



AUTO



ASSEMBLY 2014



ATTENDEE INFORMATION PACK

CONTENTS

2	Content / Introduction
2	The Venue / Transport
5	Location Map
6	Hotel Accommodation
7	When You Arrive...
7	Pass Collection Times
8	What You Receive
8	Pre Registration Prize Draws
9	Exclusive Merchandise
9	Other Convention Exclusives
9	Finding Your Way Around
9	Your First Convention?
10	Know Your Pass
12	Essential Tips For Beginners
15	Zero Tolerance Policy
15	Warning To Thieves
16	Urgent - Personal Safety
16	General Convention Rules
22	Tougher Rules
22	Use Of Hotel Facilities
22	Charity Fundraising
23	Fan Sales Table
23	The Committee
24	The Goodie Bag
24	Activities
25	Saturday Night Programme
26	Fan Area
26	Games And Activities Room
26	Dealers
26	Volunteering
27	Competitions
28	Non-Attendee Pack
28	Contact Us

INTRODUCTION

Welcome to the Auto Assembly 2014 Information Book! This guide will have all the information you'll need to help you to get the most out of 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!

Rather than sending out passes for the convention, we have them ready for you to collect over the convention weekend itself. If you're new to Auto Assembly, we'll explain how this works later on. However, we're sure

you're eager to get as much information as you can about the convention...

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 coming months right up until the end of June 2014.

This guide is available directly through our 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, and will allow us to update it if things change and offer bonus content if we are able to! It also helps us to reduce costs meaning we can invest more back into the convention.

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 it will be your comprehensive guide to Auto Assembly 2014 and we hope that this will be an invaluable booklet for all of you.

Finally, I'd like to thank all of you for booking for the convention and for those of you who haven't booked yet, we hope that this Information Book and the information on the website may persuade you that Birmingham is the place to be in August 2014!

Anyway, thank you for reading this and we look forward to seeing you at the convention!

Simon Plumbe
Committee Head, Auto Assembly 2014

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.



"Bricks and mortar" store opening soon in Birmingham.



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A lot of you will be travelling 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 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

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 UK. Services running from the North and South stop at Birmingham International frequently but if your train doesn't, then Birmingham International is just a 10-minute 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) usually quotes standard ticket prices for your journey and not the cheapest options. In some cases, two single tickets purchased in advance works out cheaper than a return ticket! To check times and get a rough idea on prices, visit www.qjump.co.uk

There are also cheaper deals if you are willing to change trains and travel indirectly to Birmingham and this also includes 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, the Hilton has 600 secure parking spaces of its own with reduced rates for hotel residents of £8 a night (£15 for non-residents). The car park is also Park Mark certified (see www.parkmark.co.uk for more information) for added peace of mind.

