



*The Twelfth Annual*  
**Keystone Conference**  
*A Celebration of Gender Diversity*  
**March 23rd-27th, 2022**

## AN AMAZING INVESTMENT and ADVERTISING OPPORTUNITY

The Keystone Conference, "A Celebration of Gender Diversity," is hosted annually by TransCentralPA in Pennsylvania's capital city of Harrisburg. 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 features workshops, seminars, noted guest speakers, as well as guided excursions into the City of Harrisburg and its environs. The Keystone conference has an estimated economic impact on Harrisburg and South Central Pennsylvania of well over one-half million dollars.

Attendee growth continues to be incremental and the Keystone Conference has become one of the larger conferences of its kind in North America and is one of the larger events in Harrisburg/South Central Pennsylvania. In 2019, our last year, we had over 700 attendees representing all 50 states, Canada, and a dozen other countries.

Vendors, Advertisers and Sponsors of the Keystone Conference have an advantage not available with other similar conferences: the life of your advertisement and potential total impressions. Your advertisement will appear in the Keystone Conference Program Guide which is given to each attendee. It will also be viewable for many months before and following the conference on our website ([keystone-conference.org](http://keystone-conference.org)). Our web presence currently reflects over 108,000 views from 160 countries.

We're creating a Keystone YouTube Channel for 2022. We're happy to post your 60-second (or less) video free-of-charge introducing yourself, your services or products and how much you are looking forward to the 2022 Conference. Video will be available both on the YouTube channel and Keystone website.

Send all inquiries to:  
[sva@keystone-conference.org](mailto:sva@keystone-conference.org)

Our Web Site:  
<http://www.keystone-conference.org>

# 2022 Vendor & Advertising Information

The vendor area is open 8:30 am to 5:30 pm. Each day, we offer complimentary coffee in the vendor area to conference attendees to increase foot traffic. Vendor tables and space are limited so please register early. All vendors must register—even if working solely from their room—and pay the Vendor Service Fee, so as to be included in the conference. Vendor booths in the vendor area are 8' wide (front) x 6' deep and will accommodate up to three 6' tables. Up to one additional booth may be purchased. A Vendor is permitted one additional associate who must be registered prior to the conference and who is expected to be working in the vendor area or your room. Don't forget to enjoy yourself, too! Vendors and their associate are invited to the receptions held each night at no cost. Our luncheons and other evening activities are available to you as well at a nominal fee. Please feel free to contact us if you have any questions or would like to discuss additional options and ideas at [SVA@Keystone-Conference.org](mailto:SVA@Keystone-Conference.org)

**All advertisement material & payment must be received by February 23, 2022 to be included in the program booklet.**

	Regular	Non-Profit
<b>Vendor Premium Package</b> (A \$345 Value)	<b>\$300</b>	<b>\$180</b>
- Service Provider Fee <sup>1</sup>		
- Vendor Booth - 8' wide x 6' deep (all 3 days) <sup>2</sup>		
- A 6' Table + 2 Chairs (all 3 days) <sup>3</sup>		
- Electricity (all 3 days)		
- Half-page (8.5 x 5.5") Color Ad in Program Booklet <sup>4</sup>		
- Place a One-Page Flyer into the Registration Envelopes <sup>5</sup>		
- 60-second (or less) video for the Keystone YouTube Channel and website <sup>6</sup>		
<b>Vendor Standard Package</b> (A \$275 Value)	<b>\$250</b>	<b>\$145</b>
- Service Provider Fee <sup>1</sup>		
- Vendor Booth - 8' wide x 6' deep (all 3 days) <sup>2</sup>		
- A 6' Table + 2 Chairs (all 3 days) <sup>3</sup>		
- Either a Horizontal (8.5" x 2.75") or Vertical (4.25" x 5.5") Quarter-page Color Ad in Program Booklet <sup>4</sup>		
- Place a One-Page Flyer into the Registration Envelopes <sup>5</sup>		
- 60-second (or less) video for the Keystone YouTube Channel and website <sup>6</sup>		
<b>Ala Carte Pricing</b>		
- Service Provider Fee <sup>1</sup>	<b>\$75</b>	<b>\$0</b>
- Initial Vendor Booth - 8' wide x 6' deep (all 3 days) <sup>2</sup>	<b>\$75</b>	<b>\$75</b>
- Additional Vendor Booth - 8' wide x 6' deep (all 3 days)	<b>\$150</b>	<b>\$150</b>
- A 6' Table + 2 Chairs (all 3 days) <sup>3</sup>	<b>\$20</b>	<b>\$20</b>
- Electricity (all 3 days)	<b>\$20</b>	<b>\$20</b>
- Full-page Ad (8.5" W x 11" H)	<b>\$200</b>	<b>\$150</b>
- Half-page Horizontal Ad (8.5" W x 5.5" H)	<b>\$125</b>	<b>\$85</b>
- Quarter-page Horizontal Ad (8.5" W x 2.75" H)	<b>\$75</b>	<b>\$60</b>
- Quarter-page Vertical Ad (4.25" W x 5.5" H)	<b>\$75</b>	<b>\$60</b>
- Business Card Horizontal Ad (3.5"W x 2" H)	<b>\$50</b>	<b>\$30</b>
- Business Card Vertical Ad (2" W x 3.5" H)	<b>\$50</b>	<b>\$30</b>
- Place a One-Page Flyer into the Registration Envelopes <sup>5</sup>	<b>\$30</b>	<b>\$15</b>
- 60-second (or less) video for the Keystone YouTube Channel and website <sup>6</sup>	<b>Free</b>	<b>Free</b>
- Luncheon Meals	<b>\$40</b>	<b>\$40</b>
- Keystone Saturday Gala Dinner	<b>\$55</b>	<b>\$55</b>
- Evening Outings (transportation to/from)	<b>\$15</b>	<b>\$15</b>

1. Includes a 200 x 380 Pixel Ad on the Keystone website vendor page.

2. Maximum of one additional vendor booth. Cost is \$150.

3. Additional table & 2 chairs are \$20.

4. Advertising sizes may be upgraded by paying the price differential. All program booklet ads are color.

5. You may elect to have your one-page flyer printed locally to save on shipping costs. See next pages for details.

6. All YouTube video production is the responsibility of sponsor, vendor or advertiser.

# Additional Information

1. Our program booklet is 8.5" wide x 11" tall. Ads are full-color and are in three sizes: Full Page, Half Page (horizontal) and Quarter Page (either vertical or horizontal). Ad dimensions are displayed to the right. If you intend to use the entire space, please remember to provide some bleed area around the ad for formatting. Otherwise, we will have to shrink the size of ad to format it to the page. The centerfold, rear cover, front inside and back inside are reserved for Diamond and Platinum-level sponsorships. **All advertising material and payment must be received by February 23, 2022** 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. Minimum resolution is 300 dpi. Please provide a .5 inch bleed margin.

3. Non-profit organizations are required to provide their Tax EIN.

4. 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 are limited to one additional associate who must be registered prior to the conference and is expected to be in the working area or your room.

5. 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.

6. 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 2022, we recommend 750 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:

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

7. 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, he will deliver them for you and on time!

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.

**Full Page**  
8.5" W x 11" H

**Half Page**  
8.5" W x 5.5" H

**Quarter Page**  
(horizontal)  
8.5" W x 2.75" H

**Quarter Page**  
(vertical)  
4.25" W x 5.5" H

**Business Card**  
3" W x 2.5" H

**Business Card**  
3" W x 2.5" H

Questions: [sva@keystone-conference.org](mailto:sva@keystone-conference.org)

# Local Printing Option

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. 750 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  
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