



LACA MAIN EVENT 2022 EXHIBITOR 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; international direct-dial telephone; writing desk; hospitality tray and hairdryer.

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

Car Parking

Unfortunately, the NEC cannot allocate LACA any space for parking on Friday 8th July so we have agreed the following plan with the hotel for this year:

Exhibitors should park on **car park East One until Thursday afternoon only**. Car park East One is 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.

During Thursday afternoon, exhibitors should move their car to the main hotel car park for the remainder of their stay.

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. Please use the terminal in the hotel lobby to pay for your parking before you exit the car park.

There is a 15 minute drop off in the hotel car park to unload small items or luggage. Vehicles should then be moved to East One until Thursday afternoon.

Should you prefer to park in the hotel car park for the duration of your stay, this would not be funded by LACA and fees should be paid on departure using the machine in the hotel lobby. Current car park charges are outlined below:

Residents:

Overnight Parking (1pm on day of arrival to 1pm on day of departure): £12

Early Arrival: £5 Supplement

Late Departure (until 4pm): £5 Supplement

Late Departure (until midnight): £10 Supplement

Non Residents:

0-15 minutes: FREE

15 Minutes - 3 Hours - £10.00

3-8 Hours - £15.00

8-24 Hours - £22.00

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.

Exhibitor Welcome Packs including name badges for all personnel

Exhibitors should collect and sign for their exhibition packs which include all name badges from the LACA Help Desk on arrival. This is situated in the main hotel corridor between the Palace and Kings Suites.

Forum Sessions

All sessions will be held in the Kings Suite. The dress code is relaxed business dress. Exhibitors are welcome to attend these sessions.

LACA School Food Show

The School Food Show will be held in the Palace and Monarch Suites. The exhibition opening times are:

Wednesday 6th July 09.30-17.00

Thursday 7th July 08.30-16.30

Please make sure your stand is manned during all exhibition open times.

Breakfast and lunch – for exhibitors who have meals included in their booking

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

Wednesday and Thursday's lunch for exhibitors will be served in the Balmoral Suite over two sittings on each day:

Wednesday – first sitting at 13.00; second sitting at 13.45

Thursday – first sitting at 12.15; second sitting at 13.00

On Thursday only, for any exhibitors who miss either of the lunch sittings food will be served until 15.00

Please stagger your staff over the two sittings to ensure your stand is manned. Only exhibitors with LUNCH INCLUDED on their badge will be given two lunch cards which must be handed in to the hotel staff when going for lunch each day.

Informal Ice-Breaker Dinner – Wednesday

If you have booked the Wednesday night package with us, 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 a Havana Nights theme

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

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 7th July. The evening will commence at 19.00 with pre-dinner drinks in the Library 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 2022 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.

Chair's Charity and Raffle

The LACA Chairs' charity this year is the Buddy Bag Foundation. 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 £5 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.

A full list of prizes and winners will be available at the LACA Information Desk, located in the main hotel corridor between the Palace and Kings Suites, on Friday morning so please check if you are a winner and claim your prize before you leave on Friday.