



# AUTO ASSEMBLY 2012



**ATTENDEE  
INFORMATION PACK**



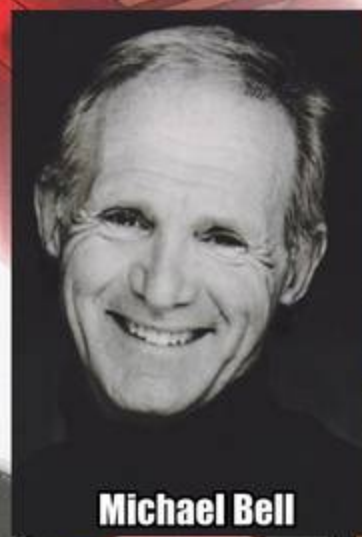
# AUTO ASSEMBLY 2012

Europe's largest Transformers Convention  
3rd - 5th August 2012

Hilton Birmingham Metropole Hotel,  
Birmingham, England

Special guests  
(subject to work commitments):-

MICHAEL BELL, PAUL EIDING, TOWNSEND COLEMAN,  
SIMON FURMAN, JAMES ROBERTS, NICK ROCHE,  
ANDREW WILDMAN,  
and many more!



Michael Bell



Paul Eiding

Special guests - talks and FREE autograph sessions,  
dealers tables, rare toy displays, competitions,  
live script reading, costume competition and much more!

For more details or to book your tickets visit  
[www.autoassembly.org.uk](http://www.autoassembly.org.uk)  
email: [enquiries@autoassembly.org.uk](mailto:enquiries@autoassembly.org.uk)



Townsend Coleman



## CONTENTS

|    |                              |
|----|------------------------------|
| 3  | Content / Introduction       |
| 3  | The Venue / Transport        |
| 5  | Location Map                 |
| 6  | Hotel Accommodation          |
| 6  | When You Arrive...           |
| 7  | What You Receive             |
| 8  | Finding Your Way Around      |
| 9  | Know Your Pass               |
| 11 | Essential Tips For Beginners |
| 13 | Zero Tolerance Policy        |
| 13 | Warning To Thieves           |
| 14 | General Convention Rules     |
| 18 | Use Of Hotel Facilities      |
| 18 | Tougher Rules                |
| 18 | Charity Fundraising          |
| 19 | Fan Sales Table              |
| 19 | The Committee                |
| 19 | The Goodie Bag               |
| 20 | Activities                   |
| 21 | Fan Area                     |
| 22 | Game Zone                    |
| 22 | Dealers                      |
| 22 | Volunteering                 |
| 23 | Competitions                 |
| 23 | Auto Assembly Europe 2012    |
| 23 | Contact Us                   |

## INTRODUCTION

Welcome to the Auto Assembly 2012 Information Book. As with Auto Assembly 2011, we have made the decision not to send out passes for the convention this year but instead we are making them available for collection at the event itself. For those of you who are joining us for the first time in 2012, we'll explain how this will work later on, but we're sure you're eager to get as much information as you can about the convention...

This handbook, as ever, will have all the information you'll need to help you to get the most about the convention ranging from how to get to the hotel, where to park for those of you who are driving, what to expect from the convention itself - basically everything you need to enjoy the weekend to the fullest!

If there is anything we've missed out, or if you have any more questions, please feel free to get in touch with us at any time as we'll be

updating this Information Pack a number of times over the course of the next few months right up until the end of June 2012.

We have made this book available directly through the convention website for downloading and prior to the convention we will be emailing it to as many of you as possible as well. We felt that this would be much easier for all of you to access, quicker for you to get hold of, and will allow us to update it if things change and offer more bonus content if we are able to! It also helps us to reduce costs meaning we can invest more back into the convention itself.

This pack is going to be filled with plenty of information about the convention itself along with some beginners tips as well to help you get the most out of the weekend and we'll update it frequently right up to the convention itself so it will be your comprehensive guide to Auto Assembly 2012 and we hope that this will be an invaluable booklet for all of you.

Finally, I want to thank all of you for booking for the convention and for those of you who haven't booked yet, we hope that this Pack and the other information on the website may persuade you that Birmingham is the place to be in August 2012!

Anyway, thank you for reading this and we look forward to seeing you in August 2012!

Simon Plumbe  
Auto Assembly 2012

## THE VENUE / TRANSPORT

The convention is taking place in the Palace Suite of the Hilton Birmingham Metropole Hotel which is located on the site of the NEC complex a few miles outside of Birmingham City Centre. It is a four star hotel and is one of the largest convention hotels in the country with 790 bedrooms, and is just a few minutes walk from Birmingham International Station and is easily accessible from all over the UK, no matter how you choose to go to the event.

A lot of you will be travelling to Auto Assembly 2012 from all over the UK (and many of you from overseas!) so we want to

try to make it as easy as possible for you to get to the event.

First, if you need the hotel's direct contact details for any reason, or want to look up the route to the hotel on your SatNav, the address is:

Hilton Birmingham Metropole  
National Exhibition Centre  
Birmingham  
B40 1PP  
United Kingdom  
Telephone: +44 (0)121 780 4242  
web: [www.birminghammetropole.com](http://www.birminghammetropole.com)

Anyway, the first port of call for most of you (unless you are driving) is to make your way to the Birmingham International Rail Station...

### **Rail Travel**

Birmingham International Station is on the main cross country line and can be reached from most parts of the country. Services running from the North and South stop at Birmingham International frequently but if your train service doesn't, then Birmingham International is just a single 10-minute train ride away from Birmingham New Street Station. There are about 6 services running every hour, with both local and long distance services stopping at the station.

When it comes to booking your journey, we would recommend that you book your tickets in advance to get the best prices possible and it is always worth enquiring at your local ticket offices about the cheapest deals.

The National Rail Enquiries line (08457 484950) will usually quote the standard ticket prices that are available for your journey and not the cheapest options and in some cases, two single tickets purchased in advance can even work out cheaper than a return ticket! To check on times and to get a rough idea on prices, visit [www.qjump.co.uk](http://www.qjump.co.uk)

There are also cheaper deals if you are willing to change trains and travel indirectly to Birmingham and this also the option to split your journey buying multiple tickets for each part of your journey to save more money.

### **Road**

Travelling by road, if you are driving down from the North get onto the M6, then the M42 and exit at junction 6.

If you are heading up to Birmingham from the South then travel up on the M40, then the M42 and again exit at Junction 6.

Alternatively, travel on the M1, the M6, M40 then onto the M42 and exit at Junction 6.

The Hilton is approximately 200 yards from Junction 6 off the M42 and the A45.

### **Car Parking**

If you are travelling by car, you don't need to worry about finding a parking space near by... the Hilton has 600 secure parking spaces of its own with reduced rates for hotel residents of £7 a night (£15 for non-residents). The car park is also Park Mark certified (see [www.parkmark.co.uk](http://www.parkmark.co.uk) for more information) for added peace of mind.

To qualify for the reduced rate, you will need to present your parking ticket to the Hilton's reception before departure where the ticket will be validated. This will then authorise the lower parking rate of £7 per day compared with the standard £15 rate.

