



Come to New Orleans and experience first hand the excitement of the Crescent City as we prepare for the coming RETALIATION - G.I. Joe style!

This year, we are calling for **YOU** to join us in New Orleans, June 28-July 1, as fans and collectors from all over the world prepare for *G.I. Joe Retaliation* to hit the big screen!

This weekend will be one of the greatest G.I. Joe events ever! The Hilton New Orleans Riverside puts you right in the heart of *The Big Easy's* historic, entertainment, dining, and nightlife districts. New Orleans is a great vacation destination. There is so much to do in this historic city that we recommend you order a visitors guidebook from the CVB at neworleanscvb.com. Whether you collect 3 3/4", 12", vintage or modern figures, you owe it to yourself to attend this special weekend. Call all of your friends and tell them to meet you in New Orleans this summer!

Here is what you'll experience at the show...

Special Guests- meet and talk to voice actor Will Ryan (Footloose, Mutt), 1980's Marketing Manager Kirk Bozigian; artists Rod Whigham, Larry Selman and of course, the Hasbro *G.I. Joe* Team. The Hasbro team will be on hand the entire weekend to show you the upcoming products and to answer your burning *G.I. Joe* questions.

Panels and Seminars-led by Hasbro, special guests and experts in the *G.I. Joe* community. These presentations will totally immerse you in all things *G.I. Joe*. Learn inside information, hear special guests, watch demonstrations and more!

Sales Room-featuring over 200 tables of *G.I. Joe* merchandise for sale. There are thousands of items each year that trade hands in this GIJoeCon focal point.

G.I. Joe Film Fest-displaying the talents of *G.I. Joe* fans from all over the world. Come watch as stories you have never dreamed of unfold on the big screen!

Contests-showcasing the incredible skills of *G.I. Joe* craftsmen everywhere. Start designing your entries today as you could be a big winner in one of the five different GIJoeCon contests.

G.I. Joe: Retaliation Movie PRIVATE SCREENING-a special screening of this summer's action packed blockbuster film on opening day with all of your G.I. Joe friends (additional cost).

G.I. Joe Customizing Class-teaching you the basic skills to create your own versions of your favorite *G.I. Joe* 25th

Anniversary heroes. This class will be taught by Hasbro Designer, John Warden.

Local Tours-are always a fun way to start your week by touring the New Orleans area with your fellow *G.I. Joe* fans! This is a great way to meet other fans and share memories that will last a lifetime!

Room-to-Room Trading-providing collectors with a chance to swap, buy and sell items from their personal collections in the evenings after the Exhibit Hall is closed. Do you have just a few extras you want to swap? Well, this is your chance to trade with other collectors.

Casino Night Awards Dinner-the culmination of our festivities with dinner, casino games and fabulous auction items. This is a terrific evening of entertainment with great food, fun and camaraderie you won't forget!

...and of course the GIJoeCon 2012 toys and souvenirs!

GIJoeCon Figure Sets

As in past years, there are two different outstanding GIJoeCon sets that every *G.I. Joe* collector will want to add to their collection. Once again, the club has worked very hard to bring you only the highest quality and most innovative sets possible!

Oktober Guard Set

The 1990s brought us many captivating Cold War stories but this one was kept *Top Secret* for over two decades! Recently declassified documents revealed the original Oktober Guard (*G.I. Joe's* Russian and Warsaw Pact equivalent) team's "Special Mission" in Siberia to rescue their captured General from the ruthless Iron Grenadiers!

This highly requested fan favorite set includes 15 action figures in the 25th Anniversary body style. It contains the classic Oktober Guard and their General against the Iron Grenadier General and his army of fearsome specialized Troopers.

Every G.I. Joe fan will want to add these 25th Anniversary style international action figures to their collection! Don't miss out on *The Oktober Guard - Operation Bear Trap*!

The Oktober Guard team includes: Colonel Brekhov, Daina, Stormavik, Schrage, Horror Show and the recently revealed new member, General Iron Bear.

The Iron Grenadier team includes: Iron Grenadier Guards x 2, Iron Grenadier Specialists x 2, Iron Grenadier Troopers x 4 and the menacing General Voltar.



