



Join us in Atlanta, GA September 27-30 at the Marriott Marquis Hotel to celebrate the 25th Anniversary of the Real American Hero...G.I. Joe! This celebration will be one of the best yet with great toys, great guests and tons of fun!

JoeCon Premiums

As in past years, there are two different outstanding JoeCon 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.

The 25th Anniversary 3 3/4" set is entitled *Tanks for the Memories*. COBRA spies have infiltrated the United States Government, and acquired the location and inventory records for a Top Secret weapons storage facility hidden in the Colorado Rocky Mountains. The U.S. Military has been stockpiling a weapons cache there since WWII, and has recently added large amounts of chemical weapons! COBRA COMMANDER has the perfect plan to steal these supplies for his own evil schemes, using prototype tanks based on stolen G.I. JOE vehicle specifications, and an elite squad of COBRA Shock Troops specifically chosen to guarantee the success of the retrieval mission.

Meanwhile, at Fort Carson Colorado, a G.I. JOE squad is conducting cold-weather training. When the urgent radio message comes in from General Hawk, this training (designed for the team's "old school" members that don't get into the field too often) becomes more than an exercise. COBRA has launched a surprise attack on the Rocky Mountain chemical weapons storage facility. This crew of experienced G.I. Joe veterans is the only hope of stopping them from releasing havoc on the world. Suddenly these routine maneuvers become a matter of survival of the fittest! When these warriors collide, who will win this epic tank battle...?

So, to recap this outstanding set, you get fifteen figures with weapons and accessories consisting of: Sgt. Clutch, Doc (female), Sgt. Flash, Grunt, Rock 'N Roll, Sparks, Sgt. Zap, Lt. Claymore, COBRA Officer (female) & COBRA Trooper (female). This set comes in the same style illustrated box as the past years' sets. We are excited to announce that the filecard art was drawn by Herb Trimpe of Marvel Comics G.I. JOE issue #1 fame! Don't wait to place your order. This set is limited to only 750 editions.*

After the huge success of last year's Adventure Team, the AT is back in their latest adventure: *Terror on the Sea Floor!*

The Adventure Team has been called to investigate recently uncovered military records dating from 1944. These previously lost archives tell of a sunken WWII German U-boat. While these wrecks are not uncommon, this one appears to have been carrying Top Secret experiments. These experiments, by the renowned German scientist Herr Meindbenderartz were being transported to Brazil when the boat was sunk. According to the manifest, Meindbenderartz was developing some type of biological weapon. What these experiments were is unknown. (It is known that after the war, he was brought to the United States where he assisted Wernher von Braun in researching the bio-mechanics of space flight.)

The Sea Adventurer's mission is to locate the submarine wreck and retrieve samples of whatever he finds. Using his trusty Underwater Explorer Action Pack Sled, the Sea Adventurer descends into the deep to find some very strange goings on... Suddenly, much to his horror, G.I. Joe and his sea sled are attacked and entangled in the tentacles of a giant plant which has mutated into a horrible sea monster (no doubt a result of the plant's exposure to the biological material from the sunken sub). The creature's gaping jaws of death threaten to end G.I. Joe's mission before it has begun. Who will win, man or, beast...????

This terrific boxed set includes: Super Articulated G.I. Joe Sea Adventurer, AT Dog Tag, Wet Suit, Fins, Depth Gauge, SCUBA

tanks, Mask, Two Ocean Expedition Crates, Weight Belt, Bouncy Compensator, Spear Gun, Knife and Sheath, Buoy, two Sea Crates, Biohazard Canister, Giant Clam Plant, and Underwater Explorer Action Pack Sled. We know you will love this exclusive Adventure Team set.*

Atlanta, GA

Atlanta, Georgia is the big city with lots of Southern hospitality. From arts to sports and dining in-between, Atlanta will provide you with a week of G.I. Joe excitement. From its early beginnings as a frontier town crossing to an international city of the new millennium, Atlanta has always been a cultural melting pot of interesting ideas and non-stop excitement. It is not called "Hotlanta" for nothing!

