



30 Years and still amazing!

Join us in Pasadena, CA, June 19-22, for BotCon® 2014 at the Pasadena Convention Center to experience the 30th Anniversary Celebration of Transformers! This is not just any old convention; this is the official celebration of an iconic worldwide brand which has touched millions of lives over the past thirty years!

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.



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 Pasadena 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 morning.

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.

TRANSFORMERS FAN EXPERIENCE at Universal Studios Hollywood-promises to be an exciting after park hours event so you can experience Transformers: The Ride 3-D!

And don't forget the BotCon 2014 toys and souvenirs!

BotCon Figure Set

They sailed across the inky-black where the heavens can't be found. No light could show, no wind could blow, no soul could make a sound. Yet each mech aboard, garbed for war, holding a cutlass or a gun... And from the spotter above came the sign - We're bound for Cybertron!

But Cybertron is not defenseless. Noble, wise, and loyal to the cause, the KNIGHTS OF CYBERTRON are steadfast in their protection of their homeworld. Any villainy that dare threaten the planet will be met with valiant courage, unwavering will, and Cybertron's greatest warriors!

The BotCon 2014 Convention set - **PIRATES VS KNIGHTS!** This year's amazing five-figure set explores a whole new theme while also celebrating 30 years of the Transformers! This is more than just an homage set though, as it brings characters from across the mythos into the Fun Publications "G1 cartoon" universe, while also FINALLY bringing some long time fan favorite characters to life! And our biggest reveal? The centerpiece of our set features the FIRST HEADMASTER Transformer sold in over 20 years! Keep an eye on BotCon.com for ALL the incredible figure reveals!



DECEPTICON PIRATE CANNONBALL - A smarmy, charismatic pirate leader, who rules through charm and subterfuge, rather than force and intimidation, Cannonball is a Bot who'd sooner talk his way out of a fight or into a prize, but is more than capable when he needs to do battle. While he specializes in deception, fraud and even out-and-out impersonation, Cannonball is also skilled with blades and melee weapons - a true swashbuckler.

DECEPTICON PIRATE FERAK - Ferak is a sadist and the Pirates' maintenance man. He keeps the ship together and can cobble Engines of Terror for casting fear on their victims. He used to be part of an elite Decepticon team called "Squadron X" during the war, but has found adapting to peacetime rather difficult. He is partnered with the diminutive TORNADO, a former member of Squadron X, whose alternate mode is a gun, but an ill-designed gun that jams and threatens

to explode if a round of ammunition becomes lodged (it happens a lot – Ferak has the powder burns to prove it).

DECEPTICON PIRATE SCORPONOK – Scorponok is the fusion of machine and a Nebulan named Zarak. Last we had seen of Scorponok, he was flying through space serving as the battleship for the tattered remains of the Decepticon army. Now, however, Zarak has been forced to scuttle much of that battleship, rebuilding Scorponok into a smaller body.

AUTOBOT KNIGHT GINRAI – He is the gruff, pragmatic and downright paranoid military leader of the Autobots/Maximals. An old-school warrior “Bot of Action”, Ginrai has earned the rank of Knight Commander. A veteran of the old conflicts, he’s not entirely comfortable with the peace, constantly waiting for the “other shoe to drop”.

AUTOBOT KNIGHT DEVCON – A loner and former bounty hunter who holds the rank of Knight Sergeant, Devcon is the Batman to Ginrai’s Commissioner Gordon – the Bot willing to cross the line, bend the rules, shake down an informant. He doesn’t play well with others, but he gets the job done every time.

This offering will be hot, so don’t miss out! Order your Primus or Iacon package today!

Registered Attendee Packages

Six convention packages available!

The **Primus Package** (\$395 for club members or \$495 for non-members) consists of the following and will be received at your assigned registration pick-up time:

- **Transformers: Pirates vs. Knights** Convention Set: A five-figure boxed set which includes Decepticon Pirates: Cannonball, Ferak, Scorponok, and Autobot Knights: Ginrai and Devcon, 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 **TRANSFORMERS FAN EXPERIENCE at Universal Studios**.
- 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 2015 BotCon) drawing on Sunday at 3:15 pm. Two winners will be drawn.*†

The **Mini-Con Package** (\$110 for club members or \$185 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 the **TRANSFORMERS FAN EXPERIENCE at Universal Studios**.

EXPERIENCE at Universal Studios.