Each of these great teams comes with their classic weapons, accessories, figure stands and file cards in this exciting fifteen figure boxed set.

Make sure you are there for package pick-up on Thursday night so that you won't miss this year's souvenirs! These convention exclusive souvenirs will feature some fantastic items that will augment your boxed set. Plus, all these limited edition products will have a major role in the exclusive 2012 GIJoeCon comic book!*



AT Heavy Weapons: Last Man Standing Set

Over the years, the *G.I. Joe* Adventure Team has been known for their arsenal of exotic vehicles, but they never had much fire power. This is about to change!

Here's the story: Last year we left our man in the desert in the middle of the famed Paris to Dakar rally having just averted a nuclear melt down. What is M.A.R.S. up to this time? Why is there such a powerful reactor in the middle of the desert? What else will the Joe team find and is there time to thwart M.A.R.S.'s latest evil scheme? Are they still pursuing a super soldier? Will he finish the rally? And what about the reports of mummies roaming the desert? You'll have to read the mini-comic to find out what happens when you are the *LAST MAN STANDING!*

This year's set continues the story line from last year's *Drive Into Danger* set and gives Joe all the fire power he will ever need to meet this growing threat! Included in the set:

Super Articulated *G.I. Joe*; Desert Uniform; Mission Vest; T-Shirt; Tall Boots; Fatigue Cap, Belt; .45 Pistol w/holster; M-16, Shoulder Holster w/Revolver; Vintage-style Henchman Trooper; Jump Suit, Tall Boots, Helmet, Balaclava, Ammo belt with Pouches; .45 Pistol w/Holster, Backpack; Submachine Gun, Bio-Wrap Suit; Weapons Case; Sniper Rifle with 3 Scopes; Shotgun; M-60 Machine Gun w/mount and ammo belt; M-2 .50 cal Machine Gun w/mount and ammo belt; two Rocket Launchers with DPV Weapons rack; and Convention Box with art by Larry Selman.*

Registered Attendee Packages

Eight convention packages available!

The *American Hero's Package* (\$345 for GIJCC members and \$405 for others) consists of:

- 3 3/4" convention 15 figure set *The Oktober Guard - Operation Bear Trap!*
- Certificate of Authenticity.
- Convention Medal and Name Badge.
- Private Exhibitor Room Sales Event on Friday, Early Bird privileges on Saturday, and admittance to all convention events except

tours and movie (extra cost).

- Admittance to the Casino Night Awards dinner event along with \$100 in gaming coupons.
- **BONUS ITEM:** American Hero attendees will receive a special extra convention piece not available with the non-attending package. You must pick up your convention package in person.
- Admittance to all convention seminars.
- Convention full color comic with program.
- One entry (per person, not per package) in the free trip giveaways drawing on Sunday at 3 pm.*†

The *General's Package* (\$315 for GIJCC Members and \$375 for others) consists of:

- 12" Adventure Team Heavy Weapons: *Last Man Standing* boxed set.
- Certificate of Authenticity.
- Convention Medal and Name Badge.
- Private Exhibitor Room Sales Event on Friday, Early Bird privileges on Saturday, and admittance to all convention events except tours and movie (extra cost).
- Admittance to the Casino Night Awards dinner event along with \$100 in gaming coupons.
- Admittance to all convention seminars.
- **BONUS ITEM:** General's Package attendees will receive a special extra convention piece not available with the non-attending package. You must pick up your convention package in person.
- Convention full color comic with program.
- One entry (per person, not per package) in the free trip giveaways drawing on Sunday at 3 pm.*†



The *Aide's Package* (\$85 per Aide for GIJCC members, \$110 for others) consists of:

- This package can only be purchased in conjunction with the General's or American Hero's package and is offered so that accompanying family members can join the fun.
- Private Exhibitor Room Sales Event on Friday and Early Bird privileges on Saturday.
- Admittance to all convention events except tours and movie (extra cost).
- Admittance to the Casino Night Awards Dinner event along with \$100 in gaming coupons.
- Name Badge.
- Each General or American Hero package is limited to four additional Aide packages provided you are a GIJCC member.