There is so much to do in this historic city that we recommend you order a visitor's guide from the CVB at 1.800.ATLANTA. All activities (other than tours) will be at the Marriott Marquis Hotel just steps from the world famous MARTA transportation system. Our special room rate is \$129 per night.

Convention Overview

Your week begins with two pre-convention tours. On Wednesday, September 26, we will visit the Atlanta Cyclorama, the world's largest oil painting at 42' x 358' which depicts the Battle of Atlanta in 1864. Next, we will be off to Stone Mountain for a day of fun at the site of the largest high relief sculpture in the world, the Confederate Memorial Carving. On Thursday, September 27, we will leave early in the morning for a great day in downtown Atlanta visiting the all new World of Coke Museum, Georgia Aquarium and CNN center.

If you have signed up for either tour, you will be able to pick up your JoeCon sets on Wednesday night at 8:30pm. This means you won't have to wait in the registration line on Thursday evening.*

Registration check-in will be on Thursday evening from 6pm-9:30pm and dealer drop-off will start at 7:30pm. Registration times will be assigned according to the order in which your forms are received. In addition, walk up registrations will not be taken until Friday morning. In order to purchase any of the convention souvenirs on Thursday night, you must wear your convention name badge that you will receive at registration.

Friday morning will continue with late registration, dealer set-up and seminars. Contest registration will be from 7am-noon. This year we are excited about the parachute drop on Friday morning. This drop will be breath taking as the Marriott Marquis is the world's largest indoor atrium hotel. It will be a spectacular site watching over 300 special edition 8" Cobra Red Ninjas parachute 47 floors to the ballroom lobby!

On Friday morning, there will also be special collecting seminars and on Friday afternoon, we will open the sales floor for the registered guest's Private Sales Experience.

On Friday evening, we will show the entries and have the audience vote for the winners in the G.I. Joe Fan Film Extravaganza. The winner will receive \$200 in "Show Dollars" presented on Saturday night at the awards party. Start making your "films" now!



On Saturday morning, the sales floor will open early for registered attendees with the general public being admitted at 10am. Collecting seminars will run throughout the day. Hourly door prizes will be awarded and you must be present to win. Some of the great interactive activities scheduled for both Saturday and Sunday are:

- **Trash to Treasures**- this is a hands on activity where you get to build a base of operations for your action figures. Both in 1/18th and 1/6th scale.
- **Joe Obstacle Course**- Try your skill at taking your action figure through an obstacle course. Can he make it down the zip line and

land his chute in the parachute drop zone?

- **NERF Shooting Range** -How good is your aim? Will you get COBRA or will they get you?
- **Picture You In The Team** -Ever wanted your own photo with the Joe Team? Let Hasbro professional photographer Gianni Lopergolo photograph you and place you in a picture with the Joe Team!
- **Joe's Chop Shop RC Course** -Once again, we will have the RC course for you to drive your creations through or test your skill with our vehicles.
- **How to Draw Joe** -This activity will get you started on your way to learning how to draw your favorite G.I. Joe character.
- **G.I. Don't Know! Team Version** -This old favorite is back in a totally new team format. All you Joe web sites out there should get your teams together now for the ultimate Joe knowledge face-off!



Our Casino Night and Awards Party Dinner at 7pm will be followed by an auction for all things G.I. Joe using your winnings from the evening's play.

Sunday will provide you with the opportunity to attend additional seminars, participate in more of the interactive activities and spend more time in the sales room. At 3pm, we will draw for two trips to the 2008 convention and you must be present to win. Make sure you are in the Dealer Sales room at 3pm!

Special services available include package shipping and a central courtesy room. While there, be sure to ask where the room-to-room trading will be held.

