

EVENT INFORMATION 2025

The only show dedicated to
CATERING IN EDUCATION



LACA MAIN EVENT & LACA SCHOOL FOOD SHOW

Tuesday 8th and Wednesday 9th July 2025 - Hilton Birmingham Metropole lacamainevent.co.uk



LACA MAIN EVENT & LACA SCHOOL FOOD SHOW

The LACA Main Event, which incorporates the School Food Show, is held each July in Birmingham

The **ONLY** event dedicated to catering in education making it the best sales and marketing opportunity for anyone targeting this sector.

LACA members represent over 14,000 primary schools and are responsible for serving over 500 million meals in these schools each year.

As an exhibitor, you will be provided with multiple opportunities to showcase your brand or solutions to senior decision makers and influencers from across the education catering market. Targeted messages reaching in excess of 40,000 contacts both pre and post the event, as well as huge support from leading trade publications and associations ensures your company and brands coverage above and beyond that of the event itself.



OVER 150 EXHIBITORS

Over 150 exhibitors successfully showcase products and services from across these sectors;

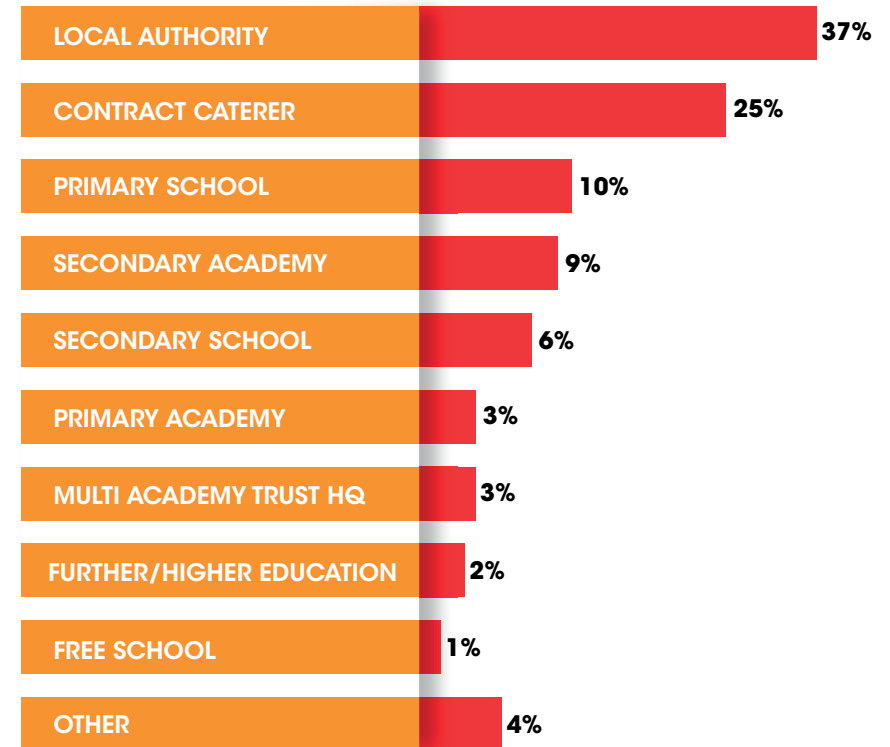
- Food
- Drink
- Technology
- Equipment
- Furniture
- Training solutions

Meet with over 1,000 visitors and Main Event delegates looking to discover new products, services and innovations.

JOB TITLES

- Business Manager/Bursar
- Catering Director
- Catering Services Manager
- Chef
- Commercial Manager
- Contract Director/Manager
- Development Chef
- Head Teacher
- Operations Director/Manager
- Regional/Area Manager
- Trust Catering Manager

VISITOR PROFILE





FACTS

150+ Companies exhibiting

1,000+ Visitors and delegates attend the LACA Main Event each year

94% Attendees are looking to discover new products and innovations

84% Exhibition visitors are responsible for purchasing or influencing purchases

92% Exhibitors in 2024 rated the show as excellent or good

63% Exhibitors re-booked for 2025 before leaving this year's show!

500m+ Meals served in primary schools each year by LACA members

“ We find the LACA Main event one of, if not our biggest and most successful industry events of the year. Having such a diverse delegate base of Local Authority Caterers; Contract Caterers and Multi-Academy Trusts, really gives us a chance to showcase our new Education Solutions and products across the sector and of course to catch up with many existing customers. I always say to other suppliers and potential exhibitors who are thinking about whether they should attend, if you want to play in the Education Sector, this is the ‘must attend’ event - you will never get as many keen and interested school caterers in one place.”

