



LACA MAIN EVENT 2024 DELEGATE INFORMATION

Venue

The LACA Main Event will take place at the Hilton Birmingham Metropole, National Exhibition Centre, Birmingham B40 1PP - A location map is enclosed.

All bedrooms include the following facilities: en suite bathroom; TV; hospitality tray and hairdryer. Please note: the hotel policy is not to service rooms daily – LACA have requested that this is in place for anyone on their group booking so please speak to the hotel check-in staff if your room isn't serviced as requested.

Residential delegates are free to use the hotel's LivingWell health club facilities, including indoor heated pool; spa pool; sauna and gymnasium.

Car Parking

There is free parking available from Wednesday 3rd to Friday 5th July on **NEC East One** car park, opposite the hotel site, a five minute walk so there is no shuttle bus in operation this year. If you have mobility issues so may need assistance, please email laca@dewberryredpoint.co.uk and we will be in touch.

Alternatively you can park in the hotel car park but you will need to pay for parking on departure or pre-book for the duration of your stay, link and codes below:

Link: [Parking || Hilton Birmingham Metropole \(bhmparking.co.uk\)](https://bhmparking.co.uk)

Booking code: OLTFX

Car Parking Charges: flat rate of £12 per day

The hotel car park operates an Automatic Number Plate Recognition System – no ticket will be issued on arrival, your car registration will be logged at the time of entry. There is a 15 minute drop off in the hotel car park to unload small items or luggage.

Accommodation

If your booking includes accommodation, this has been booked at the Hilton Birmingham Metropole. This would have been confirmed to you at the time of booking. Please note; no refunds can be given on cancellations although substitutions will be allowed up to the date of the event. Any name changes should be made in writing. Guests are personally responsible for settling accounts for telephone calls, newspapers and other personal expenses before leaving the hotel.

Hotel Check-in

Check-in time is 17.00. Luggage may be stored with the concierge until you can occupy your room.

Hotel Check-Out

Check-out time is 10.00. Luggage may be stored with the concierge until you leave the hotel. Please make sure you pay for any extras incurred prior to this time. You can use the hotel's Express Check-Out service if required - this will entail authorising your account for extras to be taken from your credit/charge card on arrival. A copy bill will be put through your door in the early hours of the morning.

Delegate Registration

Delegates will be sent an email in the week before the LACA Main Event which will include your details and a barcode. You don't need to print this out, use the barcode on arrival to print your badge from the terminals in either the main hotel foyer or the Monarch entrance.

Please note: If you collect your badge at the main hotel entrance, the registration staff will give you your badge along with the delegate bag which contains the showguide issue of LACA School Caterer magazine and a delegate notebook. If you collect your badge at the Monarch entrance, you will get the badge and bag only; you will need to go along to the registration desk in the hotel foyer to pick up your notebook.

LACA Main Event App

There will be a LACA Main Event App again this year which will replace some of the printed items you would normally receive. This includes:

LACA Main Event programme for the three days

Which lunch sitting you have been allocated to

LACA Live Schedule

LACA Workshop Schedule

Exhibitor list, floorplan and exhibitor information – this will also be available in showguide issue of LACA School Caterer

The app is free to download from Apple and Android stores and will be available in the week before the Main Event. We recommend you download this before arrival so you can start to plan your time at the show.

Forum Sessions

All sessions will be held in the Kings Suite. The dress code is relaxed business dress. [Click here](#) to view the programme – please note, only Forum delegates who have booked a place can attend the closed sessions, delegates and visitors can attend the open sessions.

LACA School Food Show

The School Food Show will be held across two halls – Hall 1 and Hall 2. The exhibition opening times are:

Wednesday 3rd July 09.30-17.00

Thursday 4th July 08.30-16.30

Please take time to visit as many stands as possible to acknowledge the generous support these companies have given to the LACA Main Event 2024.

Finishing Touches

This year's Finishing Touches competition is open for viewing on Thursday 4th July in the Arden Suite and includes the following static display classes:

50% Fruit Dessert	Decorated Novelty Cake
Biscuits	Filled and/or covered sponge, gateau or cake
Cake Suitable for Special Diet	Floral Sugarcraft Display Piece
Cheesecake	Individual Fruit Tarts
Cupcakes	Tray Bake
Decorated Celebration Cake	Vegetarian Quiche

Best in Class certificates will be announced and awarded in the LACA Live area at 15.00 on Thursday. Any Best in Class winners who are present will be asked to attend the presentation in the Kings Suite where the Best in Show winner will be announced.

Breakfast

Breakfast will be served in the Arbor Restaurant of the hotel, the Arbor is open from 06.30 to 10.00.

Lunch – Wednesday and Thursday

Lunch for delegates will be served in the Balmoral Suite over two sittings on each day:

Wednesday – Lunch Group A at 12.00; Lunch Group B at 12.45

Thursday – Lunch Group B at 12.20; Lunch Group A at 13.00

The event app will advise which lunch sitting you have been allocated to in the Schedule section; this will also be printed on your badge.

Informal Ice-Breaker Dinner - Wednesday

If you have booked accommodation with us for Wednesday 3rd July, you will have a place at the Informal Ice Breaker Evening, which will take place in the Kings Suite, starting at 19.30. This year's ice-breaker evening has an 80's music theme – further details in the link below:

<https://lacamainevent.co.uk/networking>

The winner of the LACA Grab & Go competition will be announced at the beginning of the evening, followed by a family service dinner, music and games.

The hotel has agreed a discount of 10% off the bar tariff for drinks purchased within the function room. This will not apply at the main hotel bar.

LACA Awards for Excellence

The LACA Awards for Excellence will take place in the Kings Suite on Thursday 4th July. The evening will commence at 19.00 with pre-dinner drinks in the Pavilion Suite, followed by dinner in the Kings Suite, dinner will be called at 19.30 to start at 19.45. Dress code is black tie for men, cocktail or evening dresses for ladies. Again, the hotel has agreed a discount of 10% off the bar tariff for drinks purchased within the function room. This will not apply at the main hotel bar.

The LACA School Chef of the Year 2024 winner and LACA Awards for Excellence will be presented during the Gala Dinner. Delegates are politely reminded to refrain from talking during this time. The cash bar service will be closed during the awards presentations.

Special dietary requirements

If you have any special dietary requirements please advise in advance of arrival by email to laca@dewberryredpoint.co.uk and we will advise the hotel to make sure arrangements are in place. For the lunches and informal dinner where there is free seating in place, please make yourself known to the waiting staff so they can provide the appropriate meal for you.

Chair's Charity Raffle

During the Awards Dinner there will be a charity raffle for a top prize of £500 worth of Amazon Vouchers, along with a selection of other prizes donated by the LACA exhibitors. Tickets are priced at £10 each and payment can be made on the night by cash or by IOU; details on how to settle the IOU will be sent via email in the week after the show.

The full list of prizes and winners will be available outside the Kings Suite from 23.00 on Thursday 4th July at the end of the awards presentations. Prizes can be collected at that time or from the LACA Information Desk, located in the main hotel corridor between the Palace and Kings Suites between 08.00 and 10.00 on Friday morning so please check if you are a winner and claim your prize before you leave on Friday.