



LACA MAIN EVENT 2025 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 Monday 7th to Thursday 10th July on **the NEC East Car Parks**. Please follow the digital signage to East Car Parks to be directed to the best available. We don't have sole use of the car parks this year so please show your LACA delegate badge to the NEC staff on exiting the car park and you won't be charged. All NEC East car parks are a short walk from the hotel.

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: JPEQQ

Car Parking Charges: flat rate of £14 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 – links below:

Google:

[LACA Main Event 2025 – Apps on Google Play](#)

Apple:

<https://apps.apple.com/app/laca-main-event-2025/id6504662975>

We recommend you download this before arrival so you can start to plan your time at the show. To access the app, you will receive an email from VenulQ which contains a unique key code for your booking – input this when prompted to access the app. Please check your junk or spam folders in case the VenulQ email doesn't deliver to your inbox directly.

Please note: if you have please note if you have a previous version of the app you will need to delete this and download the new 2025 app

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.

Workshop sessions - Tuesday

If you are intending to join the workshop session at 11.00 on Tuesday 8th July on Ultra Processed Foods, delegates are asked to keep a Food Diary for a week prior to attending, detailing all that they consume with a red star against anything they consider UPF.

[Click here to download food diary template](#)

LACA School Food Show

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

Tuesday 8 th July	09.30-17.00
Wednesday 9 th July	08.30-16.00

Please take time to visit as many stands as possible to acknowledge the generous support these companies have given to the LACA Main Event 2025.

Delegate Free Gift

Each delegate will get a free gift – visit the Partner tombola stand outside Hall 2 to pick your ticket and claim your free gift from one of the Partners or the LACA stand.

Finishing Touches

This year's Finishing Touches competition is open for viewing on Wednesday 9th 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	Flat Bas Relief Plaque - NEW FOR 2025
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 Wednesday. Any Best in Class winners who are present will be asked to attend the presentation at 16.35 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 – Tuesday and Wednesday

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

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

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

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 - Tuesday

If you have booked accommodation with us for Tuesday 8th 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 a Wales 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 buffet meal, 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 Wednesday 9th 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 2025 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.

LACA Awards – After Party

After the awards presentations, all guests are welcome to join the LACA Chair for the Awards after-party in Brightsmiths Bar. This is located at the end of the corridor by the main hotel restaurant. There will be a full bar service and a DJ will play until the evening ends at 1am.

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 and they can direct you to the allergen section of the buffet points.

Chair's Charity Raffle

During the Awards Dinner there will be a charity raffle in aid of the LACA Chair's chosen charity - Noah's Ark Children's Hospital Charity. There is 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 credit card (card or phone payments accepted), we won't be accepting IOUs this year.

The full list of prizes and winners will be available outside the Kings Suite from 23.00 on Wednesday 9th 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 Thursday.