Mark Taylor MIH
Bloom Foodservice



NETWORKING

Icebreaker Dinner

An informal evening which takes place on Tuesday evening. Each year the evening has a theme (fancy dress optional!) and provides the opportunity for exhibitors and Main Event delegates to meet and network in a relaxed environment.

LACA Awards Dinner

Taking place on the Wednesday evening at the LACA Main Event. Join over 600 senior industry decision makers and caterers at prestigious black tie awards dinner to celebrate the individuals and teams who continue to make a real difference in education catering.

As an exhibitor at the LACA Main Event, there are a host of opportunities to sponsor the awards and associate your company as a leading supplier in the education sector.

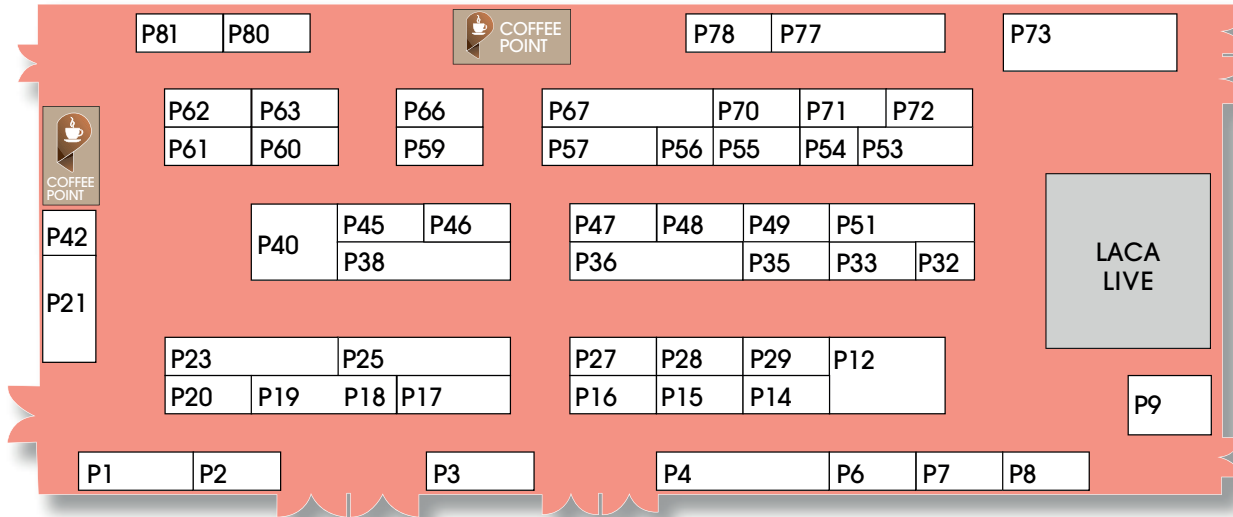
Discuss exhibiting or sponsorship opportunities with
jackib@dewberryredpoint.co.uk
020 3398 0271 or 07885 865447

“ The LACA Main Event is probably our most successful show. The attendees are genuinely interested in stopping and talking to you, regardless of what you are selling and whether they are interested in your products at that particular moment. It’s also good to see regular faces all under one roof.”

