Time for you to Maximize for BotCon 2016!

Join us in Louisville, KY, April 7-10, for BotCon® 2016 at the Galt House Hotel! This official Hasbro sponsored celebration will be a fantastic time full of TRANSFORMERS® fun, friends, celebrities and 'bots!

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!

Cosplay Contest – It's tough picking a winner as everyone does a great job! Be there for this panel where the cosplayer the crowd likes the best will win a place on the cover of the TCC magazine and a $250 show dollar prize!

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 how to assemble a Transformer toy and then create a character for that figure with paint and decals.

Local Tours-are always a great way to start your week by touring the Louisville 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 Hasbro licensed products with other collectors.

And don't forget the BotCon 2016 toys and souvenirs!

BotCon Figure Set

Beast Wars! Twenty years ago, the television series and toy line gave Transformers fans, not a new world of Autobots and Decepticons, but one of raging beasts that converted into Heroic Maximal and Evil Predacon warriors! Led by the namesakes of Optimus Prime and Megatron, these Transformers explored worlds of stories that no one had previously thought possible. And while Optimus Primal, Rhinox, Cheetor, Rattrap, Dinobot, Airazor, Tigatron on-board the crashed Axalon, and Megatron, Scorponok, Waspinator, Terrorsaur, Blackarachnia, and Rampage on the broken Darkside captivated audiences on a weekly basis, other characters stirred the imagination as well. Characters with their own agendas...

As they sat aboard their own personal space station orbiting Cybertron, the Tripredacus Council seemed to defy Maximal Intelligence in every way. Shrouded in mystery and shadows cast by a single hanging lamp, this trinity of high-ranking Predacons plotted their own path to restoring greatness to the Predacon faction. While fans never saw them in combined form on the show, we know that the Predacons General Seaclamp, Cicadacon, and Ramhorn combined to form the fearsome and towering Tripredacus!

Of course, what good is a conspiracy without operatives to carry it out? And the Predacon Council had some of the best operatives for that task! Working as a covert specialist for the Tripredacus Council, Ravage was described as one of the few Generation 1 Decepticon warriors who was rebuilt and reprogrammed... as a Predacon. Given new stealth abilities

and one of the Predacon's most advanced ships, Ravage made his presence known shortly after his arrival on ancient Earth by capturing the renegade Predacon Megatron and dispersing his troops. Although the crafty Megatron soon turned the tides back on the famous feline with his own manipulation and offer, Ravage soon made his true loyalties known - "Decepticons Forever!"

But the former Decepticon wasn't the only one who had previously sworn loyalty to the Council. Sly, secretive, and scheming, Predacon Secret Police Lieutenant Tarantulas had been a mole inside of Megatron's crew from the very beginning! Turning into a disgusting, giant spider with the 'occasional' mad scientist tendencies and personality gave fans a character the likes they had never seen before in the Transformers mythos.

As BotCon 2016 celebrates the twentieth anniversary of the Beast Wars TV series and toy line, fans can relive these great characters through new toys and a new story! With FIVE new head sculpts spread across the box set and utilizing the awesome Combiner Wars molds from the Transformers Generations toy line, Voyager Class SEACLAMP, Deluxe Class RAMHORN, Deluxe Class CICADACON, Deluxe Class RAVAGE, and Deluxe Class TARANTULAS are ready to join fans' Beast Wars shelves individually OR joined together as the unstoppable Predacon Battle Master PREDACUS!

Registered Attendee Packages

Six convention packages available!