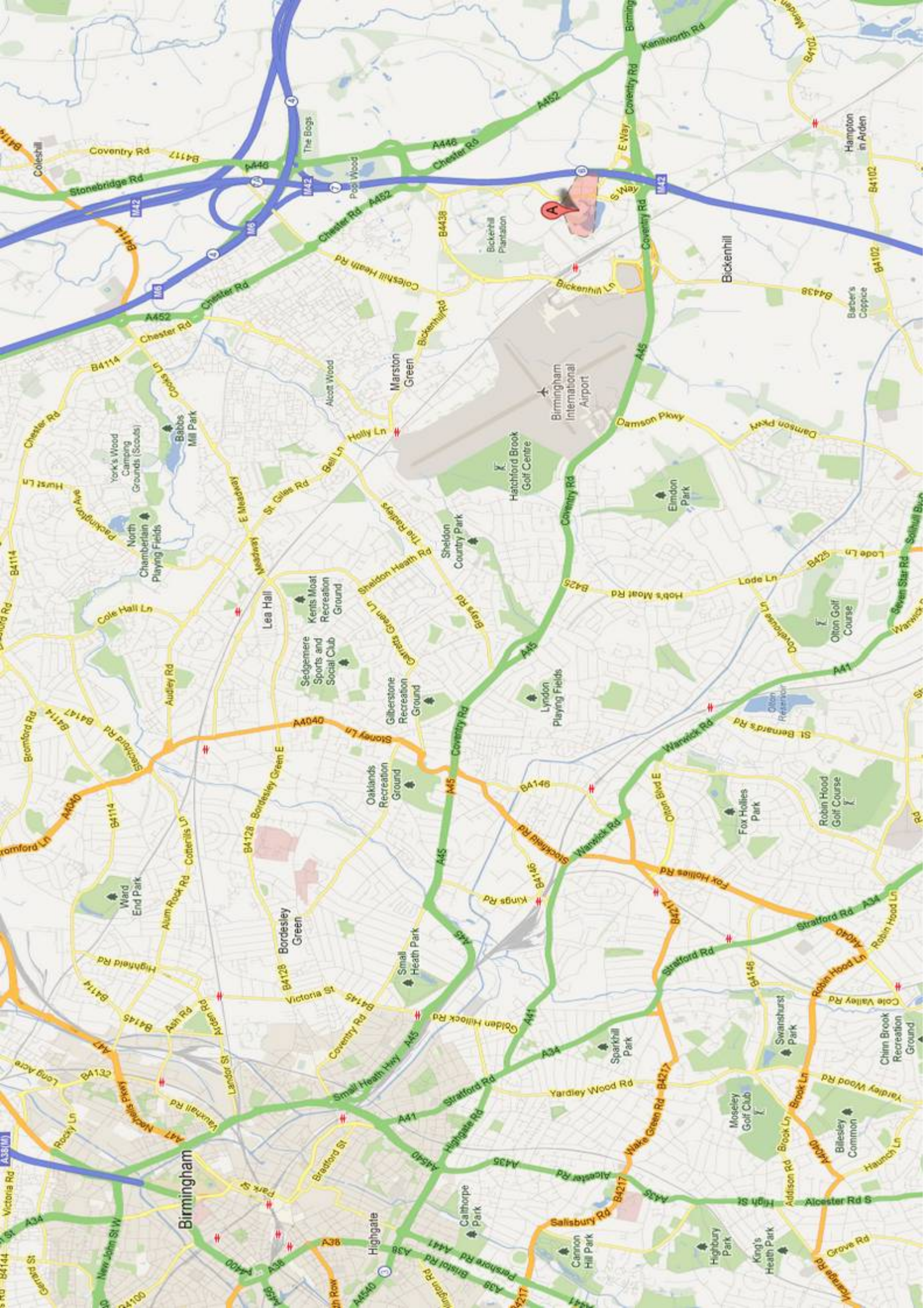
As the Hilton is located on the NEC complex, there are also several thousand additional parking spaces nearby should you wish to park a little further away!

### **Coach**

Birmingham's main coach station is Digbeth and it is located in Birmingham City Centre. For timetables and prices for National Express who operate from there, visit the website at [www.nationalexpress.co.uk](http://www.nationalexpress.co.uk). We'd recommend booking your journey in advance to get the best reductions on your fare.

From Birmingham Coach Station, you will need to make your way to New Street Station which is about 10 minutes walk from the coach station and then you would need to get a train to Birmingham International Station from New Street Station.







In addition, there is the Megabus service that operates from most major cities. This needs to be booked online and offers single journeys from £1 plus a small booking fee! While the timetable is limited, this offers incredible value for money. Facilities are limited on board and it is a non-stop service, but if you are looking for cheap travel, it is certainly an option worth considering!

Megabus offers services running directly to Birmingham International Airport so it will get you even closer to Auto Assembly 2012 so it's definitely an option worth considering. You can get your tickets from [www.megabus.co.uk](http://www.megabus.co.uk)

## Air

If you who are flying in to Birmingham for Auto Assembly 2012 then head for Birmingham International Airport (BHX). From there, you can get a free monorail shuttle service to Birmingham International Rail Station where you can get one of the Hilton's courtesy buses straight to the hotel!

## From Birmingham International Station

The Hilton is about 5-10 minutes walk from the station, but the hotel does provide a free shuttle bus for all of its residents to / from the hotel and to the station!

For details on how to get there, we have recorded an instructional walk-through video that you can see on our Youtube Channel!

## HOTEL ACCOMODATION

The Hilton is a **massive** hotel with 790 bedrooms so there will be plenty of space for everyone! We have negotiated some incredible room rates with the Hilton for the convention and these are just £50 per night



for a single room and £60 a night for a twin or double inclusive of breakfast. They do have a **very** limited number of family rooms available on request.

These rates are just for Auto Assembly 2012 attendees so please book your tickets for the convention first before booking your hotel rooms. You can book over the phone or online using the link that you will find in your confirmation emails.

The hotel will also be offering us a 20% discount rate on bar prices on presentation of your Auto Assembly pass!

## WHEN YOU ARRIVE...

We have revised the arrival process from 2011 to simplify things again to make access and admission to the convention faster and easier for all of you.

Once you have booked your tickets for Auto Assembly 2012 you will be sent a booking confirmation email. Please make sure that you keep this email safe as this will act as an "e-ticket" and you will need this to gain admission to Auto Assembly 2012...

What you will need to do is bring a **PRINT OUT** of this email with you to the convention. Starting on Friday afternoon, we will have designated times when you will be able to

come up to a dedicated Registration Desk just inside the Main Hall where you will be able to collect your personalised convention pass, Attendee Pack and Goodie Bag before you enter the convention!

To avoid excessive queues, we have broken this pass collection session down into a series of one hour time slots based on your ticket numbers (which you can find on your confirmation email). Don't worry if you can't make it for your assigned time slot as you can then come along for any time slot after that but **NOT** an earlier one unless we have spare capacity and can handle more people and we will announce this on the day.

The pick up times are:-

### Friday

12:00 - Attendees 1 - 175  
13:00 - Attendees 176 - 350  
14:00 - Attendees 351 - 525  
15:00 - Attendees 526 - 700  
16:00 - Attendees 701 onwards

### Saturday

08:30 - All pre-registered attendees  
09:30 - New ticket sales

### Sunday

08:30 - All pre-registered attendees  
09:30 - New ticket sales

The Registration Desk will be set up just inside the Main Hall as you walk in. Even if you only have a one-day pass, you will still be able to pick up your Passes etc. on the Friday afternoon but you won't be able to gain admission to the convention until the day that your Pass is valid for.