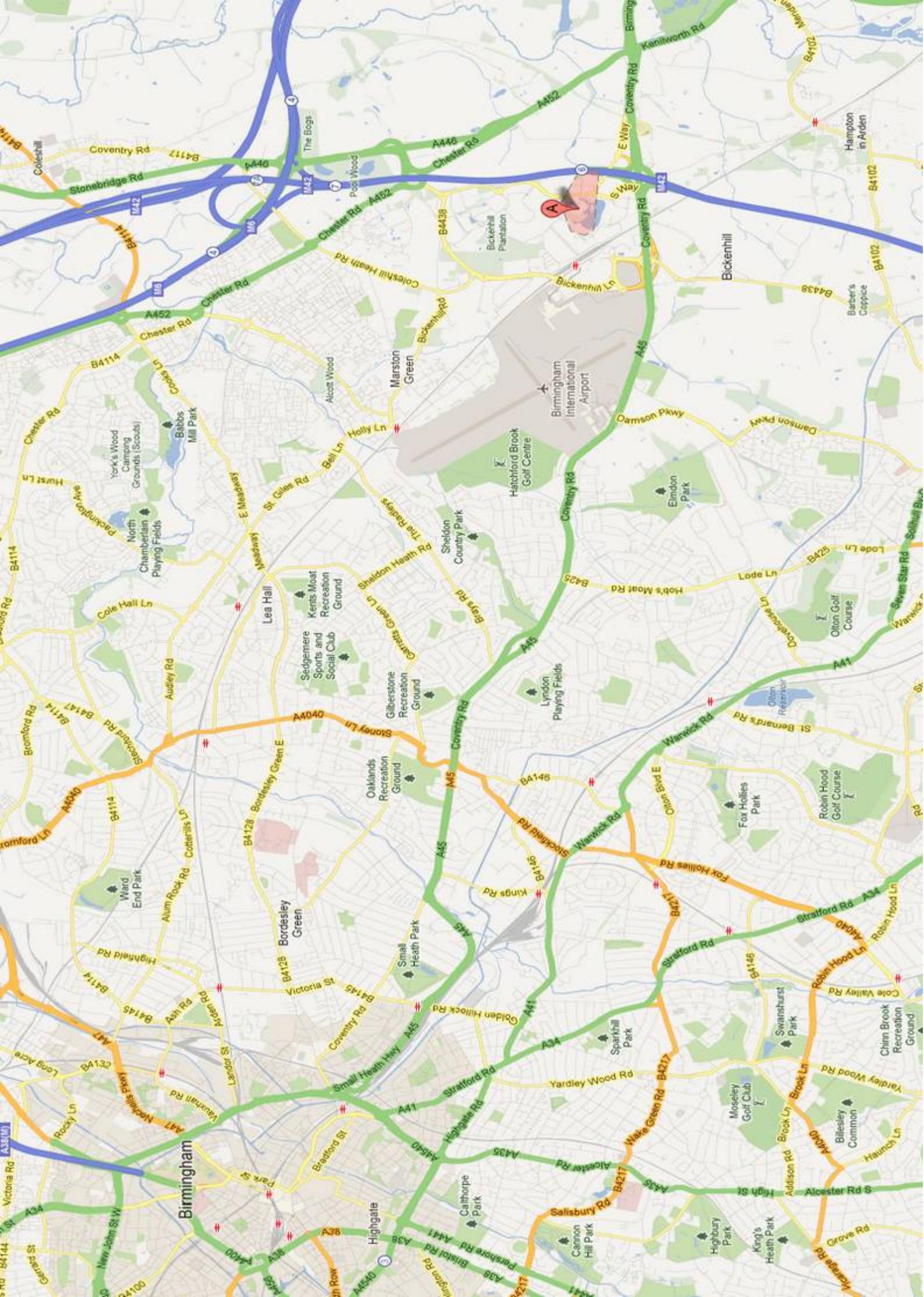
To qualify for the reduced rate, you will need to present your parking ticket to the Hilton's reception **before** departure where the ticket will be validated. This will then authorise the lower parking rate of £8 per day compared with the standard £15 rate.

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. 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 £2 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 2014 so it's definitely an option worth considering. You can get your tickets from www.megabus.co.uk

Please check with your coach operator though as some journeys will stop at Birmingham International Airport so this may be an option for you rather than travelling to Birmingham City Centre and then back out again towards the Hilton.

Air

If you who are flying in to Birmingham for Auto Assembly 2014 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

Unfortunately our convention hotel, the Hilton has now **sold out** of rooms for the Auto Assembly weekend. Despite providing us with a staggering four blocks of rooms for us this year and far more bedrooms than ever before, there has been a massive increase in demand and that, combined with other events taking place at the NEC over the convention weekend has resulted not only in our allocation selling out but the entire hotel!

However, this doesn't mean that those of you yet to get a room are going to be left high and dry and those of you not registered for Auto Assembly 2014 won't be able to find anywhere to stay. Our team have been working hard to make sure that **everyone** attending Auto Assembly 2014 will be able to find a hotel room for the night and not only will our Room Bookings team be able to help you, but we have put together a few pages on our website which will be able to help all of you and you will be able to find these in the Auto Assembly 2014 Information section.

We have identified 9 hotels near to the Hilton and checked room availability at all of these for all of you, as well as searching for rooms and transport arrangements nearby in Birmingham City Centre and have found **hundreds** of bedrooms available for the convention weekend meaning that there are

more than enough spaces available for everyone to stay within just a few minutes travelling of the Hilton and all at affordable prices.

We have managed to find most of these alternative options at prices that are comparable if not cheaper rates than the Hilton and we hope that this will in some way make up for the slight inconvenience that you will have to face in the daily journey to the convention.

For those of you who stay in Birmingham City Centre, there are train journeys running six times an hour, taking between 7-10 minutes to get to the Hilton that cost as little as £3 return so this could be the most economical option for many of you attending.

As we have said, our Room Bookings team is on hand to help any of you with accommodation or travel questions to help ALL of you find somewhere to stay in August and to help you all get to the convention as quickly and easily as possible. They can be reached at roombookings@autoassembly.org.uk

One thing that we must stress is that while it may be extremely tempting for those of you unable to find a hotel room in the Hilton itself you **must not** stay in a friends room unless they have booked suitable accommodation. If anyone is found by the Hilton to be offering space in their hotel rooms to people who have not paid to stay in the Hilton - whether this is sleeping on the floor, chairs, airbeds or by any other means - the Hilton has every right to have those people removed from the hotel **immediately**.