The *Sergeant's Package* (\$160 for GIJCC members and \$220 for others) includes:

- Private Exhibitor Room Sales Event on Friday and Early Bird privileges on Saturday.
- Admittance to all convention seminars.
- Convention pin (while supplies last).
- This package does not include the Casino Night Awards dinner event, tours, movie or any products.



The *Homefront Hero's Package* (\$345 for

GIJCC members and \$405 for others) consists of:

- Boxed set of figures from the American Hero's Package.
- Does not include admittance to the show or Name Badge.
- All items shipped three to four weeks after the show to your home.
- This package is for those who cannot attend the show.

The *Base Commander's Package* (\$315 for GIJCC members and \$375 for others) consists of:

- Boxed set of figures from the General's Package.

- Does not include admittance to the show or Name Badge.
- All items shipped three to four weeks after the show to your home.
- This package is for those who cannot attend the show.

For all registrations, attending or non-attending, please use the online registration link at GIJoeCon.com or send in the *Registered Guest Application* form (additional processing charge, available by email). Please note that if you order multiple boxed sets and don't specify a different name for each set, you will receive one name badge at registration pick-up. Registered guest's badges cannot be transferred to another person once at the convention.

Package Upgrades

We are once again offering an (optional) package upgrade for the American Hero's or General's packages. This upgrade is called the AH Golden Ticket (limited to 75 packages) and the GEN Golden Ticket (limited to 25 packages). These upgrades provide you with the following extra benefits to assist you in maximizing your convention experience. Upgrade cost is added to the American Hero's or General's package price.



Upgrade cost is added to the American Hero's or General's package price.

- Early package pickup on Wednesday Night and Thursday before the regularly posted pickup times.
- Early shopping at the club store for exclusives before the regularly posted shopping times AND triple the regular limit on exclusive convention souvenirs.
- Exclusive Golden Ticket Cloisonne Pin.
- First Entrance to the Exhibit Hall each day.
- Exclusive Meet and Greet Reception (autograph, pictures, light hors d'oeuvres) 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 Casino Night Dinner and Auction.
- Golden Ticket Aide Packages available for \$185 each.

Cost is an additional \$300 added to American Hero's or General's packages (i.e. GIJCC Member Prices: AH Golden Ticket total \$645, Gen Golden Ticket total \$615). You must be a GIJCC Member for this upgrade.

Additional Package Details

- Each convention set is VERY limited this year. *The Oktober Guard - Operation Bear Trap* is an edition of only 600 sets and the *AT Heavy Weapons Last Man Standing* is limited to only 250 sets!
- Anyone who registers for a General's or Base Commander's package in the first 24 hours after registration starts will receive a special *G.I. Joe* figure size jacket with the convention art on the back.
- Anyone who registers for an American Hero Package or Homefront Hero Package in the first 24 hours will receive a special *Oktober Guard* cloisonné lapel pin.
- 325 American Heroes or Homefront Heroes (GIJCC members only) have the opportunity to purchase a second set of 3 3/4" *The Oktober Guard - Operation Bear Trap* figures (no box, certificate, etc) for \$210. This is limited to one extra set per American Hero's or Homefront Hero's package purchased.
- You will receive confirmations and a package pickup schedule in June to the email address listed in your registration file.
- If you register for another member you will need their login and password to receive member pricing. We will not be able to adjust prices if you choose to create a registration at non-member prices.
- For member pricing, your membership covers: spouse, kids, parents and siblings.