Start building your contest entries now! There will be five different action figure contests this year: Diorama (2 different sizes); Photography; Franken-Joe Custom Figure (3 3/4" size) and Wheels for Joe, which is broken down into the obstacle course and Joe's Chop Shop where vehicles will be judged on their uniqueness, "Joeness", paint scheme and customization. Contest prizes will be in "show dollars" which allow you to choose your own prize from dealers at the show. There will also be a special area for kids to display their G.I. Joe figures/scenes (contact us for details). If you are planning to bring a display or any contest entry, please call or email us (christie@mastercollector.com) by September 1, to ensure that we have space available. Contest winners will be announced Saturday night at the "Awards Party" event.

Six different convention packages available!

The **General's Package** (\$248 for Club Officer level members and \$298 for others) consists of:

- 12" Adventure Team convention set *Terror on the Sea Floor!*
- Certificate of Authenticity
- Convention Medal and Name badge
- Private Dealer Room Sales Event on Friday and Early Bird privileges on Saturday, and admittance to all convention events.
- Admittance to the "Awards Party" dinner event along with \$50 in gaming coupons
- Admittance to all convention seminars
- **BONUS ITEM:** General Package attendees will receive a special extra convention piece not available with the non-attending packages. You must pick up your convention package in person.
- Convention Program
- One entry (per person, not per package) in the free trip giveaway drawing on Sunday at 3pm.*†

You will receive your convention items at your assigned registration pick-up time. Pre-convention tours are available for an additional charge.

This year's figure set is another fabulous AT Adventure! We have spared no expense on this set as we retooled the AT Underwater Explorer Action Pack Sled. We know you will love it. Don't miss this outstanding weekend and this great set, register TODAY! *†



The **American Hero's Package** (\$268 for Club Officer level members and \$318 for others) consists of:

- 3 3/4" convention 15 figure set *Tanks for the Memories!*
- Certificate of Authenticity
- Convention Medal and Name badge
- Private Dealer Room Sales Event on Friday and Early Bird privileges on Saturday, and admittance to all convention events
- Admittance to the "Awards Party" dinner event along with \$50 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.
- Convention Program
- One entry (per person, not per package) in the free trip giveaway drawing on Sunday at 3 pm.*†

You will receive your convention items at your assigned registration pick-up time. Pre-convention tours are available for an additional charge.

This year's figure set is the most outstanding one we have ever produced! This 1982 style 25th Anniversary set is full of characters we wish they would have made back then. No collection will be complete without this tribute to the 25th Anniversary of the Real American Hero! Don't miss this outstanding weekend and this great set, register TODAY! *†



The **Aide's Package** \$75 per Aide for the first package and (for Club Officer level members) \$65 for each family member beyond that. Non-Officer Members \$85 (only one allowed). It includes:

- Private Dealer Room Sales Event on Friday and Early Bird privileges on Saturday, and admittance to all convention events
- Admittance to the "Awards Party" dinner event along with \$50 in gaming coupons
- Name Badge
- 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 in the fun.
- Each General or American Hero package is limited to four additional Aide packages.

The **Sergeant's Package** (\$150 for Club Officer level members and \$175 for others) includes:

- Convention Medal and Name Badge
- Private Dealer Room Sales Event on Friday and Early Bird privileges on Saturday
- Admittance to all convention seminars
- This package does not include the "Awards Party" dinner event or any products.

The **Base Commander's Package** (\$248 for Club Officer level members and \$298 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.
- If you order this package before September 21, 2007, shipping will be FREE!

The **Homefront Hero's Package** (\$268 for Club Officer level members and \$318 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.
- If you order this package before September 21, 2007, shipping will be FREE!

For either non-attending set (Base Commander or Homefront Hero), please use the Registered Guest Application to order.

