

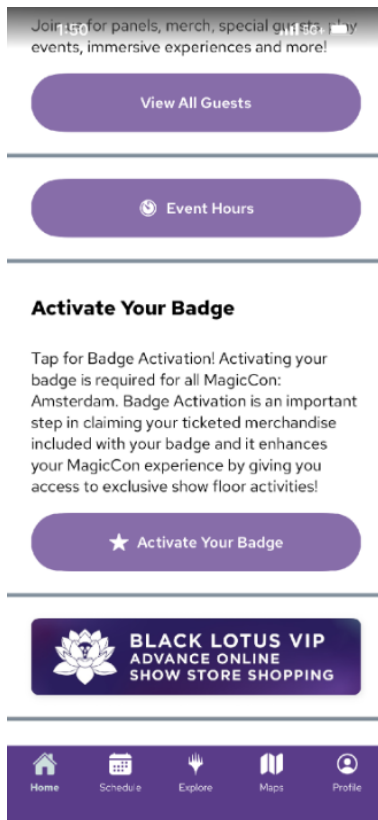
Save time, don't wait in line! The Black Lotus VIP Advanced Online Show Store is your chance to preorder merch and product from the Official Show Store ahead of MagicCon: Amsterdam and pick it up in the Black Lotus Lounge at your convenience during show hours. All products* available at the Official Show Store will be available to purchase online from **July 3 at 9 AM PT / 6 PM CEST** until **Thursday, July 9 at 12 PM PT / 9 PM CEST**.

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 July 3 at 9 AM PT / 6 PM CEST.

You must download the MagicCon: Amsterdam mobile app to shop, which will be available **from July 2**. 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 email address you used to purchase your badge, or in the case of badge transfers, please use the email associated with your badge. You will not

be able to access the store or make purchases with an email address that is not attached to a Black Lotus VIP badge.

Please 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.

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

- 6 x *Secrets of Strixhaven* Collector Boosters
- 6 x *Magic: The Gathering | Marvel Super Heroes* Collector Boosters
- 3 x *Secrets of Strixhaven* Play Boosters
- 3 x Secret Lair: So Salty Foil Edition
- 1 x Festival in a Box: Amsterdam 2026**

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

You will have until **Thursday, July 9, at 12 PM PT / 9 PM CEST** 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, July 17. 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, July 16, 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: AMSTERDAM 2026**

As a Black Lotus VIP, you have the opportunity to purchase one (1) Festival in a Box during your online shopping pre-order window, **and** one (1) Festival in a Box in person at the Official Show Store. **You will not be able to make a purchase of two (2) Festival in a Box onsite from the Official Show Store at MagicCon: Amsterdam, even if you did not purchase one during this early shopping window.**

Please note, if you purchase a Festival in a Box at the Official Show Store, **your badge will be hole punched,** and you will no longer be able to purchase additional Festival in a Box from the Official Show Store, during MagicCon: Amsterdam.

If you have any questions or issues, please reach out to us at magicconAmsterdam@reedpop.com; or call us at +44 208 271 2131.