Hey Black Lotus VIPs,

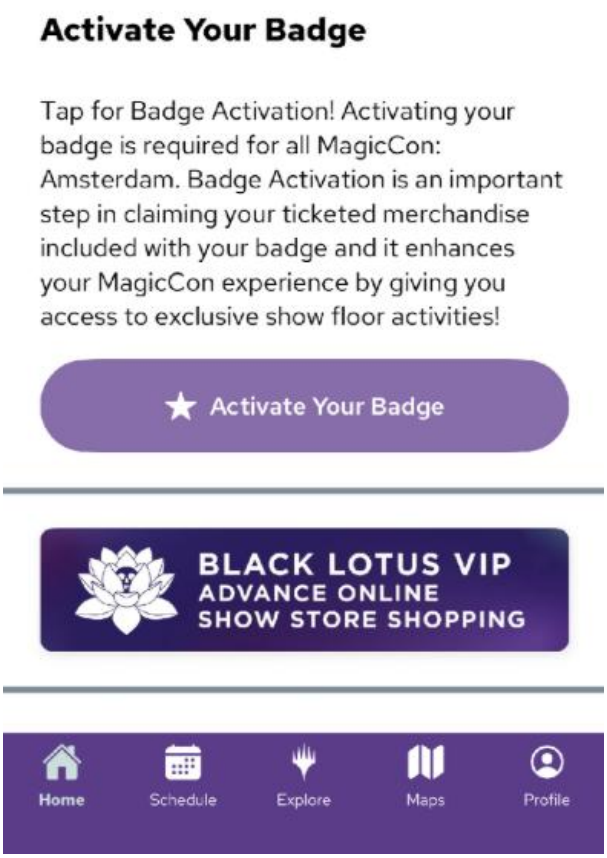
Save time, don't wait in line! The Black Lotus VIP Advanced Online Show Store is your chance to preorder merch and product from the Official Show Store ahead of MagicCon: Atlanta and pick it up in the Black Lotus Lounge at your convenience during show hours. All products* available at the Official Show Store will be available to purchase online from November 2 at 10:00 AM PT until Sunday, November 8 at 10 AM PT.

Please read the following information carefully so that you can be prepared to make the most of your early shopping!

How to Shop

The Black Lotus Advanced Online Show Store will open on November 2 at 10:00 AM PT. **You will need a unique shopping code to access the store.**

You must download the MagicCon: Atlanta mobile app to shop, which will be available starting October 30. When shopping goes live, you will need to either download, update, or keep the app open for 10 minutes to allow it to refresh if you have not done so already. You will see the "Black Lotus Shopping" button when your app is fully updated.



When prompted, please enter the unique code included in your email. If you have not received an email regarding the sale, please reach out to our customer service team at magicconAtlanta@reedpop.com, or call us at +1(888)-334-8702 or +1(203)-840-5616.

Important note: once you finish shopping and checkout, you will not be able to make any additional purchases, so please double-check your carts to ensure you have all of the products you'd like. You are only allowed one shopping session.**

If you attempt to make additional purchases, any additional orders will be cancelled and refunded. This refund may not be processed instantly, and it could take multiple business days depending on your bank or purchase method.

** If you have purchased more than 1 badge for friends or family, and have not completed the transfer process, you will have a number of codes equal to the number of badges tied to your email. If you do not see additional codes and believe this is an error, please reach out to our customer service team at magicconAtlanta@reedpop.com.

The following limits are in place on select products during this preorder:

- **6 x *Magic: The Gathering*® | The Hobbit™ Collector Boosters**
- **6 x *Magic: The Gathering*® | Star Trek ™ Collector Boosters**
- **6 x Reality Fracture Collector Boosters**
- **1 x Secret Lair: So Salty Traditional Foil**
- **1 x Extra Life 2026: Rise of the Polygons Traditional Foil Edition**
- **1 x Extra Life 2026: Rise of the Polygons**
- **2 x Festival in a Box: Atlanta 2026*****
- **1 x *Magic: The Gathering* Crocs (available sizes may be limited)**

If a product sells out during the preorder window, more product may be available to purchase on site. The only products guaranteed for this preorder are the products listed in the limits section above. Product limits onsite may vary.

You will have until **Sunday, November 8 at 10 AM PT** to make your purchase, at which point the shopping window will close.

While we encourage you to take advantage of this early window to shop ahead and avoid having to go to the Official Show Store on-site, you are still more than welcome to go to the store at any point during the show using the general queue to make additional purchases.

Anything you order during this preorder window will be available for pickup on-site in the Black Lotus Lounge starting at **8:30 AM on Friday, November 13.** Preorder merchandise must be picked up onsite, and post-show shipping is not available. Please note this is separate from merchandise included with your badge package, which can be picked up on Thursday, November 12, at 12:00 PM when the lounge opens.

***LIMITED PRODUCTS**

Some products with very limited print runs will not be available for purchase in the Black Lotus VIP Online Show Store. In rare cases, some products that did not arrive in time for advanced shopping will only be available for purchase onsite.

*****A NOTE ON FESTIVAL IN A BOX: ATLANTA 2026**

As a Black Lotus VIP, you may purchase a maximum of **two (2) Festival in a Box** per event, either during your online pre-order window, onsite, or a combination of both.

If you do not purchase two (2) Festival in a Box during the pre-order window, any remaining allotment may be purchased onsite at the **Black Lotus VIP Merch Fulfillment area** in the Black Lotus VIP Lounge until **Saturday, November 14 at 2:00 PM.**

Important: Black Lotus VIPs may only purchase Festival in a Box onsite at the Black Lotus VIP Merch Fulfillment area, **not at the Official Show Store.** This ensures your reserved allotment remains available and provides a smoother purchasing experience.

If you have any questions or issues, please reach out to us at magicconAtlanta@reedpop.com, or call us at +1(888)-334-8702 or +1(203)-840-5616.