As you will be in breach of the contract you entered into with the hotel, potentially they may not be obliged to offer any form of refund for any nights accommodation that may have been pre-paid and could ban you from booking accommodation there in the future.

WHEN YOU ARRIVE...

We are striving to make your experience of Auto Assembly 2014 as enjoyable as

possible and admission to the convention itself as quick and easy as possible.

Once you have booked your tickets for Auto Assembly 2014 you will be sent a booking confirmation email. Please make sure that you keep this email safe as you will need this to gain admission to the convention...

What you will need to do is bring a **PRINT OUT** of this email with you to the convention. From Friday afternoon onwards you can then come along to the convention's Main Hall where you will be able to come up to a dedicated Registration Desk just inside where you will be able to collect your personalised convention pass, Attendee Pack and Goodie Bag before you enter the convention!

There is no rush to collect your pass as it will be available for you to collect no matter what time you come along (even if you are not able to come along until the Saturday or Sunday) and all of the goodie bags are identical so it doesn't matter whether you are first or last, you'll still get the same free gifts!

You can collect your packs at *any time* between 1:00 pm and 5:00 pm on Friday, after which time the Registration Desk will be **closed** for one hour until we re-open the hall for the Friday Night Programme when the convention starts. If you haven't picked up your pass by 5:00 pm then **don't worry** as you'll be able to collect your pass from 6:00 pm when the hall re-opens or on Saturday / Sunday morning on the following times.

Please note that there will be **no** early pass collection service on Thursday evening - we just want to be able to relax in the bar before the convention starts and have a bit of time before the mad rush starts!

PASS COLLECTION TIMES

Friday

13:00 - All pre-registered attendees

17:00 - Pass collection ends

18:00 - All **weekend** pre-registered attendees

18:00 - New **weekend** ticket sales

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 only* but you won't be able to gain admission to the convention until the day that your Pass is valid for.

Please bear this in mind when coming to collect your passes and ensure that you arrive at the correct time. If you have a single day pass and come to collect it on Friday evening, please do not take out your frustration on our committee or volunteers when refused. They will be extremely busy processing pass requests for weekend attendees. We will not tolerate any abusive behaviour towards members of our team and such behaviour will result in ejection from the event.

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 pack will contain your Convention Pass, a welcome letter and a copy of the Programme for the full weekend. 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, even if any of our team recognise you.

Also, keep your copy of the Programme with you as this will not only tell you what is taking place all weekend, but in what rooms and where you can find them in the hotel!

Your Goodie Bags will contain a fantastic selection of free gifts including many provided by or supported by several of our sponsors this year. Only those with Adult, Senior Citizen, Youth, Guest, and Dealer Passes will get the bags - please note that because they receive free passes to the convention, Under 6s will not get Goodie Bags.

Highlights of the bags include a copy of the convention magazine, The Cybertronian Times Issue 15, the latest in our series of exclusive postcards and a selection of other mystery gifts being announced shortly...!

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 6:00 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.

PRE-REGISTRATION PRIZE DRAWS

In the event that we run any pre-registrant prize draws this year and include random winning prize tickets in your packs along with your passes, please be aware that these prizes *can not* be collected from the Registration Desk.

These will be available from the Control Desk once the convention starts at approximately 6:00 pm on Friday evening.

EXCLUSIVE MERCHANDISE

If we produce any exclusive merchandise for the convention which is available to pre-order (this does not include the free gifts provided to all attendees given to you on arrival at the convention), you will **not** be able to collect this when you collect your passes / goodie bags. These will be available later in the evening once the Main Hall opens from 6:00 pm on Friday evening and will be available for collection from our Control Desk located elsewhere in the Main Hall, and should surplus stocks be available, these will also be on sale there.

OTHER CONVENTION EXCLUSIVES

If any other exclusives are produced for Auto Assembly 2014, pre-orders for these - and collection of them at the convention - will be handled by the appropriate dealer who will be our partner for that particular exclusive but they will be available for pick-up on Friday evening and again a limited supply will be on sale for early bird attendees.

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 and we will be updating this guide with a full map showing you where they are in relation to each other!

We will be using the Palace Suite as our Main Hall, the King's Suite for our Saturday night programme, but the Alternative Programme and Games Room are being relocated closer to the King's Suite in two new rooms.

YOUR FIRST CONVENTION?

Finally, if Auto Assembly 2014 is your first Transformers convention, don't worry. We will have a Welcome Team on hand who are ready to help you! They will be available to answer any of your questions about the convention and make you all feel at home!

