



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



Sponsor Packet

Contact us at:

sponsorship@keystone-conference.org

Our Web Site:

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

Keystone Conference is operated by TransCentralPA, a 501(c)(3) nonprofit organization.
Contributions to which are tax deductible to fullest extent permitted by law.

2024 Keystone Sponsorship Information

We Invite Your Participation

The Keystone Conference, "A Celebration of Gender Diversity," is hosted by TransCentralPA--a registered 501c3 non-profit--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 2023, we moved 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 the mid-Atlantic region. However, the past few years we've had attendees representing all 50 states, Canada, Mexico and a half-dozen other countries.

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.

Sponsoring the Keystone Conference gives incredible direct reach into the transgender community, with extensive opportunities for promotion throughout the four-day conference. Our sponsors provide 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 and exposure. 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. Please contact us at the email below if you have any questions or would like to discuss additional options and ideas to promote your business/organization.

All Ad Material Due February 23rd, 2024

Contact us at:

sva@keystone-conference.org



Platinum Level \$15,000

Includes: 15 meal tickets, 3 vendor booths, 3 full-page ads², 6 slideshow advertisements per rotation at seated meals, and additional sponsor benefits below*.

Gold Level \$10,000

Includes: 10 meal tickets, 2 vendor booths, 2 full-page ads², 4 slideshow advertisements per rotation at seated meals, and additional sponsor benefits below*.

Silver Level \$5,000

Includes: 5 meal tickets, 1 vendor booth, 1 full-page ad², 3 slideshow advertisements per rotation at seated meals, and additional sponsor benefits below*.

Bronze Level \$2,500

Includes: 2 meal tickets, 1 vendor booth, 1 full-page ad², 2 slideshow advertisements per rotation at seated meals, and additional sponsor benefits below*.

Patron \$1,000

Includes: 1 meal ticket, 1 vendor booth, 1 half-page ad², 1 slideshow advertisement per rotation at seated meals, and additional sponsor benefits below*.

Ally \$500

Includes: 1 quarter-page ad² and additional sponsor benefits below*.

*Additional Sponsorship Benefits

In addition to the benefits listed for each level above, each sponsorship includes: name and sponsor-level listed on Keystone Sponsor marquee and in the program booklet, listed on each page of the Keystone Conference website, inclusion of your promotional material in our registration packets¹, ad on the Keystone website's sponsor/vendor page, by name acknowledgement at the Saturday Gala Dinner, the opportunity to post a 60-second (or less) video on the Keystone YouTube Channel, and our sincere gratitude!

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

¹ You may elect to have your one-page flyer printed locally to save on shipping costs.

² We prefer ads in .jpg, .tif, .gif, .pdf or .png format, but may be able to accept other formats. All add material is due by February 23rd, 2024.

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

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