

First Time in BIRMINGHAM

TONY ROBBINS LIVE

# UNLEASH THE POWER WITHIN

RESORT WORLD ARENA, BIRMINGHAM | 21 - 24 MAY 2020

## UPW BIRMINGHAM 2020, May 21 – 24

*Important details enclosed. Please read carefully.*

### EVENT LOCATION

Resorts World Arena  
The NEC,  
Birmingham, B40 1NT  
United Kingdom

### EVENT TIMES

Thursday	21 <sup>st</sup> May 2020	10:30 am – 11:30 pm
Friday	22 <sup>nd</sup> May 2020	8:30 am – 10:30 pm
Saturday	23 <sup>rd</sup> May 2020.	8:30 am – 11:30 pm
Sunday	24 <sup>th</sup> May 2020.	8:30 am – 7:00 pm

\*Please note times are approximate and subject to change.

### REGISTRATION

**Everyone attending the event MUST register!**

Registration - there are 2 options for Registration:

Wednesday 20<sup>th</sup> May – 4pm – 8pm (highly recommended)

**Or**

Thursday 21<sup>st</sup> May – 8am – 10.30am

Please allow at least 30 minutes for this process.

At registration, you will receive your:

- Wristband
- Workbook
- Names Badge

Solitaire clients' registration will be - inside the Solitaire lounge and for Diamond clients' registration will be - inside the Diamond lounge. Both Solitaire & Diamond clients need to be registered by 8:30 am on Thursday 21<sup>st</sup> May to gain priority access into the room.

**The event doors open at 8:30am on Thursday 21<sup>st</sup>** so register the night before or come on time to registration on Thursday and grab a good seat! You can leave your belongings on your seat (this is at your own risk) and go grab a coffee or visit our product booth selling all of Tony's latest products.

**We highly recommend you register on Wednesday night!**

## SEATING ARRANGEMENT

Your seating section is indicated by your Ticket Category which is listed on your ticket. Seating in all ticket categories are unreserved. Seating is on a first come first serve basis. Come early to grab a good seat!

## ATTIRE / WHAT TO BRING

Please dress in casual, comfortable clothing throughout the event.

On Tony's request the room will fluctuate from cool to cold. We advise you to bring a sweater or a jacket. For Thursday's Firewalk, we suggest that you wear shoes that easily slip off, and trousers that can be rolled up.

## ADMISSION

The right of admission is reserved. Cameras and audio/video recorders of any type are not permitted inside the auditorium.

Admission to the event is strictly upon presentation of your ticket & ID.

A wristband will be given to you as part of the event registration, this must be worn for the duration of the event. If you lose your wristband, Success Resources has the right to refuse admission.

PLEASE REMEMBER TO TAKE YOUR BELONGINGS WITH YOU AT THE END OF EACH NIGHT.

**Important:** The Unleash the Power Within program contains frequent coarse and adult language and themes and is recommended for attendees aged 16 years and over. Children aged between 13-16 years will be permitted on the provision that they have purchased a ticket and are always accompanied by a parent or guardian. Children below the age of 13 years will not be permitted into the event for any reason.

## TRANSLATION

Languages at the event: Russian, German, French, Italian, please contact us at +44 (0) 203 141 7790.

## TRANSPORT & HOW TO GET TO THE VENUE

**Car Parking – The NEC charges a fee for parking on site, you can pre-book your parking** by visiting [www.thenec.co.uk/visitors/parking/](http://www.thenec.co.uk/visitors/parking/)

**Motorcycle Parking** - is free in all car parks on the NEC site, excluding Express.

**Trains** - We're right next to Birmingham International rail station. If your train doesn't go there, you can catch a connecting train at Birmingham New Street; trains are regular and take 10-15 mins. Buses can be caught at Birmingham Moor Street and Solihull stations.

**Distance from the Airport** - Resorts World Arena is just minutes away from Birmingham Airport ( BHX ). From the airport, simply take the free and fast Air-Rail Link to Birmingham International railway station and then it's just a short walk to our entrance. It leaves the airport from the upper level of Terminal 1 and operates daily 05:15am - 02:00am.

## TICKETS

Tickets will be sent to each individual ticket holder.

Tickets will be sent approx. 4 weeks prior to the event.

