



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

Join us in Orlando, Florida, June 24-27, for BotCon® 2010 at the *Walt Disney World Swan and Dolphin Resort* to experience the largest gathering ever of *Transformers* fans! Last year's motion picture has catapulted the *Transformers* brand into the hearts and minds of fans the world over! Don't miss this family fun-filled weekend at one of the world's greatest vacation attractions!

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

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



Hall of Fame Celebration Dinner-will be an evening you won't forget as Hasbro, in conjunction with BotCon, will present the first ever *Transformers* Hall of Fame awards.

...and of course, the BotCon 2010 toys and souvenirs!

BotCon Figure Set

In 1992, Hasbro released an exciting new *Transformers* generation! The opening words of the Generation 2 cartoon gave us new insight into the continued adventures of our beloved *Transformers* characters.

Driving to save the world from the Evil Decepticons, the Heroic Autobots are led by Optimus Prime. He's more than meets the eye, he's a robot in disguise!

Going ballistic to destroy the Autobots and conquer mankind, the evil Decepticons are more than meets the eye!

Heroic Autobots versus Evil Decepticons with the fate of planet earth hanging in the balance!

And now, through the magic of the Cybernet space cube, BotCon's enhanced stories of the *Transformers*... *Generation 2 - Redux!*

At BotCon 2010, an Autobot will step forward to lead this NEW Generation! The Autobot SPARK, as he is called by those closest to him, was the first in this new Generation. Alongside SPARK is the Protectobot STREETWISE who doesn't know when to quit. He has definitely received an upgrade from Generation 1 including an all new color scheme!

Not to be outdone, the Decepticons have their own "next generation" as well led by CLENCH, a con with an outlaw attitude, and with Stunticon help from the always suspicious BREAKDOWN. The Decepticons are ready to take the war to a whole new level! And now, they have found just the robot to help them do it!

The Predacon General SKYBYTE has discovered a way to refine a mysterious substance known as Forestonite. By itself, the substance is harmless. But SKYBYTE has found a way to manipulate its properties, and the Decepticons are all too eager to use it on... themselves? What does this substance do and what effects will it have on the *Transformers*? All will be revealed this summer at BotCon 2010.

Don't miss out on the all-new 2010 convention set *Generation 2 - Redux!*

Registered Attendee Packages

There are four different convention packages available:

The **Primus Package** (\$305 for club members or \$375 for non-members) consists of the following and will be received at your assigned registration pick-up time:

- **Generation 2 - Redux!*** Convention Set: A five-figure boxed set which includes Autobot Spark, Streetwise, Clench, Breakdown, and Skybyte, 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 and Saturday night Celebration Dinner (tours are 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** (\$85 for club members or \$105 for non-members) consists of the following:

- Convention name badge.
- 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 and Saturday night Celebration Dinner (tours are additional).
- 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** (\$140 for club members or \$215 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 Sales Room Experience 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.*†

The **Iacon Package** (\$305 for club members or \$375 ppd for non-members) is for those who cannot attend the show and consists of:

- **Generation 2 - Redux!*** Convention Set: A five-figure boxed set which includes Autobot Spark, Streetwise, Clench, Breakdown, and Skybyte, 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 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* G2 Autobot faction symbol cloisonné lapel pin.

In addition, 400 pieces of the five-figure convention set: Autobot Spark, Streetwise, Clench, Breakdown, and Skybyte, (in poly bags, no box, no certificate, etc) will be available for \$210. 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 a first purchase opportunity starting on Thursday night during registration pick-up.

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

Dealer Information



Dealer booths are \$350. 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 \$200 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 May 15, 2010 will receive a \$25 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 \$150 per hook up (total for all three days). Telephone (credit card line) service can be provided at a cost of \$225 (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 6.5% Florida sales tax or current rate in effect at the time of the show. Sales tax forms will be distributed at the convention for you to remit your sales tax collections.

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

You can ship small shipments directly to the *Walt Disney World Swan and Dolphin* Resort. Current receiving charges are \$6 per box. Address the box to your resort



(Swan or Dolphin, not both) Walt Disney World (name of resort) Resort, BotCon, Arriving Guest (your name and date), 1500 Epcot Resorts Blvd, Lake Buena Vista, FL 32830.