AUTO ASSEMBLY 2014 - KNOW YOUR PASS

Everyone will have a personalised pass for Auto Assembly 2014 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 the pass from 2010...

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 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 B Series 01 - Set of 2

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



Robots In Disguise Deluxe Series 03 - Set of 3



Robots In Disguise Voyager Series 01 - Set of 2



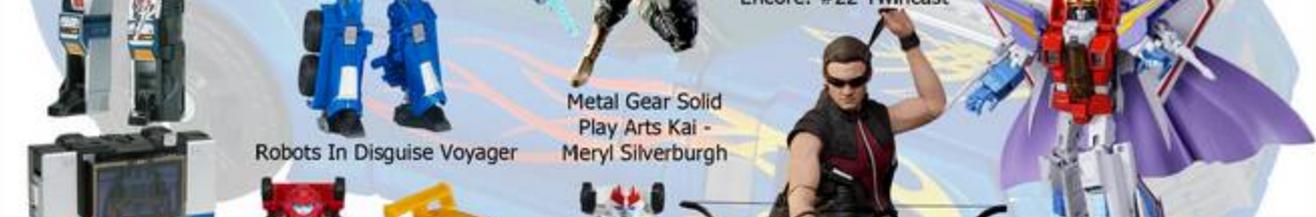
Robots In Disguise Deluxe Series 01 - Set of 4

DC Universe All Stars Series 01 - Set of 4



MP-11S Masterpiece Sunstorm

Encore: #22 Twincast



Robots In Disguise Voyager

Metal Gear Solid Play Arts Kai - Meryl Silverburgh

MP-11 Masterpiece Coronation Starscream

Encore: #21 Soundblaster

PILE OF LOOT
 Save Money on Shipping!
 Combine & Hold Orders
 Add Instocks to Preorder Shipments
 We'll Ship When YOU are Ready!

Bot Shots Three-Pack Series 01 - Bumblebee, Sentinel Prime, Prowl

1/6 Scale Movie Masterpiece The Avengers Hawkeye

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

WE BUY TOYS
 Have toys to sell? Email: vintage@bigbadtoystore.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 for their help with this guide.

Money, Money, Money...

One of the first things that you will need for Auto Assembly 2014 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...

Whenever you go shopping you 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!

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

In the space of just **two weeks** after Auto Assembly 2012, just by putting all of his 1p, 2p, 5p, 10p, 20p and 50p coins in a jar at the end of each day and a pound coin every day, Simon had saved up almost £40 towards Auto Assembly 2013 - an average of over well over £2 a day. By the time Auto Assembly 2013 came around, he saved around £750 to take with him!

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, you can either use the one in the Hilton (although this does charge for withdrawals) or we'd recommend that you take a short walk to the NEC complex to use of one of the free cash machines in there.

If you can set a budget before you leave to go to 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!

One thing we would strongly recommend is to try to stick to cash wherever possible. Not only will this prevent you from spending beyond your means but also in 2013 the Hilton's cash point actually ran out of money part way through the weekend. The last thing we want is for any of you to find your Transformers holy grail and not have enough money on you to buy it just because you can't get to your money. It goes without saying that you should be alert at all times though and keep your money and valuables safe at all times.

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, PlayStation Vita or 3DS etc. as well as packing anything with you that you want autographed by any of our guests!

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 and of course it's environmentally friendly!

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! Just don't forget the luggage weight limit so try to pack some travel scales if you can!

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 **MUST** 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 from a station, you'll end up paying a lot more than you need to!

Food And Drink Prices

We do appreciate that there were concerns in the past about the cost of food and drink in the Hilton. This is something we are trying to address as best as we can on several levels.

First, we do know that - at times - the convention discount wasn't always being honoured by hotel staff and this is something that we are constantly monitoring. However, one thing we would like to remind everyone is that the Hilton is a hotel and please remember that even with the convention discount, drinks prices **will** be more expensive that you will find in your local pub. Ignoring the fact that the Hilton is a four-star hotel, you should expect higher prices than you would at your "local" and this should be expected in any grade of hotel and this is unavoidable for any convention venue.

One very important thing we would strongly recommend is that you allow a percentage of your overall budget for food and drink. Many of you do tell us that you think of Auto Assembly as your annual holiday so please try to think of it as such and keep **some** money aside for food and drink as you would with any holiday!

Compared with Auto Assembly 2009 - 2011, the Hilton is considerably cheaper as a hotel so if you take the approach that your accommodation savings could go towards your food / drink budget, that should work quite well for most of you!