Additional Package Details:

- The first 100 General's or Base Commander's registrations postmarked by July 1, will receive a special G.I. Joe size jacket with the convention art on the back.
- The first 100 American Hero's or Homefront Hero's registrations postmarked by July 1, will receive a special *Tanks for the Memories* cloisonné lapel pin.
- 250 Generals or Base Commanders (provided that you are an Officer level member of the Club) have the opportunity to purchase the additional loose Orange SCUBA Suit "Danger of the Depths" version which comes with a painted hair figure, Orange SCUBA Suit, White SCUBA Tanks, Mask, Fins, Weight Belt, Bouncy Compensator, Spear Gun, Depth Gauge, Knife and Case and Vintage Style Dog Tag for \$75. This is limited to one extra set per General's or Base Commander's Package purchased.
- 400 American Heroes or Homefront Heroes (provided that you are an Officer level member of the Club) have the opportunity to purchase a second set of 3 3/4" *Tanks for the Memories!* figures (no box, certificate, etc) for \$134. This is limited to one extra set per American Hero's or Homefront Hero's package purchased.
- Convention package confirmations will be mailed by the end of August. In addition, if you are attending and want to substitute a prior year's convention set (if available) as your set this year, please call our office for details.

Guests

Rowdy Roddy Piper- WCW World Champion and WWE Hall of Fame inductee will be our featured guest at JoeCon this year! COBRA has added this infamous fighter to its ranks. They have been searching for an Iron Grenadier trainer and wrestling legend who can combat Sgt. Slaughter with equal strength and skill and they have found one in Rowdy Roddy Piper. Hasbro will be honoring this 80s legend by inducting him into the COBRA ranks! There will be a limited edition (1,000) JoeCon commemorative figures available at the show! Make sure you are there to get yours signed by the man himself.

Larry Hama has been in G.I. Joe circles for many years. Not only did he write the G.I. Joe comic for 14 years, he also wrote all the file cards during that time. When someone thinks of writing for G.I. Joe...they think of Larry! You'll get to meet him in person and ask him all of your burning plot questions!

Kirk Bozigian was the G.I. Joe Product Manager for the Real American Hero line of toys when it started. Kirk's job back in 1982 was to bring this new action figure concept to market. If you want to hear the early details, Kirk is your man! Don't miss this chance to meet him and hear his stories in person.

Larry Selman has produced art for Hasbro for over a decade. During the heyday of the Classic Collection line, he produced 50+ paintings for Hasbro's G.I. Joe 12" box art. In addition, for the past three years, his art has adorned the JoeCon 12" boxed sets (this year's set too!). His outstanding style and skill truly breathes life into each of his works of art. Stop by and get your convention set signed while at the show!

Herb Trimpe is known throughout the comic world as a prolific silver age comic book artist. His art was the driving force in the G.I. Joe issues during the early years. Herb's number one cover art is the inspiration for this year's 3 3/4" boxed set and he is the artist for this year's filecards. Don't miss this chance to get your vintage comic books signed by the original artist.

Dealer Information

Dealer booths are \$300 which consist of two 8' tables and one 6' table, are approximately 11' wide by 8' deep. Single tables are \$160. Dealer booth contracts and payments postmarked by July 15 will receive a \$20 discount (single tables are not discounted and are not available in multiples, only one per dealer, booths and tables cannot be combined). Each Dealer Booth will receive (your choice) either the 12" or 3 3/4" attendee surprise item. Standard electrical hookups for all booths or tables are \$70 per hook up (total for all three days). Telephone service can be provided at a cost of \$295. Dealers may also order an Awards Party dinner event pass for their helpers for \$75 per person (includes \$50 in

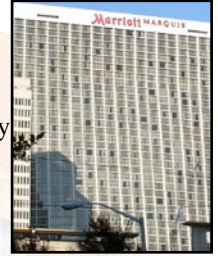
gaming coupons. Booths and tables are limited. Placement in the ballroom will be assigned in the order that the registrations are received. The earlier your registration is received, the closer to the front your booth will be. Dealer's product must be at least 75% action figure related. This means action figures or related G.I. Joe products. General toys or dolls are not allowed. Dealers must collect the Atlanta, GA sales tax of 8% and forms will be provided at the event.

