



**You have heard about it,
seen it on TV
and now you can experience it!**

You should heed the call of Optimus Prime and ROLL OUT to BotCon® 2008, as all *Transformers*® fans unite at this international celebration of one of this year's hottest properties. Join us in Cincinnati, OH, April 24-27, at the Duke Energy Center!

What will you experience at the show?...

Special Guests-will feature special voice actor guests and artists and of course the Hasbro *Transformers* Team. The Hasbro team will be on hand the entire weekend to show you the upcoming products and to answer your burning *Transformers* questions.

Panels and Seminars-led by Hasbro, special guests and experts in the *Transformers* community. These presentations will totally immerse you in all things *Transformers*. Learn inside information, meet celebrities, watch demonstrations and more!

Sales Room-features over 200 tables of *Transformers* merchandise for sale. There are thousands of items each year that trade hands in this BotCon focal point.

Transformers Film Fest-will display the talents of *Transformers* fans from all over the world. Come watch as stories you have never dreamed of come to the big screen!

Contests-showcase the incredible skills of *Transformers* artists everywhere. Start designing your entries today as you could be a big winner in of the five different BotCon contests.

Faction Feud: The Battle of the Boards Game Show-pits teams of *Transformers* websites in an all out no-holds-barred battle for the coveted gold medal of Grand Champions. This event is informative and very entertaining.

How to draw Transformers-will provide you with the basic drawing skills to start drawing your own versions of your favorite *Transformers* heroes. These demonstrations are led by artists from the Hasbro team.

Transformers Customizing Class-is a day long optional event

that teaches fans to take off-the-shelf toys and create new characters by repainting the existing toy's factory colors.

Molding and Casting Class-is a two day optional event where you will learn the basics of creating custom molds and casting pieces



from the molds you make. Enhance your hobby by learning to create your own accessories for your *Transformers* collection!

Local Tours-are always a great way to start your week by touring the Cincinnati area with your fellow *Transformers* fans! This is a great way to meet other fans and share memories that will last a lifetime!

MSTF-is a hilarious fun-filled evening where *Transformers* fans parody all things *Transformers* from cartoons to the live action movie, all on the big screen. MSTF is the *Transformers* version of *Mystery Science Theatre 3000*. You will laugh so hard your sides will hurt!

Room to Room Trading-provides collectors a chance to swap, buy and sell items from their personal collections in the evenings when the Dealer Room is closed. Have just a few extras you would like to swap? Well, this is your chance to trade with other collectors.



Casino Night Awards Dinner-is the culmination of our festivities with dinner,



casino games and fabulous auction items, (many one-of-a-kind provided by the Hasbro *Transformers* team). This is a terrific evening of entertainment with great food, games and camaraderie you won't forget!

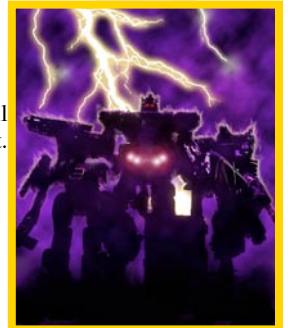
Fan Achievement Awards-lets the attendees vote for their favorite web sites achievement's in several different categories. Be sure to vote and support your favorite sites!

...and of course the BotCon 2008 toys and souvenirs!

BotCon Figure Set

This year's chronicle shatters everything you thought you knew about *Transformers*! Here is a universe you never expected...

On a world known as Cybertron, a ruthless and cruel tyrant prepares his army for an all out attack. Their destination: a planet, rich in resources, known as Earth! Only a small band of rebels stands between this evil warlord and his plans for universal conquest. If these brave soldiers are unable to stop the attack, then there will be nothing to prevent this shattered universe from falling victim to the maniacal *Optimus Prime* and his evil legion of... *Autobots*?



This is truly a malformed universe where the *Decepticons* are heroic and the *Autobots* are evil!

Coming this spring, the battle lines will be drawn and a new champion will emerge. A young and noble *Decepticon* will stand up and fight for freedom, the freedom, which is the right of all *Transformers*! Advising him will be his trusted lieutenant *Starscream*, and his fellow virtuous *Decepticons*. They will fight to the very last to stop the spread of *Optimus Prime's* tyranny!

Don't miss this outstanding collection of *Transformers* figures as it is a one-of-a-kind "must have" for every *Transformers* Fan's collection!