Exhibitor Information

Exhibitor booths (two 8' tables and one 6' table) are approximately 11' wide by 8' deep and are \$375. Single tables are \$225. Exhibitors who register for multiple booths will receive a \$25 discount per booth (single tables are not discounted and are not

available in multiples, only one per Exhibitor. Booths and tables cannot be combined). Each Exhibitor Booth will receive (your choice) either the 12" or 3 3/4" attendee surprise item. Standard electrical hookups (10 amp) for all booths or tables are \$225 per hookup (total for all three days). Telephone service can be provided at a cost of \$240. Exhibitors may also order a Casino Night Awards Dinner event pass for themselves and their helpers for \$80 per person (includes gaming coupons). Booths and tables are limited. Placement in the ballroom will be assigned in the order that the registrations are received. The earlier your registration is received, the closer to the front your booth will be. Exhibitor's product must be at least 50% action figure related. This means action figures or related *G.I. Joe* products. Exhibitors must collect and remit the Orleans Parish and LA state sales tax of 9%, forms will be available on site at registration pick-up.

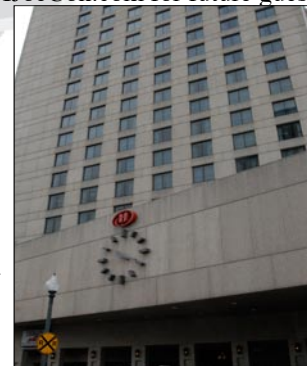


Shipping

You can ship small shipments directly to the *Hilton Riverside*. Current receiving charges are \$9 per box. Address the box to GIJoeCon, Arriving Guest (your name and date), Hilton Riverside Hotel, Penfield's Receiving, Two Poydras St, New Orleans, LA 70140. 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 Hilton Riverside and can ONLY arrive on Thursday by 2 pm. Receiving and handling charges may apply. A shipping store will have a booth at the show to assist all guests with shipping your items home. They will have all types of packing materials and boxes available.

Special Guests

Here are just some of the people who will be at the convention: Will Ryan-voice of Footloose, Mutt and other Joe characters; Kirk Bozigian-original Marketing Manager during the creation of the Real American Hero *G.I. Joe* line in 1982; Rod Whigham-80's comic book artist; Larry Selman-box artist for the Classic Collection Line and many Club packages; IDW-G.I. Joe comic books publisher; Mark Bellomo-RAH author, just to name a few. Come meet and hear these special guests talk about their experiences with G.I. Joe! Watch GIJoeCon.com for future guest announcements.



Hotel Accommodations

Response has been phenomenal! Our hotel is the *New Orleans Riverside Hilton* and the block is full, but the hotel will continue adding rooms to the block as long as they can. The GIJoeCon rate is \$139. If you have any problems booking a room, please let us know. You can also use the online reservation system at GIJoeCon.com. Discounted airport transfer rates are available through Airport Shuttle 866-596-2699 or airportshuttleneworleans.com.

G.I. Joe Designers' Contests

Over \$1,000 worth of prizes (in show dollars) will be awarded at this year's GIJoeCon! There are four different categories in the Designers' Contests:

- Franken-Joe (1/18th scale only) Custom Figure Contest - Prizes: 1st \$150, 2nd \$75, and 3rd \$50. Contest is limited to ONE figure per entry, no teams or squads.
- Small Diorama (custom 1/6th scale figure) 15" x 15" - Prizes: 1st \$150, 2nd \$75, 3rd \$35. Contest is limited to ONE figure per entry, no teams or squads.
- Medium Diorama 48" x 30" - Prizes: 1st \$200, 2nd \$100, 3rd \$50.
- Photography Contest - Prizes: 1st \$100, 2nd \$50, and 3rd \$25.

If your contest entry is larger than the space allotted, you will be moved up one class. Please stay within the dimensions for the contest you are entering. Each contest is limited to two entries per person and you must be present to enter. Please do not bring any entries that have won in past contests. Photography entries can be black & white or color. All entries must be 8" x 10" in size and they must be mounted. In addition, the photography entries are not returnable. All winners will be announced Saturday night at the Casino Night Awards Dinner.



Please let us know by June 8, if you intend to enter a contest so we can make sure we will have enough space available. If you need a copy of the judging criteria, please check GIJoeCon.com. All entries must be in place for judging by noon on Friday. Hasbro Designers' Contests will be judged by a jury.

