

## **Catering Concession Fee Guidelines (2019/2020)**

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. 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.

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.

### **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.

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

- i. Items being sampled must be the exhibitor's sole purpose of their business
- ii. All samples must be given out free of charge
- iii. 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
- 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)

### **Concession fees**

These are applied where **over-sized sampling** is practised, over the levels shown above.

This would generally be at a rate of **£150+VAT per show open day** for smoothies/ice creams and **£350+VAT per show open day** for other foods. This is at the discretion of the Catering Account Manager depending on the type and volume of items being brought in.

### **Coffee machines**

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 Barista 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.

### **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.

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

Concession fees for restaurants are negotiated on a show by show basis as their requirements are generally specific to the event.

## Providing your own beverages at Olympia London

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

### Corkage

This is 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 UK will become the licensee for your event and you will be briefed on the relevant licensing legislation.

Champagne	(70cl)	£20+vat per bottle
Sparkling Wine	(70cl)	£15+vat per bottle
Wines	(70cl)	£10+vat per bottle
Spirits	(70cl)	£30+vat per bottle
Beers	(330ml can/bottle)	£1.80+vat per can/bottle
Soft Drinks and Mixers	(330ml)	£1.50+vat per can/bottle
Mineral Water and Fruit Juices		£1.50+vat per bottle

Beverage sampling sizes (for exhibitors own product):

- Soft and Hot Drinks - 50ml (1.75 fl oz)
- Beers/Ciders or similar - 50ml (1.75 fl oz)
- Wine/Fortified wines/Champagne - 25ml (0.9 fl oz)
- Spirits and similar - 5ml (0.18 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 UK), whether for on-site or off-site consumption, must follow the above sampling sizes and provide the name of a Personal Licence holder, together with a copy of their licence.

A quotation for corkage fees is determined by type of items and quantities being brought into the venue. The corkage fee includes any of the following:

- Receiving stock into the venue
- Storage (refrigerated or otherwise)
- Preparing stock/products for serving
- Providing the necessary disposables

If looking to run a full bar with no monetary transaction taking place e.g. hospitality cocktail or spirit bar there will be a charge of **£750+vat per show open day.**

**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 businesses being permitted to offer food and drinks at the event operate within all guidance found in the Eguide
- Concessionary fees and buy-out fees are charged directly to the event organiser as per 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 UK