Once the doors open for the convention, you will still be able to pick up your passes if you haven't already been able to from the Registration Desk but you may have a slightly longer wait.

If you forget your confirmation email, report to the Registration Desk as normal and let one of our team know. We will ask you a few questions and ask you to show us some form

of ID with your name and / or address on (debit/credit card, driving licence etc) and once we are satisfied of your identity we will be able to present you with your pack.

## WHAT YOU RECEIVE

First is your Convention Pack. This is the most important envelope you will receive. This will contain your Convention Pass, a welcome letter and a copy of the Programme. Please check the envelope carefully though as some of you may also find randomly-inserted lucky tickets that will win you some great prizes!

Please make sure that you wear your Pass at **ALL TIMES** during the convention while you are in the hotel as you will not be allowed into any of the convention rooms without it.

Your Goodie Bags will contain a fantastic selection of free gifts including many provided by several of our sponsors this year including postcards, art cards, a copy of the convention magazine, The Cybertronian Times Issue 13 and our brand new convention comic featuring contributions from a range of top Transformers comic artists! There may be some additional items inserted randomly into some of the bags too but generally everyone who receives a bag will get the same gifts!

Only those with Adult, Senior Citizen, Youth, Guest, and Dealer Passes will get the bags - please note that Under 6s and Partner Pass holders will **not** get Goodie Bags.

After you have picked up your Convention Packs and Goodie Bags it's up to you what you do all weekend so enjoy the convention but if you do have any questions, feel free to ask any of our staff on the desk!

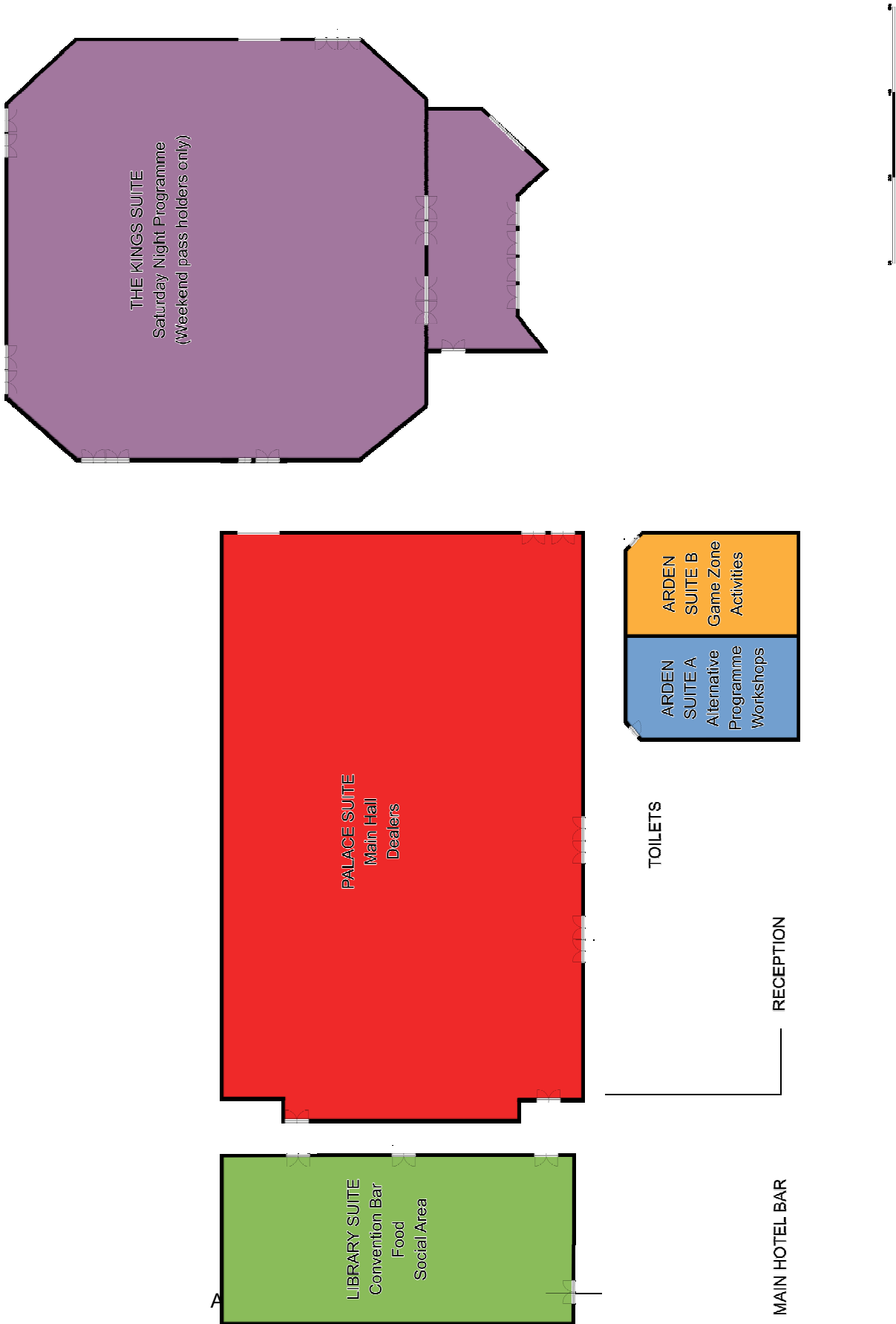
The convention will start at around 5:30 pm on Friday for weekend attendees, 9:30 am on Saturday, and about 9:30 am on Sunday.

For those of you with staff, volunteer, dealer and other passes, you will be able to access the convention at all times including the set-up hours indicated on the website.

FINDING YOUR WAY AROUND!

We are using several function rooms within the Hilton but fortunately they are all located on the ground floor and are easy to find.

More details of what will be in each room will be in your convention pack that you receive at the convention itself!





## AUTO ASSEMBLY 2012 - KNOW YOUR PASS

Everyone will have a personalised pass for Auto Assembly 2012 which is enclosed with this pack. You will notice that the pass has a coloured strip on it and different information all over it, but what does it all mean? Well now you can find out by taking a look at last year's pass...

This colour-coded bar indicates the type of ticket that you have... whether you are a Dealer, Weekend or One-Day Attendee, Committee Member, Guest, etc.

The Auto Assembly logo... simples!.

The pass artwork. In the past we have had varying designs, but we love the one we have this year so you've all got it!

Those with Partner, Youth and Under 6 Passes will have different Artwork on their passes.

Your ticket number. You'll need this if you bid in the charity auctions.

Your name!

Repeating the information from the colour coding, an indication of the type of ticket you have.





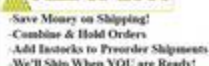
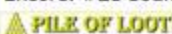
Bot Shots Assortment A  
Series 01 - Set of 5

MP-10 Masterpiece

Optimus Prime - New Mold Robots In Disguise Deluxe Series 02 - Set of 2

DMK01 Optimus Prime  
Dual Model Kit

# BIGBADTOYSTORE



**WARNING: CHOKING HAZARD** - Items contain small parts. Not for children under 3 years.

**\$WE BUY TOYS\$**  
Have toys to sell? Email:  
vintage@richardtoystore.com



## ESSENTIAL TIPS FOR BEGINNERS...

We say that this is advice for those of you attending Auto Assembly for the first time, but many of these tips will come in handy for all you regular convention goers as well, no matter how many years you've been attending Auto Assembly. We would like to thank everyone at [www.fullmetalhero.com](http://www.fullmetalhero.com) for their help with this guide.

