



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

Join us in Pasadena, CA, for BotCon® 2011 at the Pasadena Convention Center to experience the largest gathering ever of *Transformers* fans! With the third *Transformers* film coming from Paramount this summer, the *Transformers* fandom is building to a fevered pitch! This pop-culture phenomenon continues to take the world by storm. Don't miss this 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!

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 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.

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

Photo Studio-puts you in the middle of the *Transformers* Action! Get your picture on the green screen and you'll look and feel like you are part of the movie!



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 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 *Transformers* and create new characters by repainting the existing toys.

Local Tours-are always a great way to start your week by touring the Pasadena area with your fellow *Transformers* fans! 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.

Casino Night Awards Party-is a time to relax and celebrate our contest winners. It includes a buffet dinner, casino games and fabulous auction items. This is a fun evening of camaraderie with great food and games!



Hall of Fame Celebration-will be an evening you won't forget as Hasbro, in conjunction with BotCon, presents the second annual *Transformers* Hall of Fame awards and celebration, don't miss it!

And don't forget, the BotCon 2011 toys and souvenirs!

BotCon Figure Set

*Location: Cybertron - Precinct: Firestorm
Officer #800-12*

Report Log:

Ask any bot, they can tell you exactly where they were at that very cycle. The cycle we learned that Megatron had been defeated...again. The cycle we learned the Allspark had been returned. All thanks to a lowly maintenance 'bot named Optimus Prime, who'd just been elevated to Cybertron's greatest hero overnight.

Not EVERY 'bot was feeling the love. Our esteemed self-proclaimed Sentinel Magnus made up for his falling stock by making a big show of locking up Megatron and the gang inside Trypticon, their former stronghold, smack dab in the middle of what was once the Decepticon capital city of Kaon. Sentinel was never one for subtlety. And I'm sure he just couldn't resist rubbing it in those 'Cons' faceplates.

There was a new feeling of hope and optimism on Cybertron, maybe even the dawning of a second Golden Age. But for me, it was just another day at the office. As a copperbot who has been on the force for thirty thousand stellar cycles, I have seen it all. But retirement has finally found me, not that I am complaining. I just had to close this one last case, and then settle down to a nice, quiet life on the energon farm... Sounded easy enough, but with my luck, it is never that simple...



- *Stunticons: The Con is On!** Convention Set: A five-figure boxed set which includes Motor Master, Wildrider, Breakdown, Dead End and Drag Strip, 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

Friday night's Casino Night Awards Party (tours and HOF Celebration 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 3:15 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 Exhibit Hall including the Private Exhibit Hall Experience on Friday and Early Bird privileges on Saturday.
- Admittance to all convention panels/seminars and Friday night's Casino Night Awards Party (tours and HOF Celebration 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 three Mini-Con Packages.*†

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 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 are available for an additional charge.
- This package does not include any of the Primus Package figures, Casino Night Awards Party or the HOF Celebration.*†

The **Iacon Package** (\$315 ppd for club members or \$385 ppd for non-members) is for those who cannot attend the show and consists of:

- *Stunticons: The Con is On!** Convention Set: A five-figure boxed set which includes Motor Master, Wildrider, Breakdown, Dead End and Drag Strip, 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.)

Additional Details

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

In addition, 400 pieces of the five-figure convention set: Motor Master, Wildrider, Breakdown, Dead End and Drag Strip, (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



So, what case does Officer 800-12 have to crack before he can retire? He and his new partner have been called to look in to some missing items from Cybertron's number one attraction: Motor Master's Stunt Convoy! Is it really a theft they are investigating, or is it some type of Stunti-Con job?

This summer, find out about the Stunticon's antics featuring new characters created just for BotCon and a Timelines Animated story written by Marty Isenberg!

Don't miss out on *Stunticons: The Con is On!*, featuring striking decos and three new head sculpts designed by Derrick J. Wyatt! Motor Master, Wildrider, Breakdown, Dead End and Drag Strip... All 5 can be yours in this great box set. It is the ultimate addition to your Animated collection!