Swerves

Our dedicated convention bar and food court, Swerve's Bar And Diner, was a massive hit with all of you at Auto Assembly 2013 offering a great selection of food throughout the weekend at really affordable prices for everyone. We are hoping that the Lost Light's resident bartender will be making a welcome return...

We're hoping to make some announcements very soon about prices in Swerves along with details on the type of food that will be on offer, as well as the new **extended opening hours** for 2014, not to mention the bar discounts that we have once again negotiated with the hotel throughout 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 deodorant, 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!

One thing that we can't stress enough is that Auto Assembly does take place during the Summer and as tempting as it may be to take extra long baths to try to stay cool, you must put your personal safety first and be aware that not only should you not spend too long in

the bath but be aware that young children should not be left unsupervised at any times.

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 (although don't worry if you do as the Hilton's shop sells these!)

However, the rooms only have a basic supply of tea, coffee, milk etc so if you are planning on drinking a lot in your hotel room then it may be worth packing extra coffee, sweetener, powdered milk etc. with you.

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!

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!

Also, we recommend that you don't bring a laptop, tablet with you or other valuables in case of loss, damage or theft. If you do because of work for a website, forum etc, you do so at your own risk.

Finally, and this is the most important one of all, bring a print out of your booking confirmation email! If you can't find this email, you must let us know by 30th July 2014 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 this 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.

Equally, we would ask all attendees to bear in mind that although Auto Assembly is a social event - with the current size of the convention it can be difficult for everyone to have time to meet and chat with everyone that they may want to. This doesn't necessarily mean that people don't want to socialise with each other but that it can be difficult with the sheer number of people in attendance, especially as many people will only get to see some of their friends once at year at Auto Assembly.

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 or Volunteer 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.

Please also bear in mind that with the large numbers in attendance at the convention, our guests will only be able to spend a limited amount of time with each attendee during autograph sessions. While most will be happy to pose for photographs, they will not be able to spend a lot of time answering questions nor will you be able to conduct interviews at their autograph tables.

Also, please do not attempt to make audio or video recordings of guests without their knowledge and/or permission. Should you do this, we reserve the right to confiscate any recording equipment until the end of the convention and erase any recordings you have made.

Finally regarding guests, if you are asked to move on by any of our Guest Liaison Team for time reasons, please respect their requests as there will be other fans waiting to meet them.

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.

URGENT - PERSONAL SAFETY

While fun is the top priority for Auto Assembly 2014, we must ask all of you to remember your personal safety at all times while around the hotel and convention itself.

Personal Belongings

Please keep these safe at all times. Keep wallets, purses and mobile phones out of sight and do not leave any of your belongings unattended for any period of time. We can not be held responsible for any losses that may be incurred by any attendees.

Hot Weather

Auto Assembly takes place in August. In the Summer. Unusually, we have been fortunate enough to experience hot weather during convention weekends and we want all of you to take extra precautions while you are at the convention. Please make sure you have plenty to drink and stay hydrated at all times.

If you feel hot or light headed, try to get plenty of air either outside of the convention halls or outside the hotel's main entrance and please - if you decided to use the hotel's pool at any time to cool down, please do not use this alone or allow your children to use this unsupervised at any time.

As we have said before, if you use the facilities in your hotel rooms please do not take excessive or lengthy baths to try to stay cool. Not only should you not spend too long in the bath but be aware that young children should not be left unsupervised at any times.

Alcohol

While we know that many of you come along to the convention and enjoy drinking while there, please remember **NOT** to use the hotel pool or gym after drinking for your own safety.

General

If you do feel ill or light-headed at any time, please see any of our convention team or one of our first aiders or the hotel staff who have their own on-site first aid team who will be able to provide immediate assistance.

Pendigo Lake

Adjacent to the hotel is Pendigo Lake. This is used for boating during the Summer months and this is **not** to be used for swimming or any other purpose no matter how tempting it may be in the hot weather.

GENERAL CONVENTION RULES

While we don't want to spoil anyone's enjoyment of Auto Assembly 2014, 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.

Do not try to get friends into the convention who have forgotten their passes by offering to "vouch" for them. Even if we - as committee members - know the attendees, we will not be able to allow anyone in without proper identification.

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!

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 make sure that you 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 Registration Desk or 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!

For those of you not staying in the Hilton, we are looking into the possibility of a "luggage room" but we will announce more details on this once we have more information.

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. If you are planning on bringing young children with you, even newborn babies, you must get a pass for them for the event or we will not be properly covered with our event insurance.

From 2012 onwards, children under the age of 16 are not permitted at the convention unless accompanied by an adult. Not only have we introduced this policy for the safety of all of our attendees (as we can not be held responsible for other people's children) but it is also a policy of the Hilton that they do not allow unaccompanied minors in the hotel.

