



*The Fourteenth Annual*  
**Keystone Conference**  
*A Celebration of Gender Diversity*  
**March 20th-24th, 2024**



# Exhibitor & Service Provider Packet

Contact us at:

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

Our Web Site:

[www.keystone-conference.org](http://www.keystone-conference.org)

Tax Identification Number:

20-8931325

Mailing Address:

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

Please make checks payable to:

TransCentralPA - Keystone Conference

# 2024 Keystone Exhibitor/Service Provider Information

We have simplified our Exhibitor/Service Provider packaging into three different packages depending upon your business and where you want to work out of, each of which are described below. Exhibitor tables and space are limited so please register early. Also, the earlier you register, the earlier we can post your business on our website for our attendees and your future patrons!

## Main Exhibitor Area

The main exhibitor area is located in the Pennsylvania Ballroom on the second floor of the hotel, the same floor as the main ballroom, Keystone registration desk and many of the workshop rooms. The exhibitor area is open 8:30 am to 5:30 pm. Each day, we offer complimentary coffee in the exhibitor area to conference attendees to increase foot traffic.

Booths in the exhibitor area are 8' wide (front) x 8' deep and will accommodate up to three 6' tables. Up to one additional booth may be purchased. An exhibitor is permitted one additional associate who must be registered prior to the conference and who is expected to be working in the exhibitor area.

## Keystone Salon Area

The Keystone Salon is for our makeup artists and hair stylist service providers. The Salons are located on the 14th and 15th floors away from the main hotel traffic so as to provide additional privacy to our attendees/your clients. The salon is open each day from 8:00 am to 8:00 pm. Each service provider will get a key to their respective area.

Each salon booth is 8' wide x 8' deep. A canvas director chair (or similar) will be provided or you may bring your own. Only one chair permitted in each salon booth. Up to one additional booth maybe purchased. Each service provider is permitted one additional associate who must be registered prior to the conference and who is expected to be working in the salon area.

## Out of Your Own Room

Exhibitors/service providers may elect to work out of their own room. However, you must still register as an exhibitor/service provider with the conference--no exceptions.

## Exhibitor/Service Provider Workshops

We need your help!! Many of our attendees come for the expertise that our vendors, exhibitors, make-up artists and hair stylist provide. Therefore, we ask our exhibitors/service providers to conduct workshops while at Keystone. This not only benefits our attendees, but also provides you with an additional opportunity to engage them and explain what you have to offer. Since we have limited space in our exhibitor and salon areas, priority (and a discount) will be given to those who do presentations. We also have other opportunities to engage attendees as well so let us help you maximize your exposure while doing some good for our community.

## Finally...

Don't forget to enjoy yourself, too! Exhibitors, service providers 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 discounted price. Please feel free to contact us at [SVA@Keystone-Conference.org](mailto:SVA@Keystone-Conference.org) if you have any questions or would like to discuss additional options and ideas.

	Regular	Non-Profit
<b>Main Exhibitor Area</b>	<b>\$250</b>	<b>\$125</b>
<ul style="list-style-type: none"> <li>- Exhibitor Booth - 8' wide x 8' deep</li> <li>- A 6' Table + 2 Chairs</li> <li>- Access to Electricity</li> <li>- Digital Ad on Keystone Website (380W x 200H pixels)</li> <li>- Half-page Color Ad in Program Booklet (8.5"w x 5.5"H)</li> <li>- Place a One-Page Flyer into the Registration Envelopes</li> </ul>		
<b>Keystone Salon Area</b>	<b>\$250</b>	<b>N/A</b>
<ul style="list-style-type: none"> <li>- Salon Booth - 8' wide x 8' deep</li> <li>- High Chair &amp; 6' Table</li> <li>- Access to Electricity</li> <li>- Digital Ad on Keystone Website (380W x 200H pixels)</li> <li>- Half-page Color Ad in Program Booklet (8.5"w x 5.5"H)</li> <li>- Place a One-Page Flyer into the Registration Envelopes</li> </ul>		
<b>Out of Your Own Room</b>	<b>\$100</b>	<b>\$50</b>
<ul style="list-style-type: none"> <li>- Digital Ad on Keystone Website (380W x 200H pixels)</li> <li>- Quarter-page Color Ad in Program Booklet (8.5"W x 2.75"H)</li> <li>- Place a One-Page Flyer into the Registration Envelopes</li> </ul>		
<b>Additional Items</b>		
- Additional Booth - 8' wide x 8' deep	<b>\$150</b>	<b>\$150</b>
- Additional 6' Table + 2 Chairs	<b>\$30</b>	<b>\$30</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>

## Notes

- Only one additional booth may be purchased.
- Ads may be upgraded in size by paying the price difference.
- We prefer ads in .jpg, .tif, .gif, .pdf or .png format, but may be able to accept other formats. Ad sizes are approximate and may be adjusted slightly for booklet formatting.
- All ad material due February 23, 2024.
- You may elect to have your one-page flyer printed locally to save on shipping costs. See next pages for details.



# 2024 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, 2024** 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. Exhibitor and Advertising 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. Exhibitors 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. Main Exhibitor Area Set-up is available on Wednesday afternoon from 1:00-4:00 pm or at 8:30 am each morning. The exhibitor room is locked at night. Keystone Salon Area Set-up is available Wednesday from 1:00-4:00 pm or at 8:00 am each morning.

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 2024, 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 exhibitors:

- 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](mailto: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
<b>500</b>	\$124	\$211	\$69	\$100	\$81	\$124	\$53	\$69
<b>550</b>	\$133	\$229	\$72	\$106	\$85	\$133	\$55	\$72
<b>600</b>	\$142	\$246	\$75	\$112	\$90	\$142	\$56	\$75
<b>650</b>	\$151	\$263	\$78	\$118	\$94	\$151	\$58	\$78
<b>700</b>	\$159	\$281	\$81	\$124	\$98	\$159	\$59	\$81
<b>750</b>	\$168	\$298	\$84	\$131	\$103	\$168	\$61	\$84
<b>800</b>	\$176	\$316	\$87	\$137	\$107	\$177	\$63	\$87
<b>850</b>	\$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](mailto:mwinpenny@corgratech.com)  
 717-721-3555  
[www.corgratech.com](http://www.corgratech.com)