



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

Join us in Dallas, TX, April 26-29, for BotCon® 2012 at the Hyatt Regency, Dallas to experience one of the largest annual gatherings of *Transformers* fans! This pop-culture phenomenon continues to take the world by storm, and you will want to be part of this historic *Transformers* event!

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!

Exhibit Hall-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 stories you have never dreamed of, being 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.



Autographs-will be available from many of your long-time favorite *Transformers*' voice actors and other special guests.

Family Friendly activities- like Transforming competitions, the *Transformers*

KRE-O construction and *Transformers* play areas will keep your kids entertained for hours. They will love it!

How to Draw Transformers-provides you with the basic 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 *Transformers* and create new characters by repainting existing toys.

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

Private Exhibit Hall Experience-will give registered attendee fans the first opportunity for purchasing in the Exhibit Hall on Friday afternoon.



Room to Room Trading-provides collectors an opportunity to swap, buy and sell items from their personal collections in the evenings when the Exhibit Hall 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 Party and Casino Night-is a time to relax and celebrate the latest inductees into the *Transformers* Hall of Fame. Who will be honored at this year's event? Only the original 13 Primes know! This evening includes a buffet dinner, casino games and fabulous auction items. This is a fun-filled evening of camaraderie with great food and games all included with your Primus or Mini-Con packages!

*And don't forget, the BotCon 2012 toys
and souvenirs!*

BotCon Figure Set

In 2008, fans were introduced to a world where things truly were not what they seemed. The world of *Transformers* is a world of... Heroic Decepticons and Evil Autobots! This Shattered Glass "mirror" reality featured an all-new take on the *Transformers* mythos and has gone on to spawn fan art, fan fiction and a collector following from across the globe as well as several follow-up toy exclusives.

This year, the concept is being taken to a whole new level! At BotCon 2012, two universes will collide as the war criminal, Ultra Magnus, and his crew of Evil Autobots crosses over from the Shattered Glass universe into the Classicverse, fighting Heroic Autobots, Evil Decepticons



and anyone else who dares to stand in their way! Autobot versus Autobot, Decepticon versus Decepticon... Get ready for the ultimate multiverse battle. *Transformers: Invasion!*

This amazing six-figure *Transformers: Invasion* box set features: the Evil Ultra Magnus, Evil Tracks, Heroic Treadshot and Heroic Soundwave from the Shattered Glass Universe. From the Classics Universe, two updates fans have been wanting for years! The "Overlord" Classics Gigatron, and the Pretender Commander Classics Metalhawk!

This six-figure box set will be hot, so don't miss out! Order your Primus or Iacon package today!



Package figures, or the Hall of Fame Party and Casino Night Dinner event.*†

The *Iacon Package* (\$340 ppd for club members or \$415 ppd for non-members) is for those who cannot attend the show and consists of:

- *Transformers: Invasion** Convention Set: A six-figure boxed set which includes Ultra Magnus, Tracks, Treadshot, Soundwave, Gigatron and Metalhawk, 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.com registration link to order this package.)

New This Year

This year we are offering a new (optional) upgraded package for the Primus package holders. This new upgrade is called the Primus Golden Ticket (limited to 75 packages). This upgrade provides you with the following extra benefits to assist you in maximizing your convention experience. The upgrade cost is added to the Primus package price and you must be a Transformers Collectors' Club member to take advantage of this special option.

- Early package pickup on Wednesday Night OR Thursday before the regular posted pickup times.
- Early shopping at the club store for exclusives before the regular posted shopping times AND triple the regular limit on exclusive convention souvenirs.
- Exclusive Golden Ticket Cloisonné Pin.
- Pre-signed autograph print (signed by all attending special guests).*
- Exclusive Meet and Greet Reception (pictures, light hors d'oeuvres, discussions, no autographs) on Friday night with special convention guests and celebrities.*
- Reserved seating in the first three rows of all panels.
- Extra \$2,000 in credits for the Hall of Fame Party and Casino Night Dinner event.
- Option to purchase one Mini-Con Golden Ticket package per each Primus Golden Ticket package. This option adds \$100 to the Mini-Con Package price.

Cost is an additional \$300 added to the Primus Package (Golden Ticket total \$640).

Additional Details

During the first day (24 hours) of registration, all Primus or Iacon Package registrants will receive a special *Shattered Glass* "first day of registration" cloisonné lapel pin.