Also, we advise parents that after 9:00 pm on the Saturday evening, the programme may not be suitable for younger children. Adults will be drinking during the evening programme in the King's Suite, and we can not guarantee that their conduct would be appropriate for younger children to observe.

The 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

no be held responsible for the conduct of our attendees.

Finally, please do not attempt to vouch for unaccompanied children who ask for your assistance in gaining admission to the convention. We had an incident in 2012 when a child attempted to gain admission to the convention who was under 16 and an adult attendee who did not know them offered to act as a friend to get them into the event.

This will not be tolerated and will result in the attendee being ejected from the event. Not only could this void our insurance, but could also see the convention being shut down prematurely by the Hilton. More seriously, it would place the attendee in question responsible for a minor that they do not know or have any legal responsibility for and this is something that we can not allow.

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 policy in place for Auto Assembly 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 2014 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.

We do appreciate that many stores enforce a voluntary age restriction on these products of 14+ or 16+ for all sales but at Auto Assembly 2014, sale of these products will be restricted to attendees possessing an Adult, Dealer, Guest or VIP for the convention, meaning that they are restricted to those aged 18 or over so sales will be prohibited to attendees with Youth or - naturally - Under 6 passes.

This tougher convention policy 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.

We do appreciate that many of our younger attendees may feel frustrated over this tighter restriction compared with retail and online traders but we have to adopt a policy that can be applied to all attendees without any form of confusion setting in.

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.

Bar Trading

We have been made aware that in the past some people have used the Hilton's bar area for small-scale trading both in terms of toy and merchandise sales and by fan artists taking commissions.

We can not stress enough that selling / trading of this nature can only take place at the convention in authorised areas, namely the dealers room. Our agreement with the Hilton only permits trading of any nature to take place within the confines of the function rooms that we have booked for the use of the convention and the Hilton itself does not allow trading in any public area other than for hotel-related transactions such as food and drink and in the hotel's gift shop.

Anyone found to be trading in this way will be asked to cease immediately and may - at the Hilton's or the convention's discretion - be asked to leave the convention / the hotel premises.

Should you wish to sell / trade at Auto Assembly in any capacity, please contact us regarding the availability and pricing of dealers tables.

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 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, then you may be ejected from the convention.

Drinks served in the Hilton's Lounge Bar will be available at a discount throughout the convention weekend on presentation of your convention pass.

Swerves

Our dedicated food court, Swerves, will be making a return for the use of all attendees offering a range of affordable food and drink throughout the convention weekend. Please note that anything purchased in here can not be taken into the main convention rooms, nor can you take your own food and drink purchased elsewhere into Swerves for consumption.

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 over 800 fans attending the convention in 2013 and an expected attendance of over 1,000 this year, this means that our guests could be asked to sign a potential 2,000 autographs each 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.

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 are looking at setting up a pre-order system so guests can produce sketches in advance for collection at the convention and we'll announce more about this shortly through the website and our Facebook page.

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.

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 Billy.

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

British fans will be aware of it, but 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 2014 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. If this "smoke" can not be turned off, please do not use these in public areas as these could be mistaken for real cigarettes by our convention team or hotel staff.

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 who is 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 immediately and we will work with other conventions to ensure that they are suitably briefed as well.

Restricted Areas

Finally, there will be some areas of the convention that will be restricted in terms of access. Attendees are not permitted behind the backstage area, AV Desk, Control Desk, Registration Desk or Guest Area **at any time** for any reason during the convention.

Attendees are permitted to pose for photos with voice actors during autograph sessions but are not permitted into the artists area.

Unless you are a committee member, or volunteer you are not to be in any of these areas (or guest in the Guest Area). Equally, for Dealers Tables, **only** Dealers are permitted behind tables except during the set-up and break-down periods while assisting dealers with their tables.

Whether you are invited into a particular area to assist someone or not - even at the request of one of our guests or comic artists - these restrictions **must** be adhered to.

Failure to comply with these regulations could result in the convention's insurance being

void and the Hilton exercising its right to cancel the convention. As an event, we are only insured for our own convention staff and volunteers to be in certain organisational areas of the event, and if attendees do so, it puts them and the convention at risk.

TOUGHER RULES

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

While we don't want to spoil anyone's enjoyment of the convention Auto Assembly has grown steadily 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 we believe that there are very few - if any - other hotels in the UK that could offer us suitable facilities. In fact, the only other options now *possibly* open to us beyond the Hilton are coastal holiday camps.