Registered Attendee Packages

There are four different convention packages available:

The **Primus Package** (\$285 for club members or \$335 for non-members) consists of the following and will be received at your assigned registration pick-up time:

- **Shattered Glass Convention Set:** A five-figure boxed set which includes bad guys Optimus Prime, Grimlock, Goldbug, Autobot Jazz and good guy Starscream, and Mini-con Razorclaw, all presented in an illustrated display box. Also included with the set is a certificate of authenticity, tech specs and figure weapons.
- Convention name badge and convention pin.
- Convention program with comic.
- Admittance to the sales room including the Private Sales Room Experience on Friday and Early Bird privileges on Saturday.
- Admittance to the Casino Night Awards Dinner.
- Admittance to all convention panels/seminars (tours additional).
- **BONUS FIGURE:** Primus Package attendees will receive an extra surprise convention piece not available with the non-attending package. This extra piece will not be sold and is our gift to you for making the trip. (You must pick up your convention package in person.)*
- One entry per person (not per package) in the free trip giveaways drawing on Sunday at 3 pm. You have two chances to win.*†

The **Mini-Con Package** (\$80 for members or \$90 for non-members) consists of the following:

- Admittance to the Casino Night Awards Dinner.
- Convention name badge.
- Admittance to all convention panels/seminars.
- The pre-convention tours are available for an additional charge.
- This package can only be purchased in conjunction with the Primus Package and is offered so that accompanying family members can join in the fun. Each Primus Package is limited to one Mini-Con Package.*†

The **Protoform Package** (\$120 for club members or \$170 for non-members) consists of the following:

- Convention name badge and convention pin.
- Convention program with comic.
- Admittance to the sales room including the private preview of the sales room on Friday and Early Bird privileges on Saturday.
- Admittance to all convention panels/seminars.
- The pre-convention tours are available for an additional charge.
- This package does not include the Awards Dinner event or Primus Package figures.*†

The **Iacon Package** (\$285 for club members or \$335 ppd for non-members) is for those who cannot attend the show and consists of the following:

- **Shattered Glass Convention Set:** A five-figure boxed set which includes bad guys Optimus Prime, Grimlock, Goldbug, Autobot Jazz and good guy Starscream, and Mini-con Razorclaw, all presented in an illustrated display box. Also included with the set is a certificate of authenticity, tech specs and figure weapons.
- Convention pin.
- Convention program with comic.
- Does not include the secret bonus attendee figure.
 - Items will be shipped three to four weeks after the show to your home address. (Use the BotCon registration form to order this package.)



Additional Details:

The first 100 Primus or Iacon Package registrations will receive a special *Transformers* cloisonné lapel pin.

In addition, 200 pieces of the five-figure convention set plus Mini-Con Razorclaw (in poly bags, no box, no certificate, etc) will be available for \$189. Only *Transformers Collectors' Club Member* Primus or Iacon Package holders can take advantage of this offer and sets will be sold on a first-come, first-served basis. This is a great way to increase your 'bots for maximum display impact without having to take your figures out of the display box. Our special convention figures will NEVER be sold at retail stores and are extremely limited. This extra set is limited to one per Primus or Iacon Package purchased.

Just as in past years, there will be a limited number of souvenir figures available at the show. Registered attendees will have first purchasing opportunity starting on Thursday night at registration pick-up.

Package confirmations will begin mailing in February. Packages are limited so sign up early!

Dealer Information

Dealer booths are \$300. Fee includes two 8' tables, one 6' table and 2 Dealer badges. Booth size is approximately 11' wide by 8' deep. Single tables are available for \$170 and include one badge. Booths and tables are limited. Each Dealer booth will receive one surprise bonus figure.

Multiple Dealer booth contracts and payments received by February 15, 2008 will receive a \$20 discount (single booths and single tables are not discounted and single tables are limited to one per dealer).

Standard electrical hookups for all booths or tables are \$100 per hook up (total for all three days). Telephone service can be provided at a cost

of \$280. Placement in the ballroom will be assigned in the order the registrations are received. The earlier your registration is received, the closer your booth will be to the front of the Sales Room. The entire facility is air-conditioned and carpeted. Dealer's product content must be at least 50% *Transformers* related. This means robots, action figures, comics, sci-fi or related products. General toys or dolls are not allowed. Dealers must collect the 6.5% Ohio sales tax. Dealers must obtain an Ohio sales tax permit from <http://www.obg.ohio.gov/> before the show for \$25. Please bring your permit to registration.

Dealers can drop their items into their space from 8:30 pm-9:00 pm on Thursday night. Dealer set-up is from 7:30 am-2:00 pm on Friday. You must wear your Dealer Badge to enter the Sales Room at anytime during the show or set-up.

Shipping

If you have small inbound shipments, please give us a call or consult with the hotel concerning charges. If you have large shipments, please call our office so that we can give you directions on how to send a timed shipment. These shipments will need to ship to the Duke Energy Center and can only arrive on Thursday. Pack Mail will have a booth at the show to assist you in shipping your items home. They will have all types of packing materials and boxes available.



Hotel Accommodations

Response has been phenomenal, even before official registration started. Currently there is a block of rooms available at the Hyatt Regency, 800-233-1234 or 513-579-1234. The BotCon rate is \$135 a night. If you have any problems booking a room, please let us know. You can also use the online reservation system at BotCon.com.