Your E-tickets will be sent to your email address closer to the event. The ticket will gain you entry into the event.

**You are required to bring your ticket to registration on Wednesday 20<sup>th</sup> or Thursday 21<sup>st</sup>, please print it off and keep it safe.**

If you purchased more than one ticket you will not receive tickets until all of the ticket holders are known. Please provide us full name, email, mobile number & physical address of each ticket holder. Please send these details to [upw.london@srglobal.com](mailto:upw.london@srglobal.com)

Please note that if you purchase your tickets from sources other than official Success Resources' resellers listed on [www.upwuk.com](http://www.upwuk.com) Success Resources will not be liable, and your ticket will not be valid.

## SECURITY CHECKPOINT

All persons and belongings will go through a security screening upon arrival at the event.

To ensure a safe and enjoyable experience for all of our guests, all persons entering must be appropriately credentialed. Credentials and other entitlements are non-transferable and void if altered.

All persons, bags, parcels, clothing and other items may be subject to screening / security checks at this entry point and within the event.

It is best for everyone if you do not bring a bag at all, however if you do, please only bring essentials with you. Any bag larger than 42cm x 30cm x 15cm will not be permitted– that's the size of an A3 sheet of paper.

If you are unable to return an over-size bag to a vehicle/hotel then a £10 charge will be applicable for storage in an off-site facility

We reserve the right not to allow any bag, parcel or other item to be brought into the event and to deal with any unattended object in such way as we consider appropriate.

### PROHIBITED ITEMS

- Any item which is intended, or can be adapted, to be used as a weapon, or compromise public safety.
- Controlled drugs that are held unlawfully.
- Any item that could contravene our licence or cause disruption to the show or another visitors' experience. These include glass bottles, cans, flasks, alcohol, fake/replica weapons, picnic hampers, cool boxes, large flags or banners, helium balloons, studded belts, dog collars, trouser chains, sharp/large rings, large professional cameras with detachable lenses, video and audio recorders, tripods, selfie sticks, smoke grenades, flares and fireworks.
- Suitcases (including carry-on luggage) - Any bag larger than 42cm x 30cm x 15cm will not be permitted– that's the size of an A3 sheet of paper.

- Pets or other animals except approved service animals, which must always remain on leash and with the owner.
- Recreational devices such as drones, remote controlled toys or any conveyances with wheels other than a rolling briefcase bag or mobility device for a disabled individual.
- Glass containers
- Alcoholic beverages
- Any other items that we determine may be harmful or disruptive.

All above items will be confiscated on arrival and returned at the end of the show, which may delay your access and exit.

#### **PROHIBITED ACTIVITIES**

- The sale of goods or services or the display of good or services for sale.
- The distribution of printed or recorded materials of any kind.
- Unauthorized events, demonstrations or speeches, or the usage of any flag, banner or sign for commercial purposes, or to incite a crowd.
- Photography, videotaping or recording of any kind for commercial purposes or the recording of any portion of the stage program.
- Engaging in any unsafe act or other act that may impede or negatively impact the operation of the event or the enjoyment of the event by participants.

We may photograph, film, videotape, record or otherwise reproduce the image and/or voice of any person who enters the event and use the same for any purpose without payment to any person.

We reserve the right to deny entry, or to require a person already admitted leaving the event, without refund, liability or compensation if we consider that the circumstance so require.

#### **ACCOMMODATION**

**For discounted rate on accommodation, please use the website below.**

Email: [hotels@eventav.co.uk](mailto:hotels@eventav.co.uk)

Phone: **+44(0) 20 7592 3050**

#### **CONTACT**

For further enquiries, please email Success Resources at [upw.london@srglobal.com](mailto:upw.london@srglobal.com)

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Telephone: **+44 (0)203 141 7790**

TICKET CATEGORIES	SOLITAIRE	DIAMOND	RUBY	VIP	GOLD
One meal supplied on Friday, Saturday, Sunday	✓	✓			
Fast track registration	✓	✓			
Special Solitaire Gift Bag	✓				
Diamond Tote Bag		✓			
Advance Entry Into the main room daily	✓	✓			
Firewalk Experience	✓	✓	✓	✓	✓
Course Materials	✓	✓	✓	✓	✓
4 Day event Access	✓	✓	✓	✓	✓

**This is for Illustration and Visual Purpose only**