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 Dolphin Convention Center and can only arrive on Thursday. A shipping store will have a booth at the show to assist all guests with shipping your items home. They will have all types of packing materials and boxes available.



Hotel Accommodations

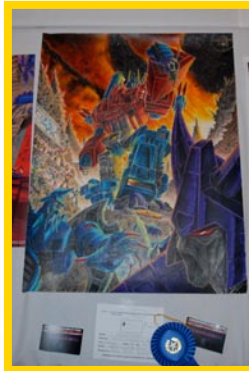
Response has been phenomenal! Even before official registration started, the room block at the *Walt Disney World Dolphin* was sold out. However, there are still rooms available at the *Walt Disney World Swan* (100 yards away). The BotCon rate is \$134 a night (which includes a \$10 a night resort fee). 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 through Mears Motor Shuttle (\$29 adults and \$22 children 4-11). Go to BotCon.com to download the discount coupon or call Mears at 800-759-5219. Our priority code is 379670079.

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 June 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 June 1 if you need to mount your entry at the convention so we can have the appropriate supplies available.

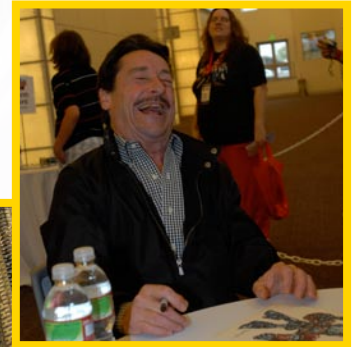
Entries must stay within the dimensions for the contest being entered. Oversized pieces will not be accepted. There is a limit of two entries per person, per contest

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 *Hall of Fame Celebration 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 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 50 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 2010 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 (9am-5pm). Seating is limited to 25 per class.

Cost is \$85 per person.

Transformers Hall of Fame Celebration Dinner



On Saturday night, we will gather for the first ever *Transformers Hall of Fame Induction Ceremony*. What a night it will be as we celebrate the accomplishments of honorees both people and characters for their part in developing the *Transformers* cultural phenomena. This evening will take a look back at the past 26 years of this amazing brand. As a *Transformers* fan, you will not want to miss this night.

Starting May 10th at *Transformers.com* fans will have the opportunity to vote for their favorite character to be honored on this special night. Be a part of

Transformers history and so get your vote for your favorite character in!

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 2011 Convention (airfare up to \$450 along with lodging, transfers and package). You must be present in the sales room to win!

Transformers Fan Film Extravaganza!

Bring your entry for our amateur *Transformers* film competition! Fans can submit their films of up to 6 minutes in length on DVD. All accepted submissions will be screened on Friday morning 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 June 1, 2010 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. 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 June 1, 2010. 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.

General Admission / General Admission Parking

General admission is available on both Saturday and Sunday. Costs: \$18/adults; Children \$10 (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 *Walt Disney World Dolphin* Resort lot is \$5.



Pre-Convention Tour

This year, we are only offering one tour as we know you will want to take time to enjoy the parks at Walt Disney World. If you sign up for the 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!

Kennedy Space Center

Wednesday June 23, 7:30 am - 6:30 pm

Just a short drive away is Kennedy Space Center, NASA's launch headquarters. Each year, millions of visitors make the trek to this hub of technology and discovery where many of mankind's greatest accomplishments take place. Tour NASA's launch and landing facilities, experience live shows and jaw-dropping encounters with massive rockets!



Our tour will also include the inside the space center tour *Discover KSC: Today & Tomorrow*. Get an insider's view of Kennedy Space Center and discover what it takes to launch the space shuttle from preparation to liftoff on the *Discover KSC: Today & Tomorrow Tour*. Guided by tour specialists, you will see giant structures that make up the world's largest launch facility. Get an up-close look at the coastal launch pads that unleashed the power to put people on the moon and send space shuttles to the International Space Station. The tour culminates at the Apollo/Saturn V Center, home of the largest rocket ever built - a 363-foot long moon rocket. Lunch on your own.

Cost: \$110 Adult, \$95 Child (3-11).

Walt Disney World®

Specially priced tickets are available at BotCon.com. There is no tour on Thursday so that you have time to enjoy some of the many entertainment venues in the Orlando area.

Convention Dress

For the Hall of Fame Celebration Dinner, dress is smart casual (shirts with collars, no t-shirts). 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.

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

†Convention Packages are limited.

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