



The Fifteenth Annual
Keystone Conference
A Celebration of Gender Diversity
March 19th-23rd, 2025

**Advertiser
Packet**

Contact us at:

sva@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.

2025 Keystone Advertiser Information

We welcome your participation in the Keystone Conference 2025! This marks the twelfth year we celebrate the diversity of gender at our annual conference in Pennsylvania's centrally located capital city of Harrisburg. TransCentralPA, a non-profit charitable organization, hosts this inspiring and motivating event at the Hilton Harrisburg Hotel from March 20th through 24th, 2024.

To the right is information concerning advertising rates. A page in our program booklet measures 8.5" wide x 11" high. Once we receive your advertising request information, we will send you a confirmation email with payment information as well as directions on how to submit your ad. We prefer ads in .jpg, .tif, .gif, .pdf or .png format, but may be able to accept other formats.

	Regular	Non-Profit
Advertising Pricing		
- Full-page Ad (8.5" W x 11" H)	\$200	\$150
- Half-page Horizontal Ad (8.5" W x 5.5" H)	\$125	\$85
- Quarter-page Horizontal Ad (8.5" W x 2.75" H)	\$75	\$60
- Quarter-page Vertical Ad (4.25" W x 5.5" H)	\$75	\$60
- Business Card Horizontal Ad (3.5"W x 2" H)	\$50	\$30
- Business Card Vertical Ad (2" W x 3.5" H)	\$50	\$30

Notes

- 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, 2025.
- You may elect to have your one-page flyer printed locally to save on shipping costs. See next pages for details.

All Ad Material Due February 23rd, 2025



2025 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, 2025** 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