



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

Join us in Pasadena, CA, May 28-31, for BotCon® 2009 at the Pasadena Convention Center to celebrate 25 years of *Transformers*! This pop-culture phenomenon continues to take the world by storm. This is your opportunity to be a part of *Transformers* history!

### *What will you experience at the show?*

**Special Guests**-featuring voice actors, 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**-featuring 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**-displays the talents of *Transformers* fans from all over the world. Come watch as stories you have never dreamed of are shown on 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 one of the five different BotCon contests.

**How to draw Transformers**-provides 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**-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.

**Local Tours**-always a great way to start your week, touring the Los Angeles area with your fellow



*Transformers* fans! This is a great way to meet other fans and share memories that will last a lifetime!

**MSTF**-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'll 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.

**Party at Paramount**-the culmination of our festivities celebrating the 25th Anniversary of *Transformers*! Tour the back lot, have dinner, and enjoy the camaraderie of fans from all over the world! Watch for more announcements about this event. This will be a night you'll never forget!



**Fan Achievement Awards**-allows attendees to 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 2009 toys and souvenirs!*

## **BotCon Figure Set**

This year's chronicle embarks on a journey of discovery about an elite group of *Transformers* that have guarded over peaceful Cybertronians all the way back to the early days of the Great War!

*No one can explain this story better than the old war hero himself, Kup!*

"Gather 'round, lads. Now, did I ever tell you the story of the Battle of Beta 9? You see, long before you were brought online, we Autobots lived alongside the Decepticons. We'd had our tussles in the past but the Autobot High Command was able to keep peace between the two sides. We had a pretty good thing going in those days. Back then, I had no idea that the life I knew would soon change or that I would be a part of the events that shaped a planet-wide civil war!



I may be an old timer now, but every veteran starts off as some rookie kid. Our leader Thunderclash, he was truly one of a kind. I wouldn't be half the 'bot I am without him. The other mechs in the unit, Flak, well, he was what we called a strut-in-the-mud. A very heavily armed strut-in-the-mud. But Landshark, he caused trouble like a 'bot half his age. That didn't keep him from looking out for me from the start, though. The four of us made quite a team...

Now, where was I? Oh, the Battle on Beta 9. So, there we were, all four of us, backs against the wall, fighting one of the creepiest Decepticons I've ever had the misfortune to meet! Between him and his cronies, it looked like we were due for the scrap heap. But we were quite the team back then, and what went down on Beta 9 was big enough to change all of us forever...

Now lads, let's finish what we were workin' on here and I will tell you how four reconbots became the Autobots' first Elite Guard and how I lived to tell you the tale!"

Don't miss out on the all-new 2009 convention set *Wings of Honor*, the BotCon Convention set that celebrates the 25th anniversary of *Transformers*!

## Registered Attendee Packages

There are four different convention packages available:

The **Primus Package** (\$295 for club members or \$360 for non-members) consists of the following and will be received at your assigned registration pick-up time:

- *Wings of Honor* Convention Set: A five-figure boxed set which includes Kup, Thunderclash, Landshark, Flak, and Scourge, 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 all convention panels/seminars (tours and Paramount Party additional). Does not include any Saturday night activities.
- **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:

- Convention name badge.
- Admittance to all convention panels/seminars and sales room.
- The pre-convention tours and Paramount Party are available for an additional charge. Does not include any Saturday night activities.
- 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** (\$135 for club members or \$200 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 any of the Primus Package figures or any Saturday night activities. Protoform package holders are not eligible to attend the Party at Paramount.\*†

The **Iacon Package** (\$295 for club members or \$360 for non-members) is for those who cannot attend the show and consists of the following:

- *Wings of Honor* Convention Set: A five-figure boxed set which includes Kup, Thunderclash, Landshark, Flak, and Scourge, 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, 400 pieces of the five-figure convention set: Kup, Thunderclash, Landshark, Flak, and Scourge, (in poly bags, no box, no certificate, etc) will be available for \$199. 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 during registration pick-up.

Package confirmations will begin mailing in March. 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 \$180 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 March 10, 2009 will receive a \$20 discount (single booths and single tables are not discounted and single tables are limited to one per dealer, not combinable with a booth). Artists - don't forget that you can get single tables to show-and-sell your custom *Transformers* art!

Standard electrical hookups for all booths or tables are \$100 per hookup (total for all three days). Telephone service can be provided at a cost of \$190 (total for all three days). 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 8.25% California sales tax or current rate in effect at the time of the show. Dealers must obtain a California sales tax permit from <http://www.boe.ca.gov/pdf/boe400spa.pdf> before the show (takes 2-3 weeks). Please bring your permit to registration.

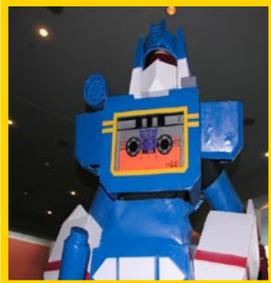
Dealers can drop their items into their space from 8:30 pm-9:30 pm on Thursday night. Dealer set-up is from 7:30 am-2:00 pm on Friday. You must wear your Dealer Badge to enter the Sales Room at anytime during the show or set-up.