Shipping

The Marriott Marquis can handle your in-bound shipments for a \$10 per box fee. If you have a large shipment (palletized), please call our office so that we can assist you so that you don't incur charges for freight delivery. There will be a local shipping store at the show to assist you in shipping your items home. They will have all types of packing materials and boxes available at the show as well. Prices will vary according to distance and weight.

Accommodations

The striking entrance and mesmerizing 50 story atrium welcomes guests to the Marriott Marquis. This hotel is steps from extraordinary shopping, delectable dining, world-class entertainment and top local attractions. Our special room rate of \$129 per night is valid before and after the convention. You can call 800-228-9290 or 404-521-0000 to make your reservation or use the link to Marriott reservations at gijoeclub.com.



The hotel is one block from the Peachtree Center MARTA station and we recommend that you take this fine service to and from the airport as it is only a couple of dollars each way. This is your fastest and most direct service between the hotel and the airport.

Contests

Over \$1,300 worth of prizes will be awarded. There will be two different classes of Diorama Contests: Small Diorama (custom 1/6th scale figure) 15" x 15", 1st \$150, 2nd \$75, 3rd \$35; and Medium Diorama 48" x 30", 1st \$200, 2nd \$100, 3rd \$50. The contest winners will be awarded show dollars that they can spend with any dealer at the show. There is also a Photography Contest, Franken-Joe (1/18th scale only) Custom Figure Contest, and the Wheels for Joe Contest, each with the following prizes in show dollars: 1st \$100, 2nd \$50, 3rd \$25. Contests will be judged by a jury.



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 "Awards Party" dinner event. Please let us know by September 1 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 gijoeclub.com. All entries must be in place for judging by noon on Friday.



G.I. Joe Fan Film Extravaganza!

Join us in Atlanta for an amateur film competition geared especially for fans of G.I. Joe! Following in the trail blazed by the JOE-LANTA Film Festival, JoeCon picks up the torch and runs with it! Fans can submit their films of up to 5 minutes in length on DVD. All accepted submissions will be screened on Friday night 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 JoeCon. JoeCon reserves the right to not accept any film that does not meet the submission requirements. Submissions must be received no later than Sept. 1, 2007. Please

do not submit films that have been shown at past JOE-LANTA events or submitted to the Club for past contests. The winners will receive show dollars: First \$200; Second \$100; and third \$50. Hasbro is also donating some 25th Anniversary sets for the winners! 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 on Friday, Saturday and Sunday. Each session will last approximately 50 minutes. Don't miss the special Hasbro Roundtable where you can speak directly with the Hasbro G.I. Joe team.

G.I. Don't Know! - The Battle of the Boards

This G.I. Joe trivia game show pits G.I. Joe web sites against each other in a battle of wits in all things G.I. Joe. Don't miss this opportunity to participate in this newest version of an old fan favorite! Web sites are invited to assemble teams of 5 people to compete for the honors. Teams must be entered by Sept. 1, 2007 so that we can make the appropriate pairings (email Christie@mastercollector.com with your web site's URL and the names and screen names of your team). There are only eight slots available for this tournament so sign up ASAP!

Courtesy Room

You can rest and relax with your friends in the Courtesy Room, which will always be open. There will be refreshments available for all registered attendees. Make sure you check the message board for the list of rooms that will offer room-to-room trading.

Awards Party and Casino Night

On Saturday night, we will have our very popular Casino Night and Awards Dinner Party. This truly will be a fun and memorable evening. Please wear either your favorite G.I. Joe costume or your favorite military uniform as we will have a parade of costumes at the end of the evening. Dinner will be served at food stations throughout the venue.



Each General, American Hero and Aide will receive \$50 in gaming coupons. 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 Hasbro Children's Hospital.

General Admission

General Admission for the Dealer's Sales Room is on Saturday: 9am Early Bird \$50; 10am-5pm Regular Admission Adults \$10; Children \$5 (4 and under free); and Sunday 9:30am-3:30pm.

