



LACA SCHOOL FOOD SHOW 2025 Exhibitor's Quick Reference Guide

The following information will assist you in planning for the LACA School Food show at Hilton Birmingham Metropole. We will provide additional details in the coming weeks but we hope this information helps to get you started with your planning.

EVENT INFORMATION

Venue information

Hilton Birmingham Metropole, Pendigo Way,
Birmingham B40 1PP

The exhibition takes place in the Palace Suite (Hall 1)
and Monarch Suite (Hall 2)

Access times – Build up

Monday 7th July 2025

10.00 – 18.00 – Space only exhibitors and Partners with
LACA

10.00 – 14.00 – deliveries in large vehicles

14.00 – 18.00 – shell scheme exhibitors

20.00 – Hall closes

Tuesday 8th July 2025

07.00 – Halls reopen

Show open times

Tuesday 8th July 2025

08.30-17.00

Wednesday 9th July 2025

08.30-16.00

Event breakdown

Wednesday 9th July 2025

16.00 – Exhibition closes, stand breakdown can start

18.00 – Palace Suite doors to hotel corridor and
lorryway will close until 07.00 on Thursday 10th July.

This is to allow for the Awards dinner to take place in the
Kings Suite

22.00 - Monarch Suite to be clear of all stands.

Thursday 10th July 2025

07.00 – Palace Suite reopens for unloading

10.00 - Palace Suite to be clear of all stands.

Any items left in the halls will be deemed to be rubbish
and disposed of by the hotel.

STAND AND ADDITIONAL INFORMATION

Shell scheme stands

The standard package includes:

- Shell scheme with white foamex panels
- 2 x spotlights
- Nameboard with exhibitor company and stand number
- Clothed trestle table

Additional power can be ordered from the contractor:

Warwick Event Services

E: exhibitionorders@wce.co.uk

Online order portal will open mid-April - full details in the
exhibition manual.

Space only stands

A space only stand is empty floorspace. Space only exhibitors
are responsible for arranging their own stand build, graphics,
furniture and electrical requirements.

If you're a space-only exhibitor you'll need to provide the
following documentation:

- Risk assessment and method statement for your stand
build
- Diagram of the stand layout
- Public liability insurance certificate

Deliveries & Collections

Deliveries can be accepted from Monday 7th July only. Please
label your goods with the following details:

LACA Exhibition 2025

Stand number and company name

Hilton Birmingham Metropole

Pendigo Way

Birmingham

B40 1PP

Collections should be made between 16.00 and 18.00 on
Wednesday 9th July or from 07.00 and 10.00 on Thursday 10th
for exhibitors in Palace Suite.

Collections should be made between 16.00 and 22.00 on
Wednesday 9th July for exhibitors in Monarch Suite.

Accommodation

If you have booked the standard package this includes
accommodation for two for two nights Tuesday 8th and
Wednesday 9th July including the informal dinner on Tuesday
and Awards dinner on Wednesday night.

Further information

If you need any further information to assist with the planning for your time at the event please email
laca@dewberryredpoint.co.uk