### Money, Money, Money...

One of the first things that you will need for Auto Assembly 2012 is money... and as much of it as possible! It's never too early to start saving for the convention, but rather than trying to put a set amount aside each week or month, there's an easy way to save up without really trying so for those of you planning on coming along to Auto Assembly 2013 now's the time to start planning ahead...

It's safe to say that everyone goes shopping and we always come home with pockets full of loose change. Well, it's time to put that change to good use! Get a jar and put all your loose change in that jar at the end of every day (or every couple of days) and watch it grow. Decide what coins you want to put in there and you'll be amazed at how soon it mounts up!

In the space of a month after Auto Assembly 2011, just by putting all of his 1p, 2p, 5p, 10p, 20p and 50p coins in a jar at the end of each day, our Committee Head Simon had saved up over well over £40 towards Auto Assembly 2012 - an average of over £1 a day. By the time the convention comes around, even if it slows down at times, he could still have around £500 to take with him!

Or why not try a "pound a day"? Take another jar and put a one pound coin in it each day. It's not a lot but considering how much time there is to go until the convention, it's a lot of extra cash you could save up!

### Baggage

If you can manage, bring a large suitcase with you, but don't fill it! That way you'll have

plenty of space for your goodie bag and everything that you buy at the convention! Also, any space that has been taken up with snacks can also be used for your purchases!

Bring a small bag or rucksack as well to use as hand luggage for the train or bus if you're travelling by public transport. You can use this for the essential travelling snacks and to keep all the other journey essentials - comics, books, PSP or DS...!

Finally, try to pack a few carrier bags with you. Dealers don't always have enough with them so it's easier to have a couple on you than to struggle carrying toys around in your arms or running back up to your hotel room every few minutes.

For those of you who are flying to Auto Assembly, try to make sure that all of your clothes that you bring with you will fit into your carry-on luggage (ideally a small rucksack) and leave your suitcase relatively empty. When it comes to travelling home, you can then carry all your clothes and essentials in your rucksack with you onto the plane and all your purchases in your case... but try to make sure you have brought some bubble wrap or other packing material with you for added protection!

### Clothes

Auto Assembly isn't a formal event so it's not something you really need to dress up for. Pack light so just bring enough for what you will be wearing but please remember that it is Summer and it can get warm with a lot of people around in the convention hall so expect to change clothes during the day!

Depending on how you are travelling to Birmingham and what time of day, the chances are you won't need a coat, but if you do then try to make it as lightweight as possible. Best thing to do is check the weather forecast before you set out and make your mind up after that.

### Food And Drink

Remember that the hotel has a policy on functions not allowing food to be brought in from outside to be eaten on the premises.

Well, technically this only applies to food that you want to eat in PUBLIC areas - namely the hotel bars, restaurant, reception, foyer, and all of the convention areas / function rooms but there is nothing to stop you from bringing your own snacks, drinks etc. for your hotel room but unless you purchased it **IN** the hotel, then it needs to stay in your room.

Certainly, if you want to keep your food costs down, there is no reason why you can't bring some Pot Noodles or other snacks with you and keep them in your room! Just remember though - your hotel room may have a kettle in it, but you won't get a microwave or fridge! Equally, if you want to go to Subway, or any of the food outlets nearby then there is nothing stopping you from doing that and eating back in your hotel room.

One thing I have found as a long-standing convention attendee is that you seldom find the time to stop and eat during a busy convention day... so take advantage of the hotel breakfasts! The buffet breakfasts mean that you can have cereal, toast, tea or coffee, fruit juice and a cooked breakfast and after all of that you won't **want** to eat until the early evening!

For your journey, again we all want to keep our costs down when it comes to travelling to the convention so we have more money to spend so remember to pack some snacks with you for your train / coach journey. If you have to buy them on the way, you'll end up paying a lot more than you need to!

## **Cash**

It goes without saying that you should set yourself a budget for the weekend and stick to it! Most dealers at Auto Assembly will only take cash so if you need to get any more out of the cash machine, we'd recommend that you take a short walk to the NEC complex to use of one of the free cash machines in there rather than the cash machine in the Hilton itself.

If you can set a budget before you leave got the convention, then even better but try to plan this in advance so you have so much for food and drink, so much for toys and keep

your money for your hotel bill separate so you can still pay it all at the end of the weekend!

## **Personal Hygiene**

This may sound like an obvious thing to state, but please remember that conventions can become very hot and very crowded places where a lot of fans will be in close proximity with each other for several days so please bear this in mind for the weekend.

If not for yourself, please think of others all weekend and try to remember your personal care during the convention weekend. Wear lightweight clothing that will give your body room to breathe and keep your body temperature comfortable and minimise sweating and make sure that you not only bring a supply of deodourant, but take advantage of the facilities in your hotel room and shower / take a bath daily, more if you feel the need to as it will get hot!

## **Other Things**

When it comes to packing for your trip to Birmingham, remember that your hotel room will have its own towels, shampoo, soap etc. so you won't need to waste space packing these - just don't forget your toothbrush!

If you haven't already done it, book your train tickets in advance and search for the cheapest options available. Some routes offer cheaper fares using two singles and you can sometimes get even cheaper deals if you split your journey using multiple tickets for the same route. It's not as complicated as it sounds and if you're travelling quite a distance, the savings add up!

There is a link on the Auto Assembly website that may help you with finding cheap train fare to the convention if you need help with this.

If you're bringing anything valuable such as your digital camera, possibly pack some bubblewrap to protect it on the way home. This will also come in handy for any loose toys that you might buy, and is a good idea for those of you who don't worry about keeping boxes!



Same with sketches and autographs... if you don't want them damaged, bring something with you to keep them safe in!

Bringing your mobile phone? We know that it may sound obvious but don't forget to pack your charger and if you're bringing a camera with you, pack plenty of spare batteries and a spare memory card if you think you're going to need it!

We would recommend that you don't bring a laptop with you or other valuables in case of loss, damage or theft. If you do bring it with you because of work for a website, forum etc, you do so at your own risk. Rooms in the Hilton **do** have safes for valuables if needed but again, leaving items such as laptops in there is done at your own risk.

Finally, and most importantly, bring a print out of your booking confirmation email! If you can't find this email, you must let us know by 12:00 noon on 30th July 2012 **at the latest** so we can send a replacement out to you. After this point we won't have access to all of the confirmation emails that we have sent to all of you as we will be at the Hilton and they will be stored on our main PC system which we won't have with us.

If you don't bring a print out with you, it will delay collection of your passes and goodie bags and entry into the convention while our team members conduct some basic ID checks.

## ZERO TOLERANCE POLICY

While we want everyone to enjoy the convention, we also want to stress that the convention will be a zero tolerance zone. Please remember that all of our team give up their free time to run Auto Assembly and do not get paid for doing this.