The Primus Package ($399 for club members or $499 for non- members) consists of the following and will be received at your assigned registration pick-up time:
• Beast Wars Uprising: Dawn of the Predacus A five-figure COMBINER WARS boxed set which includes five Beast Wars Predacons who merge to form PREDACUS; all presented in an illustrated display box. Also included with the set is a certificate of authenticity, tech specs and figure weapons. Stay Tuned to BotCon.com for the reveals of each figure!
• 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 Awards Dinner.
• The pre-convention tours and classes are available for an additional fee.
• 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.)*†

The ***Mini-Con Package*** ($140 for club members or $240 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 Awards Dinner.
• 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*** ($210 for club members or $310 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 the Awards Dinner.
• This package **DOES NOT** include any of the Primus Package figures.*†

The ***Iacon Package*** ($399 for club members or $499 for non-members) is for those who cannot attend the show and consists of:
• Beast Wars Uprising: Dawn of the Predacus A five-figure COMBINER WARS boxed set which includes five Beast Wars Predacons who merge to form PREDACUS; 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 and surprise bonus.
• Pre-signed autograph item (signed by all attending special guests).*
• Meet and Greet Reception (pictures, light hors d'oeuvres, discussions, no autographs) on Friday night with David Kaye, Scott McNeil, VenusTerzo*
• Reserved seating in the first three rows of all panels.

Cost is an additional $325 added to the Primus Package (Golden Ticket total $724).

Additional Details

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

In addition, 250 loose sets of the Beast Wars Uprising: Dawn of the Predacus five-figure COMBINER WARS convention set will be available for $295. 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 "Preds" 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 package pick-up. These are also sold on a first-come, first-served basis.

Package pick-up instructions will be emailed in early March. 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 January 15, 2016 will receive a $25 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 are available for $225. These are for only those selling and creating custom art.

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. Standard electrical hookups (20 amp for all booths or tables) are $150 per hook up (total for all 3 days). Wifi is complimentary in the meeting areas. 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 6% Kentucky sales tax or current rate in effect at the time of the show. Exhibitors must file and pay using the forms provided at the show one week after the conclusion of the event. Please do not bring products that may infringe on Hasbro owned intellectual property. In addition, please do not bring any items for sale during Room-to-Room trading that may infringe on Hasbro owned intellectual property. Products that may infringe on intellectual property rights of others are not welcome on the premises at any time. Violation of this policy could result in expulsion from the event and hotel property.

Exhibitors can drop their items into their space from 8:00 pm - 10:00 pm on Thursday night and begin set-up. Exhibitor set-up will continue from 7:30 am-2 pm on Friday. You must wear your Exhibitor Badge to enter the Exhibit Hall at any time during the show or set-up. If you need oversize parking please let our office know as well, so we can direct you to the correct area.

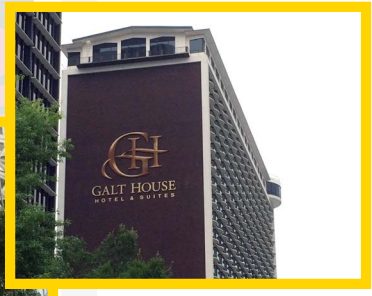
Shipping

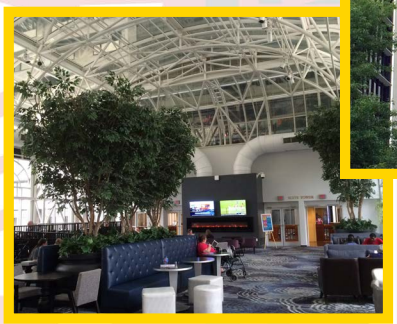
If you have small inbound shipments, please consult with the hotel as charges are per box and are handled by the on-site UPS Store (502) 583-3784. If you have large shipments, please call our office so that we can give you directions on how to send a timed shipment. These shipments will need to ship to the BotCon (your name), April 7-10, The Galt House Hotel, 140 N Fourth St, Louisville, KY 40202, 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 Hall. In addition, please book your return shipment to be picked up on Sunday night after 5 pm (so you can meet your truck) to avoid any outbound shipping charges. Other outbound services will be handled by The Galt House and the charges are $100-$200 per skid. Please call our office and advise us of the time you expect your shipment to arrive so that we can determine if there will be a loaner pallet jack available for you.