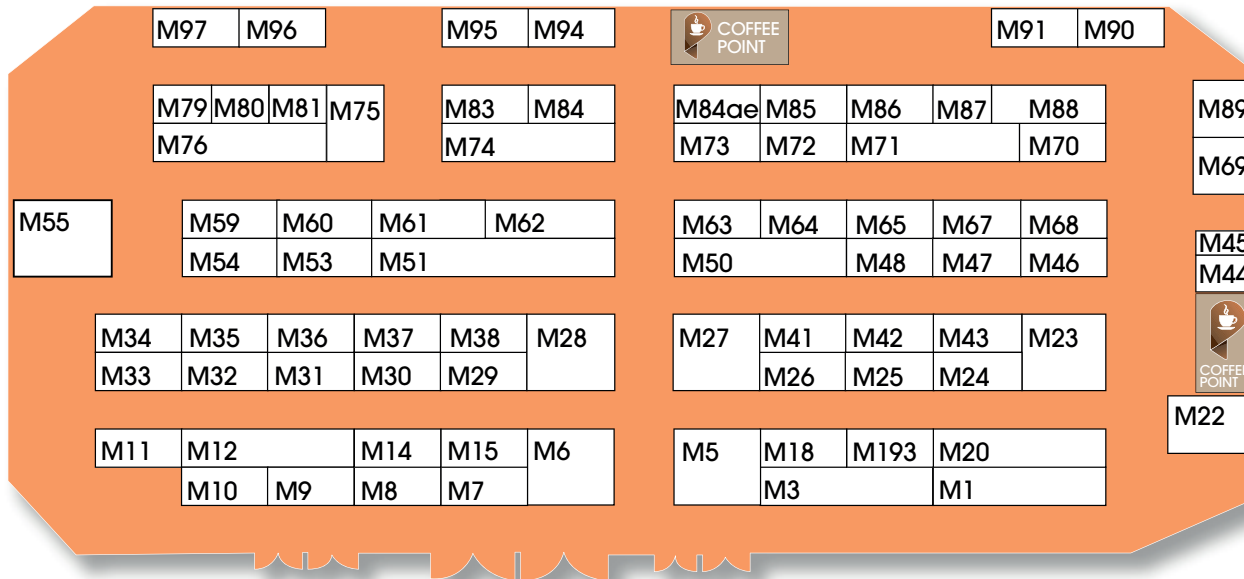
Steve Kirkby
Sales Director,
Tablecraft

EXHIBITION FLOORPLAN 2024

PALACE SUITE



MONARCH SUITE



PREMIER
FOODS

MONARCH
FOYER

SCOTY
FINAL



Hilton Birmingham Metropole, The NEC
Birmingham, Pendigo Way, Marston Green,
Birmingham B40 1PP



STAND RATES

Be part of the only UK event dedicated to catering in education

Stand Rates – All prices exclude VAT				
	Stand Only		Residential Package	
	Member	Non Member	Member	Non Member
2m x 2m	£2,932	£3,662	£4,600	£5,329
3m x 2m	£4,399	£5,129	£6,066	£6,796
4m x 2m	£5,865.3	£6 595.05	£7,452.9	£8 182.65

Costs are all inclusive and include:	Residential Package	Stand Only
Stand space	✓	✓
Shell scheme including fascia and nameboard	✓	✓
Two x 120w spotlights	✓	✓
B&B accommodation for 2 people in single occupancy rooms for 2 nights, 8th & 9th July	✓	
Lunch for two on Wednesday 9th July	✓	✓
Two places in Conference sessions	✓	✓
Two places at the Icebreaker dinner on Tuesday 8th July	✓	
Two places at the Awards dinner on Wednesday 9th July	✓	



SPONSORSHIP AND BRANDING OPPORTUNITIES

Increase your presence at the LACA Main Event & School Food Show

LACA Award sponsorship £2,950

Full branding in the nomination brochure and at the LACA awards dinner including presentation of award to winner.

Exhibition Route Planner £3,300

Sponsor will have branding on the Route Planner featuring exhibition floor plan and exhibitor list.

Exhibition floor signs £POA

Promotional floor tiles printed with company logo and stand number to drive traffic to your stand (limited to four companies).

You are here boards £900

Your logo will be on the exhibition floor plan and displayed at various locations around the exhibition and conference venue.

LACA Icebreaker Evening £2,000

Pull up banners and table branding around the venue and on all publicity promoting the evening.

Coffee Points £2,500

Branding included on all coffee points. Can include pop up banners and literature placement.

Promotional staff £300 per day

Have team members or promotional characters circulating the exhibition halls with samples of your products encouraging visitors and delegates to your stand.

Digital advert on the Events App £POA

Every delegate and visitor will download the LACA Main Event app for information on the show. Have your advertisement included on the app with a link through to your website, sales brochure or to generate a contact email to follow up after the show.

Delegate notepad and pen £3,500

Your company's branding on the notepad and pen given to every delegate.

Delegate Lanyard £3,000

Worn by every delegate across three day event.

Samples Bins £1,500

Sample bins of product outside the hotel entrance

Flag Banners x4 £1,500

To be placed outside the hotel

Sponsor LACA help desk £1200

Logo branding on the LACA help desk

Sponsor the LACA staff t-shirts £1,250

Company logo on all LACA staff t-shirts

Bespoke sponsored announcements £500

(limited to 3 exhibitors) - 4 announcements to be heard throughout exhibition to promote attendance of the show.

Discuss exhibiting or sponsorship opportunities with

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