We appreciate that there will be times during the convention when things may not always go according to plan or when things may not run to schedule but please do not take your frustrations out on our team or you will be asked to leave the convention and you will **not** be issued with a refund.

This also applies to treatment of our dealers, guests and behaviour towards other attendees. Auto Assembly is intended to be a fun and friendly weekend so please treat others the way you want them to treat you.

We understand that not everyone in the Transformers fan community gets along, but if there are people at the convention you do not like, simply avoid them.

In light of this, we want to make it clear that we will **not** tolerate **any** attendee that wishes to come along to the convention with the intention of causing trouble for the committee, dealers or other attendees.

Please note that if anyone does cause you any distress or tries to start any arguments or issues, please do **not** retaliate - simply ignore them and report them to the nearest Committee Member and we will take whatever action is appropriate. As a convention, we will take steps to deal with any unacceptable behaviour from any convention attendees so we must request that you refrain from responding to anything no matter how great the temptation may be.

By refraining from doing anything yourself, it will make things easier for our team to identify the offending party. Otherwise we may have to deal with **everyone** involved equally.

## WARNING TO THIEVES!

We know that there have been attempts made by some individuals at past events to steal items from Dealers Tables. This is **NOT** acceptable behaviour. Should we find anyone attempting to steal anything from the convention, you will be apprehended by one of our convention staff or volunteers and a citizen's arrest will be made and you **WILL** be handed over to the police and charges will be pressed against you.

We also want to stress that some of our dealers are Police Officers in their full time jobs and **will** have the power to arrest anyone found stealing from the convention.

Please don't attempt to spoil the convention for others by trying anything - the convention is being photographed and filmed continually over the weekend, so even if you are not caught straight away, we **WILL** be able to identify you so don't think that you will be able to get away with it.

In addition to any legal action that will be taken, we will implement a name and shame policy against anyone caught stealing from the convention, and those found guilty will receive a lifetime ban from the convention, and their details will also be passed on to other conventions and events globally.

## GENERAL CONVENTION RULES

While we don't want to spoil anyone's enjoyment of Auto Assembly 2012, we feel that there are a few ground rules that need to be set down to ensure that everyone gets the most out of the convention with a minimal amount of fuss and problems!

### Passes

Most importantly, you **must** wear your convention pass and have it displayed **clearly at all times** during the convention weekend. If we can not see your pass being displayed you will not be allowed entry into any of the convention rooms and you will be asked to put your pass on.

If you have forgotten or lost your pass, you will need to have a replacement pass produced (a surcharge may be made for this) and if you have left your pass in your hotel room, then you will need to retrieve it before you will be allowed back into the convention.

Passes must **not** be obscured by clothing in any way. Attendees must not wear t-shirts, jumpers or other clothing over their passes. Failure to display your passes clearly, will result in you being asked to leave the convention rooms until your pass is being clearly displayed.

Dealers may also request to see your passes when making certain purchases as an initial proof of age for certain restricted items in

addition to other proofs of identity so please cooperate with them if you are asked.

### Animals

Animals are not allowed at Auto Assembly, with the exception of guide dogs and hearing dogs. Obviously, if they are plastic and transform, then this will be fine! Saying that, we're not **too** sure about Supreme Cheetor though...!

While the Hilton itself does allow pets with prior agreement, we can not allow them into the convention so please ensure that they are being looked after properly in your hotel room or being cared for appropriately.

### Dress Code

Auto Assembly does not have an official dress code so please feel to wear whatever you feel comfortable in. However, please remember that Auto Assembly is a **family friendly** event so please dress appropriately. Do not wear any items of clothing with offensive slogans on or of a sexually explicit nature, or that are revealing.

### Bags

Please keep all your bags with you at all times or left in your hotel room. Auto Assembly cannot be held responsible for bags etc. that may go missing or become lost. Please do not ask us on the Control Desk if we will look after your bags for you as we will not be able to help.

Where possible, please try to store bags in your hotel room rather than carrying them around the convention all weekend. This will ensure that there is the maximum amount of space in the hall for everyone!

### Cameras

Please feel free to bring cameras and video cameras with you to Auto Assembly. We'd love to see any photos or video footage you might take during the weekend. Please try to limit the amount of flash photography that you take during the guest talks, as the constant flashes can become uncomfortable.



Unless specifically stated in the programme, photography is allowed throughout the weekend and during most programme items.

## Video Cameras

Please feel free to bring any video cameras with you to the event to make recordings for your own **personal** use. We would appreciate copies of any footage you might take for us to put onto the Auto Assembly Youtube Channel if at all possible. Because of the space they take up, tripods are not to be used without prior clearance. However, there may be certain programme items that should not be recorded, but we will make these known in advance. This will include the majority of the Saturday evening programme.

Please keep the space between the seating and the stage clear at all times as this will be used by our own official camera crew who will be recording the event.

## Children

Feel free to bring your children along to Auto Assembly - it's never too early to encourage kids to get into Transformers! All we ask is that you keep them under control and prevent them from running loose around the venue, especially near the dealers and displays!

We do ask that **all** children **MUST** be registered for the convention, including those under the age of six.

Sadly, from Auto Assembly 2012 onwards, children under the age of 16 are not permitted at the convention unless accompanied by an adult. Also, we advise parents that after 9:00 pm on the Saturday evening, the programme may not be suitable for younger children as adults may be drinking during the evening and we can not guarantee that their conduct would be appropriate for younger children to observe.

Friday evening may also have programme items shown after 9:00 pm that may not be suitable for younger attendees and we can not be held responsible for the behaviour of all of our attendees who may have been in the hotel's bars so again we would suggest that parents consider whether they feel that it

is appropriate for their younger children to remain in the main convention hall after this time.

We are not preventing children from attending events after these times, but parental discretion is advised and Auto Assembly can not be held responsible for the conduct of our attendees.

## Dealers

For dealers, we must ask that you limit all of your items for sale either on your table, underneath, or on any display units you may have behind your table. If you do not feel that the space you have will cover all of the stock that you bring, please book another table.

Tables should also **not** be selling any illegal products. This includes (but is not limited to) bootleg/knock-off toys, fan-made CDs containing episodes (including fan dubs), CD-ROMs with scans of comics, or similar items. Please note that this also applies to videos and DVDs. All titles on sale must be UK certificated and official UK products. If in doubt, please talk to one of our committee before putting these on display for sale.

Non-Region 2 DVDs can only be sold if they are part of a toy and can not be separated such as the 10th Anniversary Beast Wars toys or Japanese release toys that have come packaged with DVDs.

We have a new policy in place for Auto Assembly 2012 regarding Third Party products and we will discuss this directly with dealers and you will all be provided with a copy of this and our official policy is also available to download from the Auto Assembly website.

## Age Restricted Products

Some toys and other items that will be on sale at Auto Assembly 2012 will not be sold to attendees under the age of 18. Toys manufactured / released in America and Europe have to pass rigorous safety tests before they can be released and are subsequently awarded a "CE Mark". Imported toys from Japan have not undergone this testing and as such, are sold by dealers / sci-

fi stores in the UK as collectables intended for the adult market. Many stores enforce a voluntary age restriction on these products of 14+ or 16+ for all sales.