Because of the convention needing easy access for attendees from all over the UK, it is unlikely that Auto Assembly will relocate from its West Midlands base so - without sounding over-dramatic - the Hilton is likely to be the last venue for Auto Assembly. If incidents take place that cause issues between the convention and the hotel that put our 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.

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.

We are aware that there is at least one other major event taking place over the Auto Assembly weekend at the Hilton itself, and there will also be other smaller meetings and functions taking place, and if Auto Assembly 2013 was anything to go by, there will be other residents in the hotel attending events at the nearby National Exhibition Centre, 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.

CHARITY FUNDRAISING

Charity Auctions

We are currently looking at our plans regarding our Charity Auctions for Auto Assembly 2014. While these have proved

popular in the past, it is difficult to get a balance of items that we know will appeal to as many people as possible while still generate as much money as possible for charity.

We will update this guide and the website with more information on our charity fundraising plans and what we will be doing in relation to charity auctions this year.

Charity Tombola

Following its incredible success last year, once again we will be holding a Charity Tombola throughout the weekend from the Control Desk.

We will have a massive selection of prizes on offer and while the tickets will be more expensive than our previous raffles, not only will you have a better chance of winning but also you will know **instantly** whether or not you have won a prize!

Tickets will be £1 each and if any of the tickets you draw from our Tombola drum end in a zero then you win the prize with that matching number! We've already got a selection of comics, toys, DVDs and autographs up for grabs and if last year was anything to go by, we could have several hundred prizes on offer!

If you want to donate anything for the Tombola, please get in touch. However, because of the way this is going to operate, we will need prizes sent to us **at least** three weeks before the convention so we can prepare everything so email us at contact@autoassembly.org.uk with 2014 Tombola in the subject.

We can only accept **new** items as prizes but apart from that, it's entirely up to you! We are looking for comics (new and preferably bagged), DVDs, toys (these must be new and still sealed), books, video games, general merchandise. Items can be small or large - absolutely anything as we will be able to make use of virtually everything sent in to us for the Tombola!

Our Charities

We're raising money for two different and very worth causes and details about these will be on our website in the near future.

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 20% 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

The committee has been updated for Auto Assembly 2014 to once again make it stronger than ever before 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 most 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.

There will be a full list on the website of what is available but there will be at least FOUR exclusive postcards, your new Auto Assembly 2014 lanyard, the latest issue 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.

For those of you who run businesses and want to get involved with the Goodie Bag, we are looking for sponsors who are interested in helping us offer more gifts to our attendees. Whether you are able to supply Transformers-related items in bulk for us to

give away, if you want to fund the printing of one of our exclusive postcards, or if you just want to advertise in the convention magazine, please get in touch as soon as possible!

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 2014. For the first time ever, we are being joined by FOUR voice actors and they are David Sobolov (Depth Charge from *Beast Wars* and Shockwave from *Transformers: Prime*), Michael McConnohie (Tracks and Cosmos from *G1* and Ironhide and Hot Shot in *Robots In Disguise*), Townsend Coleman (Sentinel Prime and Tracks in *Transformers Animated*) and Peter Spellos (Skybyte in *Robots In Disguise*)!

That's not all though... We also have a stunning line-up when it comes to writers and comic guests and while we will be announcing more as the convention draws nearer, we can reveal a few of the people you'll be meeting this year:-

- Flint Dille
- Livio Ramondelli
- Alex Milne
- Joana Lafuente
- James Roberts
- Jim Sorenson

And many more... for the complete line-up, check the website as we'll be updating this on a regular basis.

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

We've had quite elaborate toy displays at the convention over the last few years and we're hoping that 2014 will be no different. We're going to keep things as something of a surprise for now though but keep an eye on the website for more details...

Kitbash Workshop

Have you ever wanted to customise your toys to create your own masterpieces? Find out how in our Kitbash Workshop! Following the incredible success of the last couple of years, we are hoping to have something special at the convention once again and as with the last couple of years it may just happen to link in with another convention exclusive toy add-on kit...!

Back to the Workshop itself, and you'll be able to see a full step-by-step process of how a kitbash is done from an existing toy, and turning it into a brand new toy!

Other Workshops

We'll be announcing details of more workshops soon and as always we hope to have some of these linking in with our guests so stay tuned... We want to try to run as many new and original ideas as we can on the workshop front this year and if any of you have any ideas or even want to run workshops yourselves, please get in touch and we'll see what we can do!

SATURDAY NIGHT PROGRAMME

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 our voice actors on stage!

Live Band!

It's been a few years since we've done this at the convention, but live on stage as part of the Saturday night programme will be a special gig from indie band WolfKang! As well as performing a wide range of their own critically acclaimed material, they have been rehearsing a few tracks that may be familiar to most of you...!