Door Prizes

Hourly door prizes will be awarded at ten minutes to the hour each day while the sales room is open. At 3pm on Sunday, we will draw for two free trips to the 2008 Convention (including domestic airfare). You must be present in the Dealer Room to win!

Pre-Convention Tours

The week will begin with two pre-convention tours. Sign-up today! Everyone will enjoy these outings. If you sign up for either tour, you will pick up your registration materials early on Wednesday night from 8:30-9:30pm.

Wednesday, September 26, 8:15am - 6:00pm Cyclorama and Stone Mountain Tour

The Atlanta Cyclorama tells the story of the Civil War Battle of Atlanta, fought in 1864. Once a popular form of entertainment that dates back to the 18th century, a cyclorama is a cylindrical painting of impressive proportions. The Atlanta Cyclorama, completed in 1886, is considered to be the world's largest oil painting at 42'

x 358'. Nowhere can the true drama of the Civil War battle of Atlanta be more appreciated than at the Cyclorama. The thrilling Cyclorama allows visitors to step back to July 22, 1864 and experience the Battle of Atlanta. The heroism of soldiers is brilliantly portrayed as the painting, foreground figures, music and narrative combine to astonish the visitor as your stadium seating rotates around the painting.

The Civil War Museum features artifacts, uniforms and the locomotive Texas, a veteran of the Great Locomotive Chase of 1862.

After viewing the Cyclorama, we will head to Stone Mountain which is located on 3,200 acres of natural beauty. Stone Mountain Park features a wide variety of activities of which the highlight is the largest high relief sculpture in the world, the Confederate Memorial Carving. This carving depicts three Confederate heroes of the Civil War; President Jefferson Davis and Generals Robert E. Lee and Thomas J. "Stonewall" Jackson. The carving of these men towers 400 feet above the ground, and is larger than a football field covering over three acres. It is recessed 42 feet into the mountain which is deep enough to fit a bus on the back of General Lee's horse.

At Stone Mountain, you can: take a skyride to the top of Stone Mountain and get an up-close look at the famous carving; take a scenic train ride around the mountain; enjoy a paddlewheel river-boat cruise; and enjoy spending time in the period southern town from the 1800s complete with demonstrations and reenactors.

Lunch will be on your own at Stone Mountain.

Cost: \$60 per person

Thursday, September 27, 8:00am - 5:00pm World of Coke - Georgia Aquarium - CNN

Today you will learn the history of Coke, see over 1,100 Coke artifacts (world's largest collection), and experience their "Secret Formula 4-D Theater". In addition, you will be able to watch a fully functioning bottling line and the best part - enjoy the tasting experience with over 70 different products to sample.

Next, we will walk to the Georgia Aquarium which is the World's Largest Aquarium. With 8 million gallons of fresh and marine water, and more than 120,000 animals representing 500 species from around the globe, you're sure to see things you've never seen before! Be sure to have lunch on your own while you are there.

Finally, we will visit the CNN Center which is the global headquarters of the CNN News Group and Turner Broadcasting. Visitors can get a first-hand look at news in the making on the CNN Studio Tour or join CNN's interactive talk show, TalkBack Live.

Transportation will be provided on the city's Atlanta Tourist Downtown Loop. In addition, your MARTA Breeze card (used for the buses) will be good for a whole week of travel on the MARTA light rail and bus system, including to and from the airport! (You will receive your card before the convention.)*

Cost: \$70 per person

Convention Evening Dress/Dietary Concerns

For the Saturday "Awards Party" event, please wear your favorite G.I. Joe costume or your favorite Military uniform. This will truly make the event a night to remember! If you have any special dietary concerns we need to prepare for, please let us know 30 days in advance.

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 out to attend this fabulous weekend of G.I. Joe collecting!

*Convention packages, guests, contents, tours, and quantities are subject to change without notice.

† Convention Packages are limited.
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