At Auto Assembly 2012, sale of these products will be restricted to attendees possessing an Adult, Partner, Dealer or Elderly Pass for the convention. Sales will be prohibited to attendees with Youth or - naturally - Under 6 passes. This will ensure that we can safely restrict the sale of goods to minors and this rule will also apply to the sale of Third Party products which will also be restricted to adult collectors.

Please do not abuse this or attempt to get an adult to purchase items on your behalf. If you attempt to use someone else's pass to fraudulently purchase items then you and that person could face ejection from the convention and please do not be offended if a dealer requests for some form of proof of age if needed.

## Displays

There are tens of thousands of pounds worth of toys and merchandise, and one-off pieces of irreplaceable artwork being displayed in our display area and that of the other displays. Please do NOT touch the display unless it specifically states so. Many of these are rare items and are difficult if not impossible for us to replace.

## Fan Buying / Selling / Trading

We are aware that fans use conventions to get rid of unwanted items from their collections or trade with other fans. However, as we're sure you can understand, anything like this on a large scale won't make the dealers too happy! If you have pre-arrange a couple of sales with people in advance of Auto Assembly, this is fine. If you are planning on trading items, as long as no money changes hands this will be okay, but please try to keep this to the bar area unless you are making a specific trade with a dealer.

If you do wish to bring your unwanted items to sell, then you can make use of our Fan Sales Table.

## Food / Drink

We would ask that you try not to carry food and drink around in the main event area, unless you are one of our event staff, guests or dealers to avoid spills on dealers tables and any accidents! If you wish to eat, we would recommend using one of the hotel's bars (where you can also order food) which are offering Auto Assembly attendees a 20% discount on bar prices, or use one of the hotel's restaurants. The bars will be open serving drinks throughout the weekend (and we will have a dedicated bar in the King's Suite on the Saturday evening).

Because of its on-site restaurants and catering, please note that food and drink purchased from outside should **not** be brought into the Hilton and eaten in the public areas although you may do so **only** for consumption in your hotel room.

Please note that if you are found to be doing this, you may be ejected from the convention.

A dedicated room will be set aside that will be serving food and drink at special convention rates so feel free to make use of this.

## Guests - Autographs

All of our guests will be happy to talk to fans and sign autographs throughout the weekend. However, please respect their need for personal space and if they are eating or wandering around outside the event rooms etc, please do not expect them to stop what they are doing to sign autographs. Also, please do not ask any of them for autographs away from the guest area.

Also, because of the sheer number of people who now attend the convention we are now having to set a maximum limit of **TWO** autographs per attendee per guest. With well over 600 fans attending the convention this year (at the time of writing this), this means that our guests could be asked to sign well over a **thousand** autographs over the course of the weekend which is an astonishing number of signatures to give. While we know that many of you would love to have your entire Marvel comic collection signed by Simon Furman, or all of your DVDs signed,



it's not fair on the other attendees wanting autographs.

If you have purchased a Partner Pass, then you will be limited to a **single** autograph per guest.

### Guests - Sketches

Similarly, we are setting a limit with our comic artists of **ONE** sketch per artist per attendee. While many of our artists would be quite happy to keep sketching as long as people want them, it can prove very tiring and when some will be queuing for several hours to get a single sketch it's not fair when there may be some people in front getting several.

We may discuss things with specific artists to see if we can arrange a quick and easy request system for post-convention commissions for their sketches if any attendees want to have more than one piece done.

### Signs / Posters

Throughout the convention you'll see a number of signs and posters about Auto Assembly. Under NO circumstances should these be removed and taken away as souvenirs of the convention. We almost always re-use posters and signs for each event.

In the past we have had a large number of signs taken by people that we have used since the first Auto Assembly. If you want to take any of these as a memento, then you **MUST** have clearance from Simon or one of our other committee members.

### Weapons Policy

Something that most sci-fi conventions seem to apply is a weapons policy. While we know that fans are not going to be running around with replica swords etc. there are a few points we'd ask you to bear in mind. If you have any toys with you that resemble weapons (for example G1 Megatron), please ensure that you do **NOT** carry these around outside of the event rooms unless kept in packaging or in a bag. There may be non-attendees in the hotel, and as you can imagine, they won't

appreciate people carrying what they might perceive as real weapons!

Similarly, it goes without saying that such toys should not be carried openly outside of the hotel. The NEC complex does have regular police and security patrols and we don't think they'd see the fun side of replica weapon Transformers!

Finally, if you have any toys with sharp edges or points, please do not walk around the hotel carrying them in your hands. It's all too easy for accidents to happen. Also, if you have any toys that fire projectiles of any type, please either leave the missiles at home, or at the very least, don't use the firing mechanisms while you're at the convention.

### Smoking

While all our British fans will be aware of it, for those of you travelling from outside of the UK, we would like to stress that - since 2007 - it has been illegal to smoke indoors in a public place and as such Auto Assembly 2012 is a **no-smoking event**. If you wish to smoke, then you will need to go outside of the hotel.

Anyone found smoking within the Hilton (and this also extends to the bar, restaurant or other parts of the hotel) will be asked to leave and could be liable to prosecution.

There are a number of "electronic cigarettes" on the market that are legal to use indoors that act as nicotine substitutes. If you bring these to use at the convention, please use them **discretely** and if they have an option to generate simulated smoke, please ensure that this is turned off.

### Illicit Drugs / Substances

While this is something that - to the best of our knowledge - has never been an issue before at Auto Assembly, we want to stress that illegal drugs / substances of any kind are strictly banned at the convention and in the Hilton.

Should you be found to be in the possession of anything or to be using anything within the convention area, or at the convention under

the influence, or using illegal substances in your hotel room, you will be ejected from the convention, face a **lifetime** ban from Auto Assembly and we will work with the hotel to ensure that you are escorted from the premises.

The police will also be notified and appropriate legal action will be initiated.

## USE OF HOTEL FACILITIES

We know that many of you will be arriving at the Hilton a few days before the convention to make your time with us at Auto Assembly into an extended weekend. While we know that you all want to enjoy the weekend as much as possible, please understand that we do not have exclusive use of the Hilton over the convention weekend.

There is at least one other major event taking place over the Auto Assembly weekend and there will also be other smaller meetings and functions taking place, as well as other residents in the hotel so please bear this in mind while using the hotel's facilities.

### Indoor Swimming Pool

The Hilton has an indoor heated swimming pool that is adjacent to its fully-equipped gym and health spa and this is open seven days a week. Please note that this pool is for use by hotel residents only and opening hours for this pool are 6:30 am - 9:30 pm Monday to Friday and 7:00 am - 9:30 pm Saturday and Sunday. Admission to the pool closes 30 minutes before closing.

The pool is fully staffed with lifeguards and has a dedicated pool for toddlers as well as a jacuzzi. Towels and changing facilities are provided but please be aware that this pool is not for the exclusive use of convention attendees and must be treated like any other swimming pool. Other hotel residents may be using the pool, as may attendees of all ages so please dress / act accordingly.

Alcohol is **not** to be taken into the pool area nor should you attempt to use the pool after you have been drinking for your own safety and the safety of others with you. Please be

aware that you may be refused admission to the pool by hotel staff if they feel that you may be a danger to yourself or others.

## TOUGHER RULES

You will have noticed that some of our rules this year are stricter than in previous years, especially in terms of attendee conduction and in matters relating to our convention hotel.