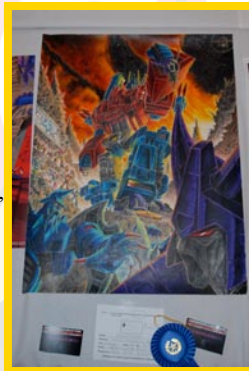


Hasbro Designers' Art Contests

Over \$1,000 worth of prizes will be awarded! Each art contest will be judged by Hasbro designers and the winners will receive show dollars that they can spend with any dealer at the show. If you are planning to bring a display or contest entry, please contact us prior to April 1, to ensure that we have space allocated. All entries must be in place for judging by noon on Friday.

There are five different art contests:

- 3-D Custom Figure (space limited to 24" x 24") - Prizes: 1st \$125, 2nd \$65, and 3rd \$35. Contest is limited to ONE figure per entry, no teams or squads.
- Diorama (size limit: 48" x 30", as many figures as you desire) - Prizes: 1st \$150, 2nd \$75, and 3rd \$40.
- 2-D Computer Generated Art - Prizes: 1st \$100, 2nd \$50, and 3rd \$25.
- 2-D Hand Drawn Art Color - Prizes: 1st \$100, 2nd \$50, and 3rd \$25.
- 2-D Hand Drawn Art Black and White - Prizes: 1st \$100, 2nd \$50, and 3rd \$25. (All 2-D entries must not be larger than 20" x 24" and not smaller than 8" x 10". 2-D entries must be mounted on foam board or cardboard so that they can be hung on the wall. Please let us know in by April 1, if you need to mount your entry at the convention so we can have the appropriate supplies available.



Entries must stay within the dimensions for the contest being entered. Oversized pieces will not be accepted. There is a limit of two entries per person, per contest and you must be present to enter. Please do not bring any entries that have won in past convention contests. All winners will be announced Saturday night at the Casino Awards Dinner. If you would like the judging criteria, please send us a SASE or download it from *BotCon.com*.

There will also be an area for kids to display their Special *Transformers* Displays. Each child is limited to one display that will fit inside a 24" x 24" space. Please let us know by April 1, if you are bringing a kid's display so that we can allocate space.

Special Guests/ Panels and Seminars

We are currently finalizing the guest list for this year's show. Keep watching BotCon.com for the latest news! Seminars and panels will be presented on Friday, Saturday and Sunday. Each seminar will last 45 minutes and seat approximately 600 people. Topics will cover everything *Transformers* ...from collecting to discussions with *Transformers* voice actors to a roundtable for the *Transformers* Collectors' Club. Of course, Hasbro will



be on hand to display their 2008 lineup. Watch BotCon.com for the official schedule.

Transformers Customizing Classes

This year we will be offering two different *Transformers* Customizing Classes: *Transformers Figure Customization* and *Molding and Casting*.

Transformers Figure Customization will be led by well-known customizer Shawn Tessman. He will take you through all of the intricacies of modifying, painting and assembling your new creations. Each participant will receive a never assembled *Transformers* figure to customize! This class will be taught two times. There will be one class on Wednesday and one class on Thursday. In order to allow as many people as possible to take the class, you can only sign up for the Wednesday or Thursday session. Cost is \$75 per person.



Molding and Casting will be led by professional TV and movie prop builder Patrick Kelly of Diorama Dreams. This will be a two day class where Patrick will teach you the basics of mold construction on day one, and the basics of casting on day two. If you have ever wanted to become a customizer, this is the class for you, as you will leave with the basic skills to make your own custom parts! Cost is \$115.

Video Room

Rest and relax with your friends in the Video Room, which will be open during all show hours. Make sure you check the message board for the room-to-room trading. We invite *Transformers* web sites to sponsor (at no cost to the web site) the Video Room during BotCon. Web sites, take this opportunity to thank your members by hosting this fan event! If interested, please let us know by April 1.

Casino Night Awards Dinner

On Saturday evening, the Casino Night Awards Dinner returns! This will be a fun and memorable evening. Dinner will be served at food stations throughout the venue.



Each Primus and Mini-Con will receive \$50 in gaming coupons. More gaming coupons will be available for a donation to Hasbro Childrens' Hospital by purchasing prize balloons. Dealers who donate items will receive gaming coupons as well. Past Casino nights have raised several thousand dollars for charity. (Please let us know in advance if you have any special dietary concerns.)

Door Prizes

Hourly door prizes will be awarded at ten minutes to the hour while the sales room is open. Prizes will include all types of *Transformers* figures and memorabilia. At 3 pm on Sunday, we will draw for two free trips to the 2009 Convention (domestic airfare up to \$500 along with lodging, transfers and package). You must be present in the sales room to win!

