The Seventeenth Annual

Keystone Conference

A Celebration of Gender Diversity

March 17–21, 2027

Hilton Harrisburg • Harrisburg, Pennsylvania



2027

Exhibitor & Advertiser Packet

Two ways to bring your business to the transgender and non-binary community, along with the allies and families who stand beside them

CONTACT US
sva@keystone-conference.org

OUR WEBSITE
www.keystone-conference.org

TAX IDENTIFICATION NUMBER
20-8931325

Scan to visit our website

MAILING ADDRESS
TransCentralPA
6059 Allentown Blvd, PMB260
Harrisburg, PA 17112

PLEASE MAKE CHECKS PAYABLE TO
TransCentralPA – Keystone Conference

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

Two Ways to Join Us

The Keystone Conference, *"A Celebration of Gender Diversity,"* is hosted by TransCentralPA, a registered 501(c)(3) nonprofit that has served the transgender community of Central Pennsylvania since 1989. Each March, hundreds of attendees gather at the Hilton Harrisburg for workshops, speakers, and social events, and many come specifically for what our exhibitors, service providers, and advertisers offer.

600+	37	200K+	17th
attendees at the 2026 conference	states represented in 2026, plus Canada & Guatemala	website views from 175+ countries	annual Keystone Conference in 2027

OPTION 1

Exhibit

For exhibitors & service providers

Packages from **$100** · nonprofit from $50

- A booth in the **Exhibitor Area** or **Foyer Area**, a **Keystone Salon** space, or work from your own hotel room
- A digital ad on the Keystone website
- A color ad in the program booklet
- Your flyer in every registration packet
- **Expanded advertising:** upgrade your package ad to a larger size, and add more ads at discounted exhibitor rates

Exhibitor packages → page 3

OPTION 2

Advertise

For businesses & organizations

Ads from **$50** · nonprofit from $30

- A full-color ad in the Keystone program booklet, given to every attendee
- Five sizes, from a business card to a full page
- No booth, staffing, or travel needed
- Reduced rates for nonprofit organizations

Advertising rates → page 4

Exhibitors get everything an advertiser does, plus a booth, a flyer, a website ad, and discounted advertising.

Why Keystone

Every attendee comes through

The Registration Desk is in the Exhibitor Area, so every attendee passes by on the way in.

A guide everyone uses

The program booklet is given to every attendee and used throughout the conference.

Share your expertise

Exhibitors who lead a workshop get priority for booth space, and a discount.

Enjoy Keystone, too!

Exhibitors and service providers are invited to our receptions in the hotel lobby and bar each night at no cost, and our luncheons and other evening activities are open to you at a discounted price. Have a question, or an idea for a workshop? Contact us at **sva@keystone-conference.org**.

Exhibitor Packages

Exhibitor Area
Home of the Registration Desk, so every attendee passes your booth, with complimentary morning coffee.

Foyer Area
The main lobby by the dining room. Open 24 hours for more exposure, but **not secured**.

Keystone Salon
For hair, makeup, and nail providers. Each provider gets a set space in a shared salon room, with a key.

Your Own Room
Work from your hotel room, which you book and pay for separately.

	Exhibitor Area 2nd floor	Foyer Area 2nd floor lobby	Keystone Salon Priced per provider	Own Room Your hotel room
Regular	**$250**	**$250**	**$250**	**$100**
Nonprofit[1]	**$125**	**$125**	**$125**	**$50**
YOUR SPACE				
Booth, 8′ wide × 8′ deep[2]	✓	✓	✓	–
6′ table + 2 chairs	✓	✓	✓	–
Access to electricity	✓	✓	✓	–
Mirror, director's chair & ring light full-length mirror	–	–	✓	–
Hours & security	**8:30 am – 4:30 pm** locked at night	**Open 24 hours** **not secured**	**8:30 am – 4:30 pm** flexible, with your key secured overnight	–
Set-up	Wed 1–4 pm or 8:30 am daily	Wed 1–4 pm or 8:30 am daily	Wed 1–4 pm or 8:00 am daily	–
PROMOTION — EVERY PACKAGE				
Digital ad on the Keystone website 380 × 200 pixels	✓	✓	✓	✓
Program booklet ad[3] full color	**Half page**	**Half page**	**Half page**	**Quarter page** horizontal
Flyer in registration packets[4]	✓	✓	✓	✓
EXPANDED ADVERTISING — EXHIBITORS ONLY				
Upgrade to a half-page ad	–	–	–	**$50** nonprofit $25
Upgrade to a full-page ad	**$75** nonprofit $65	**$75** nonprofit $65	**$75** nonprofit $65	**$125** nonprofit $90
Additional ads at exhibitor rates[3] About 25% off advertiser prices	✓	✓	✓	✓

[1] Nonprofit organizations must provide their tax EIN. [2] Each booth holds up to three 6′ tables; one table and two chairs are included. Salon spaces are about 8′ × 8′, sometimes larger. [3] Ad sizes and exhibitor rates are on page 4. [4] Flyers may be printed locally to save on shipping.

Space Add-ons

$150 Second booth, 8′ × 8′
Includes its own 6′ table + 2 chairs · limit one

$30 Extra 6′ table + 2 chairs
Added to a single booth

Same price for nonprofits

Program Booklet Advertising

Not exhibiting? Put a full-color ad in the program booklet given to every attendee. Exhibitors save on additional ads.