Costume Contest

Plan to join the fun Saturday night for *G.I. Joe* costume play! There will be three different contest categories: 1) Kids, 2) RAH and 3) 12" Style Character. The top winners in each category will have 3,000 auction points added to their Casino Night accounts (second place 2,000, third place 1,000)!

G.I. Joe Customizing Class

Want to learn how to customize your *G.I. Joe* figures? Sign up for the customizing class taught by Hasbro designer, John Warden!

This one day class (Thursday, 9 am-5 pm) will teach you beginning and intermediate techniques for customizing Hasbro's 25th Anniversary style figures. Class is limited to 30 participants.



Class is limited to 30 participants.

Cost is \$65.

G.I. Joe Fan Film Extravaganza!

Join us in New Orleans for the sixth annual amateur film competition geared especially for fans of *G.I. Joe*! Fans can submit their films of approximately 5 minutes in length on DVD. All accepted submissions will be screened during the convention and the audience will vote for the winners.

Submitted films must feature *G.I. Joe* 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 GIJoeCon. GIJoeCon reserves the right to not accept any film that does not meet the submission requirements. Submissions must be received no later than June 15, 2012.



Please do not submit films that have been shown at past Filmfest events or submitted to the Club for past contests. The winners will receive show dollars: First \$200; Second \$100; and third \$50. You must be present to win. Join us for this special event

as *G.I. Joe* collecting moves to a new level of creative storytelling!

Seminars/ Panels

Collecting and fan seminars/panels will be presented Saturday and Sunday. Each session will last approximately 50 minutes. Special guests from all eras will tell their one-of-a-kind *G.I. Joe* stories. Don't miss the Hasbro Roundtable where you can speak directly with the Hasbro *G.I. Joe* team and ask all of your burning questions!



Casino Night Awards Dinner

On Saturday night, we will have our ever popular Casino Night and Awards Dinner Party. This truly will be a fun and memorable evening. Evening attire is business casual or your favorite *G.I. Joe* costume (don't forget the contest). Dinner will be served at food stations throughout the venue.

Each General, American Hero and Aide will receive gaming coupons for play during the evening. More gaming coupons will be available for a donation to charity. Exhibitors 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.

Door Prizes

Hourly door prizes will be awarded at ten minutes to the hour each day while the sales room is open. At 3 pm on Sunday, we will draw for two free trips to the 2013 Convention (including domestic airfare up to \$450)*. You must be present in the Exhibitor Room to win!

Pre-Convention Tours General Admission / General Admission Parking

General admission is available on both Saturday and Sunday. Costs: \$15 adults; Children \$10 (4 & under are free). Hours: Saturday, 10 am - 5 pm; Sunday, 9:30 am - 3:30 pm. Early Bird admittance is available on Saturday beginning at 9 am. Cost is \$50. Parking is available at Riverside Parking or any Riverside area public lot.

Pre-Convention Tours

This year, we are offering two great pre-convention tours. If you sign up for a tour or the Customizing Class, you can pick up your registration materials on Wednesday night from 9:30 pm-10 pm. This means that you can be one of the first collectors in line for the souvenir figures offered on Thursday night. Sign-up today!

Wednesday, June 27, 7:45 am - 5:30 pm - American History Tour

Join us for a trip back through time as we explore the Destrehan Plantation (destrehanplantation.org). Travel from the French and Spanish Colonial periods through the antebellum grandeur of the sugar barons, to the ravages of Civil War and the rebirth of reconstruction. Wander among the authentic buildings on the plantation after your tour of the lovingly restored main house and you can find yourself immersed in the rich history of Louisiana and better understand what it is like to live in another time. This was a time when French was the language and the white gold of sugar drove the economy. Destrehan Plantation, built in 1787, is listed on the National Register of Historic Places. It is one of the few remaining examples of a colonial Louisiana house that



has changed substantially and yet remained a functioning house for the past empires of indigo, sugar and petrochemical production. On site are living historians who will demonstrate skills such as:

Open Hearth Cooking, Bousillage, Indigo Dyeing, Candle Making, Sugar Cane Processing, Carpentry, Woodworking, Weaving and Blacksmithing.

