



The Thirteenth Annual
Keystone Conference
A Celebration of Gender Diversity
March 22nd-26th, 2023

We Invite Your Participation

The Keystone Conference, "A Celebration of Gender Diversity," is hosted 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 in and around Harrisburg.

The Keystone Conference has become one of the larger conferences of its kind in North America with international attendance and is one of the larger events in Harrisburg/South Central Pennsylvania. In 2022 as COVID restrictions began to ease, we had over 650 attendees. The Keystone Conference creates an estimated economic impact for Harrisburg and South-Central Pennsylvania of well over one-half million dollars.

Vendors, Advertisers and Sponsors of the Keystone Conference accrue 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). Our web presence has enjoyed well over 200,000 views in more than 175 countries.

To enhance our cost per impression (CPI) outcomes, we started a Keystone YouTube Channel in 2022. If desired, we can post your 60-second (or less) video introducing yourself, your services or products and/or how much you are looking forward to the 2023 Conference. Videos are available on a year-round basis both on the YouTube channel and Keystone Conference website.

In 2023, we are moving the event to the much larger Hilton Hotel in downtown Harrisburg to accommodate our increasing attendance and expansion of our programming. We draw the majority of our attendees from Pennsylvania and mid-Atlantic region. However, in 2022 we had attendees representing all 50 states, Canada and a half-dozen other countries. We invite you to partner with us so that together we can continue to provide a valued resource to the transgender and non-binary community.

Send all inquiries to:

sva@keystone-conference.org

Our Web Site:

<http://www.keystone-conference.org>

2023 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. 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 SVA@Keystone-Conference.org if you have any questions or would like to discuss additional options and ideas to promote your business/organization.

	Platinum \$15,000+	Gold \$10,000+	Silver \$5,000+	Bronze \$2,500+	Patron \$1,000+	Ally \$500+
At the Conference						
Name and status listed on the Keystone Sponsor marquee	x	x	x	x	x	x
Inclusion of your promotional material in our registration packets ¹	x	x	x	x	x	x
Slide-show advertisements per rotation at seated meals	6	4	3	2	1	
By name acknowledgement at Saturday Gala Dinner	x	x	x	x	x	
8' x 8' vendor booth w/ 1 table, 2 chairs & electricity in the vendor area ²	3	2	1	1	1	
Meal tickets ³	15	10	5	2	1	
Evening outings (transportation to/from)	x	x	x	x	x	
Program Booklet (<i>Ads due no later than February 23, 2022</i>) ⁴						
Full-page (8.5" x 11") color ad (5)	3	2	1	1		
Ability to upgrade to one of the four premium ad spaces ⁵	x	x				
Half-page (8.5" x 5.5" <i>horizontal only</i>) color ad					1	
Quarter-page (8.5" x 2.75" <i>horizontal or 4.25" x 5.5" vertical</i>) color ad						1
Listed as a sponsor in the Keystone Program Booklet	x	x	x	x	x	x
Additional Venues						
60-second (or less) video for the Keystone YouTube Channel and website ⁶	x	x	x	x	x	x
Listed on each web page of the Keystone Conference website	x	x	x	x	x	
Ad on the Keystone sponsor/vendor page (200 x 380 pixels)	x	x	x	x	x	x

1. 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!

2. Up to one additional vendor booth may be purchased for \$100. Additional tables are \$20 each.

3. 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 \$40 each. Saturday Gala Dinner tickets are \$55. Transportation to/from evening activities outside the hotel is \$15 per person.

4. All advertising material must be received by February 23, 2023 to be included in the program booklet. We prefer ads in .jpg, .tif, .gif, .pdf or .png format. Highest possible resolution is best.

5. Premium ad space is only available for purchase by our Platinum, Gold and Silver 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

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, 2023** 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 2023, 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 Hilton Harrisburg Hotel for this order shall remain the Hilton Harrisburg Hotel property and shall be removed only by the Hilton Harrisburg Hotel.
- 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 Hilton Harrisburg 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

Print Locally, Save on Shipping

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.

Count	Full-Page (8.5" x 11")*				Half-Page (5.5" x 8.5")*			
	Color		Black & White		Color		Black & White	
	1-side	2-sides	1-side	2-sides	1-side	2-sides	1-side	2-sides
500	\$124	\$211	\$69	\$100	\$81	\$124	\$53	\$69
550	\$133	\$229	\$72	\$106	\$85	\$133	\$55	\$72
600	\$142	\$246	\$75	\$112	\$90	\$142	\$56	\$75
650	\$151	\$263	\$78	\$118	\$94	\$151	\$58	\$78
700	\$159	\$281	\$81	\$124	\$98	\$159	\$59	\$81
750	\$168	\$298	\$84	\$131	\$103	\$168	\$61	\$84
800	\$176	\$316	\$87	\$137	\$107	\$177	\$63	\$87
850	\$185	\$335	\$90	\$143	\$111	\$186	\$65	\$90

**on gloss, satin or uncoated stock (all the same price for house sheets), 100# text for coated (gloss or satin), 70# for uncoated*



Contact Mike Winpenny
mwinpenny@corgratech.com
 717-721-3555
www.corgratech.com