Transformers Fan Film Extravaganza!

Join us in Cincinnati for an amateur *Transformers* film competition! 2008 will mark our first year for this great event! Fans can submit their films of up to 6 minutes in



length on DVD. All accepted submissions will be screened on Friday night and the audience will vote for the winners.

Submit your G or PG rated film (can be live action, stop motion or use your imagination!) by April 1, 2008 featuring your favorite *Transformers* saga. Top three films will receive an award and show dollars to spend in the Sales Room. You must be present to win. Join us for this special evening as we will see who can "one up" Michael Bay! For additional information, visit BotCon.com.

Submitted films must feature *Transformers* in some form and maintain a G or PG rating as a style guide. Films will be shown to the public at the discretion of BotCon. BotCon reserves the right to not accept any film that does not meet the submission requirements. Submissions must be received no later than April 1, 2008. Please do not submit films that have been shown at past *Transformers* events or contests. The winners will receive show dollars: First \$200; Second \$100; and third \$50.

Faction Feud - The Battle of the Boards Game Show

This trivia game show pits different teams from *Transformers* web sites against each other in the battle of all *Transformers* knowledge. Faction Feud has delighted fans and stumped the experts. All *Transformers* web sites are invited to assemble teams of 5 people and compete in the third annual Faction Feud. Teams must be entered by April 1, so that we can make the appropriate pairings (email pete@botcon.com with your web site's URL and the names and screen names of your team). There are eight slots available for this tournament so sign up ASAP! See if your team can unseat our reigning champions from *Transformers* Wikia! It will truly be a battle of wits!



by April 1, so that we can



General Admission / General Admission Parking

General admission is available on both Saturday and Sunday. Costs: \$10/adults. Children \$5 (4 & under are free). Hours: Saturday, 10 am – 5 pm. Sunday 9:30 am - 3:30 pm. Early Bird admittance is available on Saturday beginning at 9 am. Cost is \$50. Parking at the Duke Energy Center garage is \$7 for the first 8 hours (\$12 per 24 hours).

Pre-Convention Tours

We will start our week with two tours of the Cincinnati area that the whole family will enjoy. If you sign up for either tour or the *Transformers* classes, you will pick up your registration materials on Wednesday night from 9:00 pm-10:00 pm. This means that you can be first in line for the souvenir figures offered on Thursday night. Sign-up today!

Cincinnati "Fun Tour" Wednesday April 23, 8:30 am - 5:00 pm

What a fun day this will be! We start the day by playing laser tag at Lazer Kraze, one of the premier laser tag facilities in the country (lazerkraze.com). After a couple hours of battling it out, we will head off to lunch with beer tasting and tour of the world famous Jungle Jims International Market (junglejims.com). Their knowledgeable guide will lead you on a FUN-filled FOOD SAFARI (complete with samples)! You will explore each department and discover thousands of incredible edibles from



around the world! Next we will head off to visit the Earth Collectible Toy Mall and Queen City Comics. The Earth Collectible Toy Mall is a 2000 square foot toy store that carries toys from the 1950s-1990s (theearthtoymall.com).

Cost: \$85 per person

National Museum of the United States Air Force Thursday, April 24 7:45 am - 5:15 pm

If you loved all of those military vehicles in the *Transformers* Movie, then you are going to love this! The National Museum of the United States Air Force is the world's largest and oldest military aviation museum and the official museum of the U.S. Air Force. The museum's galleries present military aviation history, boasting more than 300 aircraft and aerospace vehicles – many rare and one-of-a-kind, thousands of historical items, and powerful sensory exhibits that bring history to life and connect the Wright brothers' legacy with today's stealth and dynamic aircraft. Spend the day studying everything from Presidential aircraft to missiles and rockets from the cold war. Your admission includes one IMAX movie ticket and lunch is on your own.



Cost: \$45 per person

Convention Dress

For the Casino Night Awards Dinner, dress is smart casual (shirts with collars, no t-shirts). Cincinnati will still be cool this time of year, so bring a jacket as the Duke Energy Center is across the street from the Hyatt.

The Transformers Collectors' Club Wants You!

We have spent many long hours planning and researching this event, with the hopes that you will have a terrific time. So, take time out of your busy schedule and bring your friends and family to this once-in-a-lifetime weekend of *Transformers* collecting. We want every member of the club to attend because this is your convention! If you are interested in helping to promote BotCon in your area (by handing out flyers/brochures), please let us know.

Transformers Collectors' Club

225 Cattle Baron Parc Dr, Fort Worth, TX 76108

817-448-9863 Fax 817-448-9843

email: questions@mastercollector.com

For up-to-the-minute changes and additions to the show, visit:

BotCon.com or
TransformersClub.com

*Convention packages, guests, contents, activities, tours and quantities are subject to change without notice.

†Convention Packages are limited.