Registered Attendee Packages

There are five different convention packages available:

The **Primus Package** (\$315 for club members or \$385 for non-members) consists of the following and will be received at your assigned registration pick-up time:





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 be emailed in May. Packages are limited so sign up early!

Dealer Information

Dealer booths are \$375. 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 \$225 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 April 15, 2011 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 \$175.



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 \$210 (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 9.75% 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 8:00 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. Please contact your property concerning any potential 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 June 2. 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 blocks at the Pasadena Sheraton and the Pasadena Hilton were sold out. Currently there are rooms available at the Courtyard Pasadena Old Town for \$139 per night (six blocks from the Civic Center). 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 Super Shuttle. Go to SuperShuttle.com to arrange for your transfers. Our rate is 15% off published fares, but you must make an advance reservation. Use priority code RB3FY.

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:

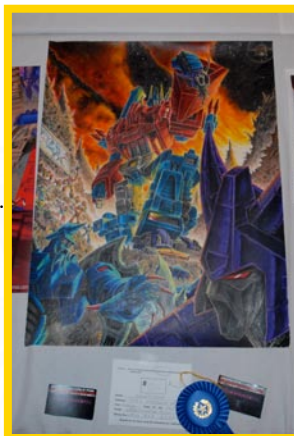
- 3-D Custom Figure (space limited to 24" x 24") - Prizes: 1st \$125, 2nd \$65, and 3rd \$35. Contest is limited to

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.

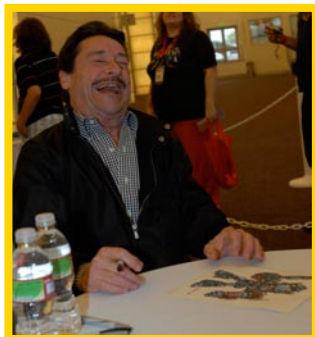
Entries must stay within the dimensions for the contest being entered. Oversized pieces will not be accepted. There is a limit of two entries per person, per contest and you must be present to enter. Please do not bring any entries that have won in past convention contests. All winners will be announced Friday night at the *Casino Night Awards Party!* 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 for their always popular panels. Watch *BotCon.com* for the official schedule.

Transformers Customizing Classes

Due to high demand, we are offering two sessions of the *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! There will be one class on Wednesday and one class 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 \$85 per person.

Casino Night Awards Party

On Friday night, we will be hosting the ever popular Casino Night and Awards Dinner Party. 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. Dealers who donate items will receive gaming coupons as well. Past Casino nights have raised several thousand dollars for charities such as Cook Children's Hospital in Fort Worth, TX. Dealer Awards Party passes available.

Transformers Hall of Fame Celebration

After a short break for dinner on your own after the Exhibit Hall closes, we will gather Saturday night for the second annual *Transformers Hall of Fame Induction Ceremony* at the Pasadena Civic Auditorium.

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 at the past 27 years of this amazing brand and feature some compelling entertainment. At the event you will receive a goody bag with a 3-D Cinemask and movie snacks. As a *Transformers* fan, you will not want to miss this night. Dress is business casual.



Also, starting May 2 on *Transformers.com* fans will have to opportunity to vote for their favorite character to be honored on this special night. Be a part of *Transformers'* history and make your vote count!

Cost: \$45 per person. Seating is limited.

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 May 1, 2011. 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 2012 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. Parking at the Pasadena Convention Center garage is \$9 (in/out privileges \$15). Additional parking is available at Paseo Colorado shopping center across the street from the convention center.



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 9:30 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

Wednesday June 1, 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 includes bus transportation.



Cost: \$100 per person over 48" tall; \$90 per person under 48" tall.

Six Flags Magic Mountain

Thursday June 2, 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: \$65 per person over 48" tall; \$58 per person under 48" tall.

Convention Dress

For the Hall of Fame Celebration Dinner, 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 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. All guests may not attend all activities.
†Convention Packages are limited.

REGISTER ONLINE AT

BotCon.com

Transformers Collectors' Club

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817.448.9863 Fax 817.448.9843

email: questions@BotCon.com

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