At 11:00 am, we will depart for the National WWII Museum (nationalww2museum.org) and lunch (included). In addition, you will be treated to a performance of The Victory Belles trio and watch the Tom Hanks narrated film *Beyond All Boundaries*. This museum is a world class facility which operates under the Smithsonian Institution Affiliate Program. The 16,000-square-foot gallery of The National WWII Museum is divided into four, state-of-the-art, interactive exhibits that intermix oral histories from veterans worldwide, artifacts, documents and photographs with hands-on activities and never before seen film footage. These series of exhibits take museum visitors through the weeks and days leading up to the many D-Days of World War II, including the largest D-Day of the European conflict on June 6, 1944 when the Allies landed on the beaches of Normandy to the other decisive air and sea assaults that led to victory in Europe and the Pacific.



Not only does the museum house artifacts from the European Theatre but it also has a 5,000 square foot exhibit dedicated specifically to the many D-Days that took place in the Pacific Theater. This gallery includes photographs, videos, artifacts, maps, quotes, newspaper headlines, interactive touch-screens and oral histories.

After our viewing of *Beyond All Boundaries*, you will have the rest of the afternoon to explore the museum. Transportation can be taken at anytime back to the Hilton until 5:00 pm.

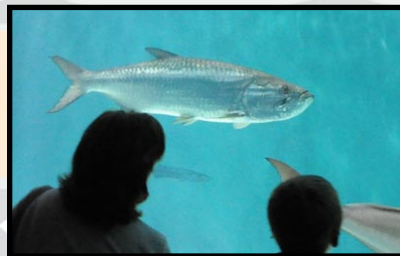
Cost: \$110



**Thursday, June 28,
7:00 am - 5:00 pm**
**Swamp Boat - Mardi
Gras - Aquarium Tour**

We will depart early in the morning for our Airboat Adventures Swamp tour (airboatadventures.com). Each airboat seats 6-14 passengers and can travel at speeds up to 50 miles per hour over the swamp. During this approximately 2 hour adventure, you'll experience "up close and personal" the natural essence of life in the swamp. This will be the thrill of a lifetime! Around 9:45, we will depart for Mardi Gras World's new facility for a behind-the-scenes (mardigrasworld.com) look at the world's largest fleet of carnival floats.

Our tour at Mardi Gras World will end around 11:00 where you will take their shuttle back to the Hilton so you can catch lunch on your own at the Riverwalk Market Place (riverwalkmarketplace.com). Then you can walk (two blocks) at your leisure to the Audubon Aquarium of the Americas, (auduboninstitute.org) and spend the rest of the afternoon at New Orleans' state-of-the-art facility, situated on the banks of the Mississippi River. You also will have access to the I-Max movie of your choice while at the aquarium.



This facility is regarded as one of the best in America. Its underwater tunnels allow visitors to marvel at a Caribbean Reef and a re-creation of the Gulf of Mexico, complete with sharks. There is also a walk-through Amazon rainforest and an exhibit displaying the inside story of swamp life. The Aquarium features every type of aquatic creature from jellyfish and sea horses to sea otters and penguins.

After the aquarium, you'll take the short two block walk back to the Hilton. What a great day in New Orleans this will be!*

Cost: \$100 per person

Convention Evening Dress Dietary Concerns

For the Saturday Casino Night Awards Dinner, please dress business casual (shirts with collars) or your favorite costume. If you have any special dietary concerns we need to prepare for, please let us know by putting your information in the special needs information box in the online registration system.

The G.I. Joe Collectors' Club Wants You!

We have spent thousands of hours planning and researching this event. You will have a great *Joe* weekend! We hope you take time to attend this fabulous weekend of *G.I. Joe* collecting!

*Convention packages, guests, contents, tours, and quantities are subject to change without notice. Guests might not attend all events subject to schedule and availability. Drawings have no cash value and packages are only valid after the 2013 location is announced. † Convention Packages are limited. GIJoeCon is a Trademark of Fun Publications, Inc. GI Joe is a registered Trademark of Hasbro, Inc. used with permission. © 2012 Fun Publications, Inc. All Rights Reserved.