- The pre-convention tours and classes are available for an additional charge.
- The Mini-Con Package is offered in conjunction with the Primus Package so that accompanying family members can join the fun. Each Primus Package is limited to three Mini-Con Packages.*†

The **Protoform Package** (\$185 for club members or \$285 for non-members) consists of the following:

- Convention name badge.



- 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.
- The pre-convention tours and classes are available for an additional charge.
- This package **DOES NOT** include any of the Primus Package figures, or the **TRANSFORMERS FAN EXPERIENCE at Universal Studios**.*†

The **Iacon Package** (\$395 for club members or \$495 for non-members) is for those who cannot attend the show and consists of:

- **Transformers: Pirates vs. Knights** Convention Set: A five-figure boxed set which includes Decepticon Pirates: Cannonball, Ferak, Scorponok, and Autobot Knights: Ginrai and Devcon, 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.)

Golden Ticket Upgrade

This year we continue to offer an (optional) upgraded package for the Primus package holders. This upgrade is called the Primus Golden Ticket (limited to 100 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 Saturday night with special convention guests and celebrities.*
- Reserved seating in the first three rows of all panels.
- 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 \$695).





Additional Details

During the first day (24 hours) of registration, all Primus or Iacon Package registrants will receive a special *Transformers: Pirates vs. Knights* "first day of registration" cloisonné lapel pin.

In addition, 250 loose sets of the five-figure convention toys, which includes *Pirates vs. Knights* Convention Set: A five-figure set which includes Decepticon Pirates: Cannonball, Ferak, Scorponok, and Autobot Knights: Ginrai and Devcon, (packaged in poly bags, no

box, no certificate, etc.) will be available for \$280. 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, Iacon or Golden Ticket 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 pick-up instructions will be emailed in early June. Packages are limited, so sign up early!



Exhibitor Information

Exhibitor booths are \$450. Fee includes two 8' tables, one 6' table and 2 Exhibitor badges. Booth size is approximately 11' wide by 8' deep. Single tables are available for \$275 and include one badge. Booths and tables are limited. Each Exhibitor booth will receive one surprise bonus figure. Multiple Exhibitor booth contracts and payments received by May 30, 2014 will receive a \$50 discount. Single booths and single tables are not discounted and single tables are limited to one per exhibitor, not combinable with a booth. Artists Alley table - don't forget that you can get a single table to show-and-sell your custom *Transformers* art, for \$225.

Standard electrical hookups (5 amps) for all booths or tables are \$250



per hook up (total for all three days). Telephone (credit card line) service can be provided at a cost of \$230 (total for all three days). Placement in the Exhibit Hall 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. Exhibitor'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. Exhibitors must collect the 9% California sales tax or current rate in effect at the time of the show. Exhibitors must obtain a California sales tax permit from the BOE <https://efile.boe.ca.gov/ereg/index.boe?cid=161534> before the show. You will have one month to file your sales on-line after the show. Please bring your permit to registration

and display it at the show.

Exhibitors can drop their items into their space from 7:30 pm 11:00 pm on Thursday night and begin set-up. Exhibitor set-up will continue at 7:30 am-11:00 am on Friday. You must wear your Exhibitor Badge to enter the Exhibit Hall at any time during the show or set-up.



Shipping

If you have small inbound shipments, please consult with your hotel concerning receiving/storage 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. You will need to meet your shipment at the dock on Thursday so that you can drop it in the Exhibit room. In addition, please book your return shipment to be picked up on Sunday night after 5 pm to avoid any outbound shipping charges. Please call our office and advise us of what time you expect your shipment to arrive so that we can determine if there will be a loaner pallet jack available for you, as well as access to the freight elevator.

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 100% full. We have now set up a second block at the nearby Hilton. Please use the hotel reservation link at BotCon.com. If you have any problems booking a room, please let us know. Airport shuttle details will follow on our web site so watch for the link coming soon at BotCon.com.



BotCon 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 exhibitor 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 11:00 AM on Friday.

There are five different art contests:

- 3-D Custom Figure (space limited to 24" x 24") - Prizes: 1st \$100, 2nd \$50, and 3rd \$25. 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 \$125, 2nd \$65, and 3rd \$35.

- 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 just before Exhibit Hall closing time. If you would like the judging criteria, please 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 June 1, if you are bringing a child's display so that we can allocate space.

(unpainted, pre-assembled) version of the class kit. Assembled Class Figures are limited to ONE per registered attendee (not a souvenir/GT tripling not in effect). This will help those who want the class figure but don't get into the class. In addition, you can be in the class and order one Assembled Class Figure per BotCon attending, registered attendee.