While we don't want to spoil anyone's enjoyment of the convention Auto Assembly has been growing steadily for the last few years and has now reached the point where there are very few venues in the UK capable of holding us.

The Hilton is the **only** hotel in Birmingham capable of holding Auto Assembly at its current size. There are large hotels and large conference centres, but nothing else that combines large event space **and** on-site accommodation, and there are very few other similar hotels across the country.

Because of personal circumstances and easy access for attendees from all over the UK, Auto Assembly will not relocate from it's West Midlands base so - without sounding over-dramatic - the Hilton is likely to be the last ever venue for Auto Assembly. If incidents take place that cause issues between us as a convention and the hotel that put our good working relationship at risk then it could mean the end of the convention so we hope you will all support us in adhering to the convention's rules.

## CHARITY FUNDRAISING

### Charity Auctions

Because of the number of items we have and to ensure that we have enough time to cover everything, we will be holding two charity auctions as part of our charity fundraising activities this year and there are going to be some fantastic items up for grabs in the auction including original artwork and signed photos so please bid generously!! The



auctions will be hosted by our guests of honour on Saturday and Sunday!

### Charity Raffle

We will also be holding another Charity Raffle again this year. Tickets for this will be on sale from the Control Desk all weekend for 20p each (or from one or more of our team who will be walking around the convention with books of tickets for sale) and draws will be made at regular intervals throughout the weekend.

Prizes will be on display on the Control Desk and don't worry if you miss one of the draws - just keep your tickets safe and you can check them at any time during the weekend to see if you have won. Remember, the more tickets you buy and the earlier in the weekend you buy them, the more chances you have of winning!

### Our Charities

We're raising money for three different and very worth causes and details about these will be on our website.

## FAN SALES TABLE

Our Fan Sales Table will be located near the other Dealers Tables and this will give all of you the chance to sell your unwanted items in a safe, controlled environment with minimal effort!

You can use this table to sell anything (although please understand that priority will be given to items that are Transformers related). However you can not bring unauthorised copies of DVDs, CDs, etc, knock-off toys, import DVDs etc.

Simply bring your items to the desk and name your asking price. We are revising the system from the last couple of years and full details of this - along with the selling terms and conditions - will be available to download from the Auto Assembly website.

Once dropped off, we'll put your items on sale for you. You can check back at any time during the weekend to claim your money, alter your selling prices or even withdraw your items from sale. Please note that 10% commission will be taken from the sale of each item towards convention funds.

The sales table will be running from Friday evening right through to Sunday although Friday will be for dropping off of items **only**.

## THE COMMITTEE

We have revamped our team for Auto Assembly 2012 to make it stronger than ever and we think that it will help us to make the convention the most well-run and best ever!

The team will be on hand all weekend to answer any of your questions or to help out in any way possible. Regular Auto Assembly attendees will know some of us from previous years, but to identify us easier we will be wearing Committee t-shirts all weekend.

However, as with all of you, we do want to try to enjoy as much of the convention as possible after spending the last 12 months putting the event together, so we will all have different duty shifts and "off duty" periods. If you see our committee members wearing their t-shirts then they will be on duty so feel free to approach them about anything to do with the convention. However, if they are **not** wearing their convention t-shirts then it is their *personal* off-duty time to relax with their friends and family.

We would ask you all to please respect this so everyone can enjoy the convention.

We will also have volunteers on hand who will also be able to help you all to enjoy the convention weekend so just look out for them wearing their red volunteer shirts!

## THE GOODIE BAG

We have our usual Goodie Bag packed with free gifts for all of you and this year it's a corker! This time, all of the gifts will be

included for everyone so you'll get identical bags. The only difference this time is that - because of the nature of the contents and different ticket types we are offering - bags won't be given out to Under 6s or those attendees with Partner Passes.

There is a full list on the website of what is available but there will be at least FOUR exclusive postcards, your new Auto Assembly 2012 lanyard, Issue 13 of The Cybertronian Times and much more!

To collect your bag, just go along to the Registration Desk when you arrive and you'll be handed your Bag along with your Convention Pack and Pass.

## ACTIVITIES

We're going to pack so much in to the weekend that you probably won't be able to see and do everything!

The main part that many of you will be coming along for will be to buy toys and there will be dealers from all over the UK attending selling everything you could possibly imagine but Auto Assembly is much more than just a dealers hall...!

Please remember that the Friday and Saturday evening programmes are **exclusive** to weekend attendees so if you want to take part in these, you must be booked up for the whole convention.

### Guests

We have a great lineup of confirmed guests for Auto Assembly 2012. Our guests of honour are Michael Bell (Prowl, Swoop, Sideswipe and many more from G1), Paul Eiding (the voice of Perceptor from G1) and Townsend Coleman (Sentinel Prime and Tracks from Transformers: Animated). Joining them are some of our regular comic guests including Simon Furman, Andrew Wildman, Stephen Baskerville, James Roberts, Nick Roche, Livio Ramondelli, John-Paul Bove, Jeff Anderson, Jason Cardy, Kat Nicholson, Liam Shalloo, Kris Carter, and Lee

Bradley and we will be announcing more guests shortly...

All of our guests will all be on hand to meet fans in our Guest Area to sign autographs and most of them will take to the stage for Q&A panels at different points during the weekend. If you want to see **all** of the Q&A Panels then you'll need to be with us for the whole convention though...

Many of the artists will have original artwork and prints for sale and will be doing sketches for fans for a small charge so here's your chance to grab an original piece of artwork!

### Guest Talks

There will be another great mix of guest panels taking place over the weekend with something for everyone - covering comics, the cartoon shows and much more besides! All of our voice actors will take to the stage for their own Q&A sessions and our comic guests will be involved in specially-themed panels on the Saturday and Sunday.

### Toy Display

A traditional feature of Auto Assembly for the last few years has been the display of rare "Lucky Draw" toys from the guys at Transformers At The Moon. We'll be announcing the theme of 2012's display shortly but we can guarantee that it will be something rather special...

### Colourist Workshop

Top Transformers comic colourists will take charge of our workshop room and show you how they go about colouring Transformers artwork for a typical comic. Come along to this **FREE** workshop and let IDW and Titan colourists Liam Shalloo and Kris Carter show you what's involved...

### "How To Draw..." Workshop

Following on from the successful series featured in Titan's Transformers comic, Lee Bradley is bringing his "How To Draw..." series to life at Auto Assembly in this new workshop!

## **Kat Nicholson's Art Workshop**

Always popular with our younger attendees, Kat Nicholson will be running another one of her fantastic workshops targeted at those wanting to take their first steps at drawing a Transformer in this fun workshop.

In previous years, these have been part of our Children's Programme but now Kat has decided to open it up to children and adults of all ages! All you need is enthusiasm and a willingness to give it a go! The only question is what Transformers character will take the starring role this time in this Sunday workshop...?

## **Kitbash Workshop**

Want to customise your toys to create your own masterpieces? Come and find out how in our workshop spread over the weekend! This year we are teaming up with Calloway Customs to bring you a fantastic new workshop.

You'll be able to see a full step-by-step process of how a kitbash is done from taking Generations Wheeljack and turning it into a brand new toy, complete with a custom head! You can then buy the custom kit including the head and stickers used as part of the workshop to recreate this at home and this is a convention exclusive!

