



Catering Concession Fee Guidelines (2017/2018)

The following is intended for guidance only. Concession Fees shall generally be calculated according to the nature and size of the event (attendance, audience profile, length of show etc) and the nature of the products which the parties wish to give away or sell.

Sampling only (no monetary transaction taking place)

Where sampling takes place in line with the Olympia London Catering Rules & Regs, a concession fee would not be applied.

Concession fees are applied where **over-sized sampling** is practised, above the levels as shown below.

This would generally be at a rate of **£150+VAT per show open day** for soft drinks/ice creams and **£350+VAT per show open day** for other foods. However, where, in the opinion of the Olympia London Catering Manager, an exhibitor could be deemed to be operating a 'catering outlet' then Retailing Rates will be applied.

By way of a reminder, the sampling rules & regs are:

- i. All samples must be given out Free of Charge
- ii. Any proposed sampling activity must be notified in writing to the organiser and verified by the venue.

The acceptable sampling sizes are:

- Unwrapped Food - "bite size" portions
- Individually wrapped items
- Drinks:
 - Soft and Hot Drinks - 50ml (1.75 fl oz)
 - Beers/Ciders or similar - 50ml (1.75 fl oz)
 - Wine/Fortified wines/Champagne/Alcopops / similar - 25ml (0.9 fl oz)
 - Spirits and similar - 5ml (0.18 fl oz)

Retailing (food being sold)

Where retailing of foods and/or drinks take place clearly for **off-site** consumption, i.e. bagged/wrapped for removal from the venue, then **no** concession fees are levied.

Where retailing of foods and/or drinks for **on-site** consumption, or can be deemed to be for consumption on-site within the venue, then concession fees will be levied.

As a general rule, if the foods on sale are of such nature that they do not compete either directly or partially with venue Catering Partners offers or operations, then **no** concession fee is levied. Items which would fall into this category are: nuts, confectionary, and special dietary products. This does not include ethnic catering.

As a general rule, if the foods on sale are of such nature that they **do** compete either directly or partially with our contracted Catering Partners offers, then a concession fee is levied.

Exhibitors retailing for On-site consumption generally fall into four categories:

1. Retailing of soft drinks/ice creams and/or smoothies, fresh fruit juices, etc a concession fee of **£150+VAT per show open day** would be levied.
2. Retailing of foods (wrapped/prepared or otherwise), etc. a concession fee of **£350+VAT per show open day** would be levied.
3. Where an exhibitor/feature is or can be deemed to be operating a food led no alcohol 'catering outlet', i.e. Café, a concession fee of **£750+VAT per show open day** would be levied. If they include alcohol in their offer, the concession would increase to £1000+VAT per show open day.
4. Where an exhibitor/feature is or can be deemed to be operating an alcohol led 'catering outlet', i.e. Bar, a Contract Buy-out fee of **£1500+VAT per show open day** would be levied. If they include food in their offer, the Contract Buy-out/concession fee would remain at £1500+VAT per show open day.
5. Concession fees for Restaurants are negotiated on a show by show basis as their requirements are generally specific to the event.
6. The use of coffee machines on your stands for hospitality purposes will be charged a concession fee from **£450+VAT per show open day** for a full Barrista machine or **£150+ VAT per show open day** for a Nespresso style table top machine. Written permission must be requested seven days in advance and we reserve the right to refuse requests.

Hospitality

Where an exhibitor wishes to utilise their own caterer or suppliers for the purposes of hospitality then fees are levied by our Hospitality Caterer. These would be either as Contract Buy-out fees, Corkage charges or Concession fees, the scale of which would be determined by the scale of the activity taking place.

Providing your own food and drink at Olympia, London

If you are thinking of catering for yourself you will be liable for a charge.

Corkage

The charge placed on wines, beers, liquor and soft drinks brought into the venue that have been purchased elsewhere. If you are using alcoholic beverages, The Venue or Levy Restaurants will become the licensee for your event and you will be briefed on the relevant licensing legislation.

Champagne (70cl)	£20.00 per bottle
Sparkling Wine (70cl)	£15.00 per bottle
Wines (70cl)	£10.00 per bottle
Spirits (70cl)	£30.00 per bottle
Beers (330ml)	£1.60 per can/bottle
Soft Drinks and Mixers (330ml)	£1.50 per can/bottle
Fruit Juices (per ltr)	£1.50 per litre
Mineral water (up to 500ml)	£1.00 per bottle

Sampling

The acceptable sampling sizes for both food and drinks (including alcohol) are as follows:

- Bite-sized portions
- Individually wrapped items (for off-site consumption only)
- Drinks – see sampling measures below

Soft and Hot Drinks - 50ml (1.75 fl oz)

Beers/Ciders or similar - 50ml (1.75 fl oz)

Wine/Fortified wines/Alcopops and similar - 25ml (0.9 fl oz)

Spirits and similar - 10ml (0.35 fl oz)

In compliance with current legislation both the sale and supply of alcohol must be licensed under The Licensing Act (2003), therefore, sampling is also a licensable activity. Any stands who wish to supply alcohol (except that provided by the official caterers, Levy Restaurants), whether for on-site or off-site consumption, must be follow the above requirements and the name of a Personal Licence holder supplied, together with a copy of their licence.

Should a sponsor or exhibitor wish to distribute/issue items as samples greater than the regulation size, they should arrange this through their organiser and Levy Restaurants. An over-sized sampling fee may be applied in such instances.

Where drinks are offered as samples within the exhibitor's stand, and this could be construed as or deemed to be hospitality, a concession fee may be applied.

Corkage Fees and Product Handling Fees

Corkage fees and Product Handling Fees are determined by the products being brought in and utilised by external operators and/or organisers.

Fees are levied where the provider/organiser wishes our Catering Partner to handle the brought in products. Such handling could include any of the following:

- Receiving stock into the venue
- Storage (refrigerated or otherwise)
- Preparing stock/products for serving
- Providing the necessary crockery, glassware, etc. for the consumption of the stock/products
- Service staff
- Collecting residue stock and returning same to either the organiser or provider on site or storing same awaiting (limited time) collection.

A quotation for Corkage or Product Handling fees is determined by type of items and quantities.

Further Notes:

- It is the Event Organisers responsibility to ensure that all Food and Drink activities occurring at the event are confirmed in advance with the venue, as per their hire agreement with Olympia London
- It remains the responsibility of the event organisers to ensure that all aspects of the operations and business being permitted to offer food and drink at the event, operate within all guidance found in the Eguide
- Concessionary fees and buy-out fees are charged directly to the event organisers as per of the Additional Service invoice. Individual parties, such as exhibitors carrying out hospitality led offers, may be able to pay directly with the venue or chosen Hospitality Caterer – at time of writing, this is Levy Restaurants