Class (including unassembled Figure Kit) \$120.

Assembled Class Figure (unpainted) \$75.

TRANSFORMERS FAN EXPERIENCE at Universal Studios Hollywood

Starting Friday afternoon, all Primus and Mini-Con attendees have the opportunity to enjoy a fun-filled, action packed time at Universal Studios Hollywood! You will receive an exclusive special access ticket, valued at \$75, which gains you access to The TRANSFORMERS EXPERIENCE and other park rides.



In addition to your ticket, you get:

- Free bus transportation to and from the park (This Perk is only available to guests purchasing a Primus or Mini-Con Package. Final bus schedule TBD).
- Access to the park Friday starting at 3pm including a bonus after-hours park experience after the park closes from 8pm – 11pm!
- Opportunity to experience Transformers The Ride-3D, photos with characters and other Universal Studios Hollywood rides and attractions!

Special Guests/ Panels and Seminars



We have an amazing guest list planned for this year's 30th anniversary show. Keep watching BotCon.com for even more exciting guest announcements! Some of this years guests include Susan Blu, Michael McConnohie, Hal Rayle, David Kaye and James Roberts just to name a few. Seminars and panels will be presented on Friday, Saturday and Sunday. Each seminar will last 50 minutes and seat approximately 900 people. Topics will cover everything Transformers ...from collecting the toys, discussions with Transformers voice actors to a round-table featuring The Transformers Collectors' Club. Of course, Hasbro will once again be on hand for their always popular panels. Watch BotCon.com for the official schedule.

No Transformers fan will want to miss this 30th Anniversary celebration! Be sure to register now so that you can attend this fantastic event!

Transformers Customizing Classes

Due to high demand, we are offering two sessions of the *Transformers Figure Customization* class, one on Wednesday and one on Thursday! 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! 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 60 per class. In addition, this year all Primus, GT Primus Mini-Con or Protoform attendees will be able to pre-order an ASSEMBLED

Transformers Fan Film Extravaganza!

Send us your entry for our amateur *Transformers* film competition! Fans can submit their films of up to approximately 6 minutes in length on DVD. All accepted submissions will be screened on Friday and the audience will vote for the winners.



Submitted films must feature *Transformers* in some form and maintain a 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, 2014. 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*.



MSTF!

Join us for MSTF! on Saturday evening. It's as much fun as a barrel-of-monkeys, without the monkeys! Come celebrate the good natured ribbing of all things *Transformers* from cartoons to movies as your hosts parody the most outlandish themes and weirdness from the past 30 years of *Transformers* programming.

HOURLY 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 2015 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 (per day): \$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. Parking is available at the Paseo Colorado shopping center across the street for \$9 a day.

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!

Six Flags Magic Mountain Wednesday June 18, 9:30 am - 6:00 pm

Six Flags Magic Mountain is well known as a thrill ride haven with world-class roller coasters and over 100 rides, games and attractions. Six Flags Magic Mountain is home to 11 different world records! Six Flags Magic Mountain regains the coveted "Coaster Capital of the World" crown — with a total of 18 roller coasters — more than any other theme park on the planet!

Among the park's world-class roller coasters and thrill rides is the APOCALYPSE wooden coaster. Once you experience the full assault of speed and thrills, you'll think you just stepped into a post-apocalyptic battle.



Other coasters include Tatsu, the tallest, fastest and longest flying coaster on Earth; and X2, a fifth-dimensional roller coaster that they've taken to the next level with completely redesigned trains and state-of-the-art visual, audio and sensory effects. Cost includes bus transportation.

Cost: \$80 per person adults or children.

Los Angeles City Tour

Thursday June 19, 8:45 am - 5:00 pm



Join us for a great day in Los Angeles! This driving tour includes the Coliseum, L.A. Live, City Hall, Union Station, Sunset Strip, Beverly Hills and Century City, with stops at Disney Hall, Griffith Park

Observatory, Hollywood and Highland (Chinese Theatre, Walk of Fame) and the Santa Monica Pier.

You will have time for a late lunch and 2 hours on your own at the Pier and Beach.

Cost: \$62 (lunch on your own)

Convention Dress

For the Universal event, bring a jacket as evenings can be cool in California. All convention dress (including costumes) 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* 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. BotCon® is a Registered Trademark of Fun Publications, Inc. Transformers® is a Registered Trademark of Hasbro, Inc

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.