

## Catering Concession Fee Guidelines 2023

It is the event organiser's responsibility to ensure that all food and drink-related activities taking place at the event:

1. are confirmed in advance with the venue, as per the hire agreement with Olympia London
2. operate within the regulations contained in the [eGuide](#)

The following information is intended as guidance only.

Concession fees shall generally be calculated according to the nature and size of the event (attendance, audience profile, length of event, etc.) and the nature of the products which the parties involved wish to give away or sell. Fees are charged directly to the event organiser as part of the additional charges invoice. Individual parties, such as exhibitors carrying out hospitality-led offers, may be able to pay Olympia London's hospitality caterer, **Host**, directly.

### Sampling only (no monetary transaction taking place)

Where sampling takes place in line with Olympia London's catering regulations, contained within the eGuide, a concession fee will not be applied.

Concession fees **are** applied where sampling involves items larger than the sizes stipulated below. Where drinks are offered as samples, a concession fee may apply if this is deemed to constitute hospitality.

Fees will generally be **£170 + VAT per event open day** for soft drinks/ice creams and **£380 + VAT per event open day** for other foods. However, where, in the opinion of Olympia London's Catering Manager, an exhibitor could be deemed to be operating a 'catering outlet', then retailing rates will be applied.

The following is a summary of the sampling regulations. Please refer to the eGuide for full details:

1. Any proposed sampling activity must be notified in writing to the organiser and verified by the venue
2. All samples must be given away free of charge

The acceptable sample 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 or similar - 25ml (0.9 fl oz)
  - Spirits or similar - 5ml (0.18 fl oz)

Both the sale and supply of alcohol must be licensed under The Licensing Act (2003); therefore, sampling is a licensable activity. Any exhibitors wishing to supply alcohol not provided by the official caterers, whether for on- or off-site consumption, must provide the name of a Personal Licence Holder and a copy of their licence.

### Retailing (food being sold)

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

Where retailing of food and/or drink is for **on-site** consumption, or could be deemed to be for consumption on site within the venue, then concession fees will be levied.

**As a general rule**, if the food/drink on sale is of such nature that it does not compete, either directly or partially, with the venue's Catering Partners' offers or operations, then **no** concession fee is levied. Items which fall into this category include: nuts, confectionery, and special dietary products (but not 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 falls into the following categories:

1. Retailing of soft drinks/ice creams and/or smoothies, fresh fruit juices, etc. - a concession fee of **£170 + VAT per event open day** will be levied.
2. Retailing of foods (wrapped/prepared or otherwise), etc. - a concession fee of **£380 + VAT per event open day** will 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 **£790 + VAT per event open day** will be levied. If alcohol is included in the offer, the concession fee will increase to **£1575 + VAT per event 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 **£1575 + VAT per event open day** will be levied. If food is included in the offer, the contract buy-out/concession fee will remain at **£1575 + VAT per event open day**.
5. Concession fees for restaurants are negotiated on an event-by-event basis, as their requirements are specific to the event.

### Providing your own food and drink at Olympia London

Where you or one of your exhibitors wishes to utilise your/their own caterer or supplier for the purposes of hospitality, then fees are levied by our hospitality catering partner. These are in the form of concession fees, contract buy-out fees, corkage charges or handling fees, which are determined by the scale of the activity taking place.

## Corkage

The following corkage charges are applied to drinks, brought into the venue, that have been purchased elsewhere:

Champagne	(75cl) £22.50 per bottle
Sparkling wine	(75cl) £17.00 per bottle
Wine	(75cl) £11.50 per bottle
Spirits	(70cl) £34.00 per bottle

Beer (Approx. 275ml can/bottle)	£2.00 per can/bottle
Canned soft drinks and mixers (330ml)	£2.00 per can/bottle
Mineral water and fruit juice (1 litre)	£2.00 per litre

## Coffee machines

The concession fee for the use of coffee machines on stands brought in for hospitality purposes will be **£495 + VAT per event open day** for a full Barista machine, or **£170 + VAT per event open day** for a Nespresso-style, table-top machine. Permission must be requested in writing, no later than 7 days in advance, and we reserve the right to refuse requests.

## Product-handling fees

Product-handling fees are determined by the nature and quantity of products brought in 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 it either to the organiser or provider on site, or storing it awaiting (limited time) collection.
- Providing and or preparing seating areas with furniture

To book or pay for your catering requirements and or concession fee, please contact Olympia London's appointed catering partners Host Olympia.  
[info@host-olympia.london](mailto:info@host-olympia.london)

If you would like to discuss any of the above, please contact your event manager, or Olympia London's Catering Manager:

Abbey Short 020 7598 2590 [abbey.short@olympia.london](mailto:abbey.short@olympia.london)