In addition, 500 loose sets of the six-figure convention toys, which includes Ultra Magnus, Tracks, Treadshot, Soundwave, Gigatron and Metalhawk, (packaged in poly bags, no box, no certificate, etc.) will be available for \$250. 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,



Registered Attendee Packages

Six convention packages available!

The *Primus Package* (\$340 for club members or \$415 for non-members) consists of the following and will be received at your assigned registration pick-up time:

- *Transformers: Invasion** Convention Set: A six-figure boxed set which includes Ultra Magnus, Tracks, Treadshot, Soundwave, Gigatron and Metalhawk, 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 Exhibit Hall including the Private Exhibit Hall Experience on Friday and Early Bird privileges on Saturday.
- Admittance to all convention panels/seminars and the Hall of Fame Party and Casino Night Dinner event.
- The pre-convention tours and classes are available for an additional charge.
- 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 (for the 2013 BotCon) drawing on Sunday at 3:15 pm. Two winners will be drawn.*†

The *Mini-Con Package* (\$90 for club members or \$120 for non-members) consists of the following:

- Convention name badge.
- Admittance to the Exhibit Hall including the Private Exhibit Hall Experience on Friday and Early Bird privileges on Saturday.
- Admittance to all convention panels/seminars and Hall of Fame Party and Casino Night Dinner event.
- This package can only be purchased in conjunction with the Primus Package and is offered so that accompanying family members can join the fun. Each Primus Package is limited to three Mini-Con Packages.*†





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 be emailed in late March. Packages are limited, so sign up early!

Dealer Information

Dealer booths are \$400. 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 \$250 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, 2012 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 Alley table - don't forget that you can get single tables to show-and-sell your custom *Transformers* art for \$200.



Standard electrical hookups (10 amps) for all booths or tables are \$185 per hook up (total for all three days). Telephone (credit card line) service can be provided at a cost of \$300 (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 Exhibit Hall. 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% Texas sales tax or current rate in effect at the time of the show. Dealers must obtain a Texas sales tax permit from <http://www.window.state.tx.us/tax/permit/> before the show (takes 2-3 weeks). Please bring your permit to registration. Dealers can drop their items into their space from 8:00 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 Exhibit Hall at any time during the show or set-up.

Shipping

You can send small shipments directly to your hotel. If you are staying at the Hyatt, send your packages to: Arriving Guest (name, date) Hyatt Regency Dallas, 300 Reunion Blvd, Dallas, TX 75207. Please note that the hotel has a \$10 per box receiving charge. 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.

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 Hyatt Regency Dallas and can only arrive on Thursday, April 26. We will receive palletized merchandise for you at no charge. Shipments not palletized will be subject to the hotel's receiving charge (see above).

Hotel Accommodations

Response has been phenomenal! Even before official registration started, the room blocks at the Hyatt Regency Dallas were sold out. You can get on their waiting list at the Hyatt while we work on additional room blocks.



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 Yellow Checker. Our rate is \$14 per transfer (either airport) which is 27% off published fares. You can make your reservation by using the link to Yellow Checker from the BotCon.com website. For mass transit options, go to www.dfairport.com/transport/public/index.php. Dallas Union Station is attached to the Hyatt Regency Dallas.

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 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 Hall of Fame Party and Casino Night Dinner event! 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 April 1, if you are bringing a child'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 for their always popular panels. Watch BotCon.com for the official schedule.

Transformers Customizing Classes

Due to high demand, we are offering two different sessions of the *Transformers Figure Customization* class on two different days! That's four classes total! These classes will be overseen by well known customizer, Shawn Tessman! Your class 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! There will be two classes on Wednesday and two classes on Thursday, both are from 9am-5pm. In order to allow as many people as possible to take the class, you may only sign up for one session. Seating is limited to 30 per class.

Cost is \$115 per person.

Hall of Fame Party and Casino Night Dinner

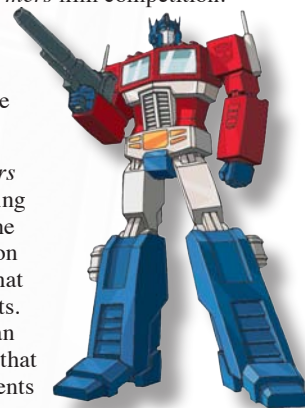
On Saturday night, we will be hosting the Hall of Fame Casino night dinner event. This truly will be a fun and memorable evening. Evening attire is business casual, and dinner will be served at food stations throughout the venue.