The UPS Store is on-site and can assist attendees with their outbound needs. In addition, there is a Post Office location about four blocks from the hotel. UPS will have packing materials and boxes available.

Hotel Accommodations

Response has been phenomenal! Even before official registration started, the room block was over 100% full, however, The Galt House continues to add rooms as necessary. 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.





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 March 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 $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.

All 2-D entries must not be larger than 20" x 24" and not smaller than 8" x 10" and should be mounted on foam board.

- 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.
- Transformer Craft Contest -entries must fit in a space no larger than 20" by 24". - Prizes: 1st $100, 2nd $50, and 3rd $25.

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 at the Casino Night Awards Dinner. 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 March 1st if you are bringing a child's display so that we can allocate space.

Guests/ Panels and Seminars

We once again have an amazing guest list planned for this year's BotCon. In celebration of the 20th anniversary of BEAST WARS, this year's first two guests are David Kaye and Scott McNeil. If you purchase a convention package, access to these guests (including autographs and pictures) are all part of your convention package. There is NO extra charge! Stay tuned to BotCon.com for additional guest announcements.

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 toys and 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 highly anticipated panel. Watch BotCon.com for the official schedule.

Casino Night Awards Dinner and Auction

On Saturday night, we will be hosting the Casino Night Awards Party. This truly will be a fun and memorable evening. Evening attire is business casual (no t-shirts), 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 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 Tessmann! 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, all Primus, GT Primus, Mini-Con or Protoform attendees will be able to pre-order an ASSEMBLED

unpainted 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 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 March 15, 2016. 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*.

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. 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): $25/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 Galt House garage for $2 an hour.

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 at 9:30 pm. This means that you can be first in line (after GT attendees) for the souvenir figures offered on Thursday night. Sign-up today!

Horses and Kentucky Bourbon Tour

Wednesday, April 6, 8:00 am – 4:30 pm

Join us for a fun filled day as we experience two of the things the great state of Kentucky is known for: their thoroughbreds and their bourbon! We start the day off via charter bus with a visit to Church Hill Downs, home of the Kentucky Derby. The visit will include breakfast in the Track Kitchen, seeing the starting gate up close and touring the track all while watching the horses during their morning workouts.

From there we'll hop on the bus and stop at White Castle's for lunch. They are credited as the very first fast food burger restaurant in the country! Then it is on to bourbon country! First, we will visit the Jim Beam Distillery, makers of the world's number one bourbon. You will get to witness the craftsmanship that evolved from 200 years of bourbon making, with a behind-the-scenes look at the trade, a stop at the museum and of course, a Bourbon sampling! We end the day with a stop at the Evan Williams Distillery.

After a tour of the location and sampling, you are free to make the short walk back to the hotel at the tours conclusion or stay and shop for gifts and souvenirs.

Cost: $115

Caving and Museum Tour

Thursday April 7, 8:00 am - 5:00 pm

The first stop on today's tour is the U.S National Landmark - Marengo Cave, where we will get to experience both the Crystal Palace, filled with flowstone deposits, and the Dripstone trail, a one mile walk featuring delicate soda straws, slender totem pole stalagmites and a unique Penny Ceiling. Translation: An amazing underground adventure with lots of cool looking rocks!

Next, our charter bus will take us to the Conrad-Caldwell House Museum for a tour of this beautiful Victorian home with lunch served in one of their attached dining halls.

After lunch, we will visit the Louisville Slugger museum with a look at the history and production of the world's most famous Baseball bat! Our final stop of the day is the Frazier History Museum. An amazing Louisville museum with over 1,000 years of world history, including their current featured exhibit: the Lewis and Clark experience.

Please note that this tour will have a total walking distance of approximately 2 miles over the day.

Cost: $115

Convention Dress

For the Awards Dinner and Auction, dress is business casual (collar shirts-no shorts or t-shirts). 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.

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REGISTER ONLINE AT

BotCon.com

Transformers Collectors' Club

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email: questions@BotCon.com

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