$45.00	700 - \$47.50
450 - \$41.25	550 - \$43.75	650 - \$46.25	750 - \$48.75

One half page (5 1/2" x 8 1/2"), double sided Black & White on Gloss, Satin or uncoated stock (all the same price for house sheets), 100# text for coated (gloss or satin), 70# for uncoated:

400 - \$50.00	500 - \$55.00	600 - \$60.00	700 - \$65.00
450 - \$52.50	550 - \$57.50	650 - \$62.50	750 - \$67.50



Contact Mike Winpenny  
[mwinpenny@corgratech.com](mailto:mwinpenny@corgratech.com)  
717-721-3555  
[www.corgratech.com](http://www.corgratech.com)