Each Primus and Mini-Con will receive gaming coupons for play during the evening. More gaming coupons will be available for a donation to charity. Past party nights have raised several thousand dollars for charities such as Cook Children's Hospital in Fort Worth, TX. Dealer Dinner passes are also available. Dealers who donate items will receive additional gaming coupons as well.

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.

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, 2012. Please do not submit films that have been shown at past *Transformers* events or contests. The winners will receive show dollars that can be spent in the Exhibit Hall: First \$200; Second \$100; and Third \$50. You must be present to win. For additional information, visit BotCon.com.



Door Prizes

Hourly door prizes will be awarded at ten minutes to the hour while the Exhibit Hall is open. Prizes will include all types of *Transformers* figures and memorabilia. At 3:15 pm on Sunday, we will draw for two free trips to the 2013 Convention from the registered guests who have completed their evaluations (airfare up to \$450 along with lodging, transfers and package). You must be present in the Exhibit Hall to win!

General Admission / General Admission Parking

General admission is available on both Saturday and Sunday. Costs: \$20/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 \$60. Outdoor day parking is available behind the hotel at multiple

lots for a maximum rate of \$10 per day. You can also ride DART or the TRE to Union Station as the station is connected to the hotel.

Pre-Convention Tours

This year, we are offering two pre-convention tours. If you sign up for a tour or the *Transformers* Customizing class, you can pick up your registration materials on Wednesday night from 9:00 pm-9:30 pm. This means that you can be first in line for the souvenir figures offered on Thursday night. Sign-up today!

Dallas Tour

Wednesday April 25, 7:45 am - 4:30 pm

We will start our week with a tour of two of the most famous stadiums in the world. We will visit the homes of the Dallas Cowboys football team and the Texas Rangers, the American League Champions for the last two years! Our private group guides will take you from the locker rooms to the luxury suites and down on the fields. You can try on a pair of shoulder pads while you are there and even stand in the dugout! Don't forget your football or baseball to toss around on the field, and of course, no tour would be



complete without a trip to each team's gift shop. After visiting both stadiums, we will be off to the Arlington Highlands for lunch on your own (the bus will drop everyone in front of Dave and Buster's).

After lunch, we will depart for a visit to Dealey Plaza and the Sixth Floor Museum (jfk.org) at the Texas School Book Depository. This museum chronicles the assassination and legacy of President John F. Kennedy. This self-guided tour features an audio guide with excerpts from historic radio broadcasts and the voices of reporters, police officers and witnesses from that fateful day. You will be able to spend as much time as you like in the museum as everyone will walk the three blocks back to the hotel when you are finished.

Cost: \$90 (lunch on your own)

Fort Worth - Where the West Begins!

Thursday April 26, 7:00 am - 4:30 pm

Our day will begin with a tour of the Bureau of Engraving and Printing Western Currency Facility where they print billions of dollars! The tour features the various stops of currency production, beginning with large, blank sheets of paper and ending with wallet-ready bills. Included in the tour are two floors of interactive exhibits and displays showcasing the history of paper currency and the intricacies of the currency production process. Samples are available (no free samples!) in the gift shop.



Next we will head off to the Historic Stockyards in Fort Worth (fortworthstockyards.org). Your visit to the Stockyards will start with a cattle drive at 11:30 fol-

lowed by lunch on your own. At 1 pm you will meet for a one hour walking tour followed by a visit to the Rodeo Zone (rodeozoneei.com) where you can try your skill on a mechanical bull!



The history of the Old West will come alive as you tour Mule Alley, the Cowtown Coliseum, the Livestock Exchange Building, Texas Cowboy Hall of Fame, the famous Cowtown Cattlepen maze (as seen in the *Amazing Race*) and watch the Fort Worth Cattle Drive.

During the tour, you will hear stories of Indians like Quannah Parker and cowboys Bill Pickett and Jesse Chisholm. Learn about the colorful past of Fort Worth when the Chisholm Trail went right through the city and the Stockyards covered over a square mile! Your whole family will enjoy this historic and informative outing.



Cost: \$80 (lunch on your own)

Convention Dress

For the Hall of Fame Party and Casino Night Dinner event, dress is business 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 or revealing costumes 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* fun. 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. All guests may not attend all activities.
†Convention Packages are limited.

REGISTER ONLINE AT

BotCon.com

Transformers Collectors' Club

225 Cattle Baron Parc Dr, Fort Worth, TX 76108

817.448.9863 Fax 817.448.9843

email: questions@BotCon.com

Visit BotCon.com for up-to-the-minute changes and additions.