More details on this can be found on the website but hurry as the kit is being produced in limited quantities and will only be available at Auto Assembly 2012. These have been selling incredibly quickly and you will need to pre-order one to avoid disappointment!

## **Live Script Reading**

Our voice actors will be taking to the stage on Saturday night to perform a specially-written script LIVE! And who knows, a few lucky attendees may \*just\* get the chance to join them... The script is being written exclusively for Auto Assembly 2012 by Transformers legend Simon Furman and confirmed performers include Paul Eiding, Michael Bell and Townsend Coleman! Keep an eye out for auditions once we have the script so you can get involved...!

## **Karaoke / Disco / Party**

Part of the Saturday night programme, we've got a karaoke, disco and party that will run on until the small hours of Sunday morning so if you want to kick back and relax with plenty of other fans then this is the place to be. Again, you'll need to be a weekend attendee to come along to this!

## **Live DJ Set**

A massive surprise hit in 2011, as part of the Saturday night programme, colourist and artist Jason Cardy will be taking to the stage for a live DJ set featuring a great selection of original Transformers mixes. Totally unique to Auto Assembly, and something that you won't want to miss!

## **Cosplay Parade**

Again, part of the Saturday evening programme, will be the official costume competition where all our entrants will be showing off their costumes in front of our celebrity judges! With almost a year to go, there's plenty of time for you to get creative and see what costumes you can come up with! The entry forms will be on the website soon so keep an eye out for them...

## **Videos**

Want to chill out and watch some classic and new episodes with other fans? Well, we'll have a mix of episodes from G1 up to Transformers Prime and maybe a few other surprises as well!

## **FAN AREA**

Here will be displays from various Transformers fan sites and fan organisations from all over the UK. If you want to know anything about Transformers, these will be the guys to speak to! Some will have fanzines and other fan-produced items for sale as well so go along and see the best of UK Transformers fandom!



Currently being represented are Transmasters UK (who will no doubt be producing fanzines exclusively for the convention as they have in previous years) and Transformers@TheMoon who will be overseeing our stunning Toy Display.

There will also be a number of forums running meets during the weekend and if you want to run an event or meet for your forum just let us know and we can arrange something for you!

## THE GAME ZONE

Our Game Zone is getting another makeover for 2012 making it even better for Transformers video game fans...

For the last year we have been trying frantically to complete the last couple of gaps in our extensive games collection to enable us to bring you **EVERY** Transformers game ever released over the convention weekend! There are only a couple that we don't have at the moment and in previous years we've been able to have all but a couple of these running, and that has only been because of a lack of suitable hardware and we'll be working on that!

We'll be running a massive range of games including all three games on the Commodore 64, all three Beast Wars games including both versions of the Beast Wars: Transmetals game, all three games based on the live action movies, games for hand-held systems and much more!

That not enough for you? If that wasn't enough, you can also show off your skills on Guitar Hero as this will be running with "The Touch" with a couple of guitars, drums and microphones on hand if you fancy yourself as the next Stan Bush!

But we guess that you still want more... How about taking part in a video games tournament? How about a display of all the games that have been released since 1985 so even we can't get them set up for you to play them, you'll be able to see some of them? Not a problem!

We'll be finishing it all off with additional board games, tournaments and activities in the room including Transformers Top Trumps, Transformers Connect 4 and other games to make it a fun filled activity room!

## DEALERS

We've got another great mix lined up with a load of fan favourites again and between them, they will cover pretty much everything from rare G1 items right up to Transformers Prime, including toys, books, videos, DVDs, comics and much more besides!!

Our guests will no doubt have a selection of original artwork and comics for sale, and there will be non-profit making fan-produced magazines and fiction available as well! In the fan area!

On the Auto Assembly Control Desk, we will have a selection of items on offer including back issues of our convention magazine, Auto Assembly mugs and more! We will be having a massive clearance sale on these so come along and grab a bargain!

It is looking likely that Dealers will be trading for a limited period of time on Friday evening although this may be limited to a maximum of 1-2 hours. Please check the website for details.

## VOLUNTEERING

For Auto Assembly to be as successful as possible, we're going to need YOUR help! We are still looking for volunteers to help out on the weekend (and the night before and even in the run-up to the event) and we're asking for your help!

There are a lot of ways that many of you can get involved and although they won't take up much time during the weekend, it would have a massive impact on Auto Assembly and we'd be eternally grateful! While we won't be able to pay anyone for helping out, all our volunteers will get a limited edition volunteer t-shirt, early access to the convention and

depending on the amount of time you are willing to give to Auto Assembly 2012, discounts on admission to Auto Assembly 2013 amongst other great benefits!

We will have access to the hotel from noon on Friday so if you can be there from then it would be a massive help to us and our dealers for setting up and everything else!

For more information see the form on the website. If you can help, please complete it and email it to us as soon as possible!

## **COMPETITIONS**

We're going to be running a range of competitions at Auto Assembly this year and they'll be open to attendees of all ages. Entry forms for all of these can be downloaded from the website, along with more detailed information on each of them.

### **Kitbash and Customising Competition**

We want to see your creativity on show here. Linking in with this year's workshop, we want to see your examples of kitbashing and how you have customised your own Transformers. Whether it's a basic repaint or a complete customisation or modification, we want to see what you can do!

### **Costume Competition**

Cosplay Competitions have been incredibly popular at sci-fi, anime and gaming conventions for a long time now, and they've become a regular part of Auto Assembly for the last few years. Following the incredible Cosplay Competition in 2011 with a record number of entries, we want to see if anyone can go better than the incredible costumes we saw last time.

Whether you come as an Autobot or Decepticon, Predacon or Maximal, human or humanised version of a robot we don't care - we just want to see your creations... and we wonder if 2012 will be the year we see our first transforming costume...!

## **Other Competitions**

We were hoping to have had an art and writing competition but at the time of writing this, we are not certain. If we are not able to run these at the convention, we may run something between now and Auto Assembly 2013 in partnership with our fanzine CT Alpha.

## **AUTO ASSEMBLY EUROPE 2012**

Because of various personal circumstances for many of our team, we have sadly had to postpone plans for Auto Assembly Europe 2012. We will still be holding another convention on mainland Europe but rather than rush an event and put too much strain on ourselves, we are delaying the convention until 2013 to make sure that we can do it justice.

It will most likely to be taking place in October or November 2013 in Sweden. We don't have an exact date yet but it is likely to be taking place in Malmo but we will be announcing this as soon as we can. It will have all the usual mix of Auto Assembly fun and madness, just on a smaller, more intimate scale.

For more information or to book tickets when they go on sale, visit the website at [www.autoassemblyeurope.eu](http://www.autoassemblyeurope.eu)

## **CONTACT US**

You can contact us at any time by emailing to us at: [contact@autoassembly.org.uk](mailto:contact@autoassembly.org.uk) or visit the Auto Assembly Forum at <http://www.autoassembly.org.uk/forum> where we will be able to answer any of your questions or comments online. We also have a presence on most major Transformers forums so keep an eye out for us there too!

Finally, you can ring us anytime on 07860 948296.

For all the latest event news and updates, see the website at

[www.autoassembly.org.uk](http://www.autoassembly.org.uk)

We're looking forward to seeing you all at  
Auto Assembly 2012 from 3rd-5th August  
2012

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