	Advertisers (Ad only)		Exhibitor Rate (Additional ads with any package)	
	REGULAR	NONPROFIT[1]	REGULAR	NONPROFIT[1]
Full page 8.5″ W × 11″ H	$200	$150	$150	$110
Half page Horizontal · 8.5″ W × 5.5″ H	$125	$85	$95	$65
Quarter page Horizontal · 8.5″ W × 2.75″ H	$75	$60	$55	$45
Quarter page Vertical · 4.25″ W × 5.5″ H	$75	$60	$55	$45
Business card 3.5″ W × 2″ H, or 2″ W × 3.5″ H	$50	$30	$40	$25
UPGRADE THE AD INCLUDED IN YOUR EXHIBITOR PACKAGE				
Half page → full page Exhibitor Area, Foyer & Salon packages	*Exhibitors only*		$75	$65
Quarter page → half page Your Own Room package			$50	$25
Quarter page → full page Your Own Room package			$125	$90

[1] Nonprofit organizations must provide their tax EIN.

Ad specifications

- The program booklet is 8.5″ wide × 11″ tall, and all ads are full color. Ad sizes are approximate and may be adjusted slightly to fit the booklet.
- We prefer ads in .jpg, .tif, .gif, .pdf, or .png format but may be able to accept others. Minimum resolution is 300 dpi.
- The centerfold, back cover, and inside front and back covers are reserved for sponsors.

DEADLINE

February 19, 2027

Ad artwork must be received by this date to be included in the program booklet.

WANT EVEN MORE EXPOSURE?

Upgrade to a Sponsorship

Every 2027 sponsorship level includes a vendor booth, along with a program booklet ad, luncheon tickets, and recognition throughout the conference.

Ask for our 2027 Sponsor Packet, and we'll help you find the level that fits.

sponsorship@keystone-conference.org

From $500
sponsorships start at the Ally level

1 to 3 booths
included at every sponsorship level

Up to 18
luncheon tickets, depending on level

Prime spots
covers & centerfold for Silver and above

Additional Information

Booths & set-up

- Exhibitor Area set-up is Wednesday from 1:00 to 4:00 pm or at 8:30 am each morning. The room is open 8:30 am to 4:30 pm and locked at night.
- Foyer Area set-up is Wednesday from 1:00 to 4:00 pm or at 8:30 am each morning. The foyer is open to attendees 24 hours and is not secured, so please take valuables with you overnight.
- Keystone Salon set-up is Wednesday from 1:00 to 4:00 pm or at 8:00 am each morning. The salon rooms are secured overnight, and each provider gets a key, so hours are flexible.
- Salon pricing is per provider, with a set space of about 8′ × 8′ (sometimes larger) in a shared room on the 14th or 15th floor.

Registration packet flyers

- Flyers are included with every exhibitor package. Please limit yours to one page, no larger than 8.5″ × 11″. We recommend 750 copies.
- If you mail flyers to us, let us know when they ship so we can watch for them: TransCentralPA, 6059 Allentown Blvd, PMB260, Harrisburg, PA 17112.
- To save on shipping, the printer that produces our program booklet can print your flyers and deliver them to the hotel with the booklets. Email us for details.

Rooms, admission & meals

- Your Own Room exhibitors book and pay for their hotel room separately.
- Exhibitor and advertising fees do not include admission to presentations, workshops, activities, or meals. Email us if you would like to add any of these.

AD ARTWORK DUE	BOOTH SET-UP BEGINS	KEYSTONE CONFERENCE
Fri, February 19	**Wed, March 17** 1:00 – 4:00 pm	**March 17 – 21, 2027** Hilton Harrisburg

How to sign up

1. Email **sva@keystone-conference.org** to reserve your exhibitor package or ad. Exhibitor space is limited, so register early.
2. Mail your check, payable to **TransCentralPA – Keystone Conference**, to the mailing address on the front cover.
3. Send your ad artwork by **February 19, 2027**.

Hilton Harrisburg terms of agreement for exhibitors

a. Special equipment requiring company engineers or technicians for assembly, servicing, preparatory work, and operation may be handled without the “House Electrician.” However, all service connections and overload protection for such equipment must be made by the “House Electrician” only.

b. All material and equipment furnished by the Hilton Harrisburg for this order remain the property of the Hilton Harrisburg and shall be removed only by the Hilton Harrisburg.

c. All materials used must be non-flammable to conform with PA Fire Regulations and the NEC (National Electrical Code). Electrical wiring and equipment installation must conform to appropriate PA and NEC codes. Material not conforming to these regulations will be removed immediately at the exhibitor’s expense. Large equipment and motors may be operated only with the consent of the 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 the exhibitor or at the exhibitor’s expense.

e. The hotel will not be responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor’s employees or property, or to any other person prior to, 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, or walkways, so that they are not subject to electrical fault damage from door closing, foot traffic, carts, or equipment traffic.

h. Hotel management has the right to refuse hook-up of any equipment not conforming to city and national codes.

i. Wall and floor outlets are not considered part of the booth space.

Neither the Keystone Conference, TransCentralPA, nor the Hilton Harrisburg takes responsibility for lost or stolen property.