Karaoke / Disco / Party

A staple of the last few years for the Saturday night programme, we've ran a karaoke, disco and party that has run on until the small hours of Sunday morning. We're trying to make as many improvements as we can to the Saturday night programme this year so we're taking a close look at this part of the evening right now so we can give you all the best evening at the convention possible so we want all your thoughts and comments.

Whatever takes place on the Saturday night we know that it's going to be pretty special 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!

GAMES AND ACTIVITIES ROOM

As it's the 30th Anniversary of Transformers, you can expect us to really have the whole evening going into a real party mood though!

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!

We've had some incredible entries in the past including our first ever *transforming* costume in 2013 and 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 very shortly and once again prizes will be up for grabs for some of the best entries...

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!

Represented as always will be 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!

There may even be Transformers podcasts being recorded live over the weekend from the convention - who knows what you may find going on!

This part of the convention is getting the biggest revamp ever in over a decade. We're looking closely at what has and hasn't worked for us in terms of providing a chill-out and gaming area and we want to give all of you somewhere to sit back, play Transformers games and generally have fun away from the hussle and bustle of the main convention area without having to head towards the bar and food areas.

Want to play video games? You'll find them here. Board games more your thing? They'll be here too but we want this area to be so much more than that and we want this to be open to your input and ideas so please get in touch if you're able to help out or if you have any suggestions.

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!!

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

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 helping out at Auto Assembly 2014, discounts on admission or even free passes to Auto Assembly 2015 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

Auto Assembly 2014 is going to see our biggest and best range of competitions and tournaments ever at the convention 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.

Some will be open over the weekend only and all you will need to do is just turn up and take part but there will be something for everyone to be able to get involved with!

Kitbash and Customising Competition

Yes, it's back! We want to see your creativity on show here so 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 has become 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 Competitions we have had over the last few years 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... 2013 saw our first ever transforming costume so who knows what 2014 will bring...?!

Tournaments

For the gamers out there, we'll be running a few video games competitions over the weekend in our new and improved Games Room. At the same time, the room will also play host to various board game tournaments all weekend and a full list of these will be on the website and updated regularly.

Fiction Competition

Fancy turning your hand to creative writing? Articles or fiction, long or short, we want to see what you can come up with!

Art Competition

We know how many great fan artists there are out there in the Transformers fan community and we want to showcase as much of this at Auto Assembly. We're looking for artwork for our 2014 Art Competition across a range of categories.

Fan Video Competition - New For 2014!

We've all seen the fan-made videos on Youtube, whether they are clips edited together in the form of music videos, stop-motion animations, CGI animated shorts or even fan spoof re-dubs of episodes but now we want to see YOUR creativity when it comes to videos!

We want to showcase your work at Auto Assembly 2014 and as long as it's family friendly (afterall, we'll be showing these on screen in front of all our attendees), and no more than 5 minutes in length, let your imagination run wild! We'll have entry forms and the full rules available on the website to download shortly.

Other Competitions

We will also be running a few competitions for those of you who are more creative and these will be announced on the website shortly.

NON-ATTENDEE PACK

Finally, we want to come onto the question that many will ask about Auto Assembly 2014 - whether or not there will be a Non-Attendee Package this year.

While we have produced these regularly for the last few years offering attendees the chance to get our convention exclusive merchandise, lithographs, postcards, exclusive toys, exclusive kitbash add-on sets and autographs from our guests, we have experienced increasing difficulties with the distribution with them running in parallel with their increased popularity.

Sourcing items from multiple suppliers has lead to increased delays causing stress for those who have supported us with these packs, and increased shipping rates has left many overseas fans frustrated at the high costs. That, combined with the relocation of the Committee Head to a remote part of South Wales some distance from his nearest post office makes shipping more difficult and it is placing a greater strain all round offering these packs and keeping as many fans happy as possible. As a result we have reluctantly taken the decision to no longer offer Non-Attendee Packs for Auto Assembly.

We do appreciate that there will be many of you who will be disappointed by this decision but we may look at ways of providing some of the convention exclusives to those who are unable to join us should limited surplus stocks be available after the event each year.

CONTACT US

You can contact us at any time by emailing us at: contact@autoassembly.org.uk or visit our forum at 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 on 07860 948296 during normal office hours, Monday to Friday (9:00 am - 5:00 pm, GMT).

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

www.autoassembly.org.uk

We're looking forward to seeing you all at the convention from 8th-10th August 2014

Auto Assembly 2014 Attendee Information Pack

**Second Edition
7th May 2014**