## Shipping

If you have small inbound shipments, please give us a call or consult with your 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 Pasadena Convention Center and can only arrive on Thursday. The UPS Store 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, the room block at the Sheraton was sold out. However, there are still rooms available at the Pasadena Hilton Hotel, 168 South Los Robles Ave, Pasadena, California, 91101 (3 blocks from PCC), 1-800-Hiltons or 626-577-1000. The BotCon rate is \$141 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. Discounted airport transfer

rates are available from Prime Time Shuttle. One way LAX \$17, BUR \$20, ONT \$46. See BotCon.com for reservation link or call 800-733-8267. Our code number is 348106.

## 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 May 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 by May 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 Party at Paramount! 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 show 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 May 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 1,000 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 2009 Movie lineup. Watch BotCon.com for the official schedule.



## Transformers Customizing Classes

This year we will be offering two sessions of the ever popular *Transformers Figure Customization* class which 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. Seating is limited to 25 per class.

Cost is \$85 per person.

## Party at Paramount!

On Saturday evening, for Primus and Mini-Con package holders who choose this option, we will board busses and head off to the Paramount Studio lot!

This evening will be one you will never forget as you tour the lot, eat dinner on the New York City set and reminisce with fans from all over the world. This is going to be a great party! We hope you will join us for this unique *Transformers* celebration.



Cost is \$50 per person.

## 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 2010 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 the land of Hollywood for our amateur *Transformers* film competition! 2009 will mark our second year for this fan favorite. 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 May 1, 2009 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 see if anyone can “one up” Michael Bay! Maybe they will let you direct *Transformers 3* (wink, wink). 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 May 1, 2009. 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.



## BotCon First Buy Opportunity

While at the show, make sure you stop by the club booth to get the latest release of the *Revenge of the Fallen* movie products! BotCon will be the first time the mainline products will be offered for sale and each piece will come with a gold foil BotCon 2009 First Release sticker! These are sure to become instant collectibles as we will have a limited number on hand.

## General Admission / General Admission Parking

General admission is available on both Saturday and Sunday. Costs: \$15/ adults; Children \$8 (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 Pasadena Convention Center garage is \$7. Additional parking is available at Paseo Colorado shopping center across the street from the convention center. Facility Restoration Fee per ticket will be added.

## Pre-Convention Tours

We will start our week with two tours of the Los Angeles 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 9:30 pm - 10 pm. This means that you can be first in line for the souvenir figures offered on Thursday night. Sign-up today!

## Universal Studios Theme Park and Tour Wednesday May 27, 9:00 am - 7:00 pm

For an entire day of action-packed entertainment, join us at Universal Studios Hollywood (universalstudioshollywood.com)! With thrilling park rides and shows, a real working movie studio, great shopping and restaurants, you will find Universal Studios to be a unique experience. While at Universal Studios, enjoy some of their latest thrill rides including: *The Simpsons*, featuring the show's classic humor and many of its instantly recognizable characters - all voiced by the original actors; *Revenge of the Mummy* thrill coaster and the *Jurassic Park* 80-foot raft plunge. Join Shrek and Donkey on an ogre-the-top adventure in *Shrek 4-D*. Take the studio tour and go behind the scenes of your favorite movies and TV shows such as *Desperate Housewives* and *The War of the Worlds*. Explore Hollywood's famous backlot and see sets, special effects and insider secrets! Nothing beats the rides and shows at Universal Studios Hollywood.



Cost: \$85 per person

## A Day in Hollywood! Thursday May 28, 8:00 am - 5:00 pm



(manntheatres.com/chinese/) and the Walk of Fame. See how your hands and feet match up to the most famous Hollywood stars' immortal imprints! Next

Come and have a “real” Hollywood day as we tour some of the famous sites of “Tinseltown”. We will start the day early from the Pasadena Convention Center and head to Grauman's Chinese Theatre



you will have 2 hours on your own to visit the Hollywood Wax Museum (hollywoodwax.com) and the Hollywood Guinness World Records Museum (guinnessattractions.com).

Then it is off to the world famous Farmers Market (farmersmarketla.com) where they are celebrating their 75th Anniversary of providing a shopping mecca for locals featuring dozens of retailers and 30+ different restaurants. You'll have lunch on your own but on the way there...we will take a peak at Rodeo Drive looking for stars shopping at their favorite stores. Along the way, we will also visit Sunset Blvd, Beverly Hills and, time permitting, the La Brea Tar Pits.

Cost: \$65 per person

## Convention Dress

For the Party at Paramount, dress is smart casual (shirts with collars, no t-shirts). California will be cool this time of year, so bring a jacket. Other convention dress should be in accordance with family values (children will be in attendance), so please, no vulgar or revealing attire should be worn.

## 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.