

General guidance on catering arrangements for your event 2026

Below is an outline of the general Food and Beverage arrangements with Olympia Events. Please familiarise yourself with the content and feel free to contact your account manager directly, should you need further information or guidance:

Please direct all exhibitor enquiries to: Catering@olympia.london

Catering rights and responsibilities

Olympia Events own the rights to sell and supply alcohol and provide hospitality and public catering at every event within the venue, unless express written permission is granted. Permission can be requested in writing and will not be withheld by the venue if a buyout fee is mutually agreed within the Event Hire Agreement.

Floor plan

Olympia Events are to provide all temporary on-floor catering in addition to opening the fixed kiosks around the hall. Please indicate on your initial floor plan where you would like temporary catering; consider how this will form part of your visitor flow and enhance the visitor experience. Please also consider the seating, table maintenance and provision of services (power and water) for your temporary area and whether it will be a worthwhile investment for you.

In our efforts to work with you to enhance the overall customer experience for your event we recommend that when preparing your floor plans you consider the visibility of the food and beverage units.

Exhibitor manual

Please refer to our exhibitor manual template, available from your event manager, which contains catering information required to be communicated to your exhibitors. It also includes forms for exhibitors to complete with information required to be submitted to us.

Planning

We will arrange a catering planning meeting for you as part of your venue briefing meeting. It is worthwhile discussing catering arrangements before drawing up your final floorplans, so that the catering points can enhance the visitor flow across the event; therefore, if you wish to hold a catering planning meeting at an earlier date, we will be pleased to arrange this for you. We will draft a catering plan for you 3 months in advance and would expect the final plan to be agreed no later than 30 days prior to tenancy.

Food safety

You are responsible for food safety at your event, as well as health and safety. The appointed venue caterers are rigorously vetted and undergo continuous monitoring and auditing. Where permission has been granted in writing from us allowing you [your exhibitors] to supply your

own [exhibitors own] food and or drinks; you will be responsible for implementing a food safety management system to ensure that public safety and compliance with the eGuide are met.

Items to be aware of include:

- The exhibitor must be a registered Food Business with 'home' Local Authority
- Full food safety management systems must be in place (HACCP)
- Allergen management system must be in place
- Food safety compliance in place throughout the event, including the Food Information Regulations (FIR) (allergy advice) and Prepacked for Direct Sale (PPDS)
- Personal hygiene, training, washing facilities and all associated procedures

All of the above must be presented to the venue, together with your application for any and all exhibitors, no later than 28 days before the event.

Sale, supply or distribution of alcohol* (*subject to Special Permission)

Olympia Events is licensed for the sale or supply of alcohol (after 9am); under the approval of a personal licence holder. We therefore need to be advised of any stands or features that intend to supply alcohol and details of the license holder at least 28 days before your event. This is to ensure compliance with the Licensing Act 2003. A form for you to include in your exhibitor manual is contained in our template exhibitor manual, available from your event manager which must be completed before any distribution of alcohol at your event takes place.

Items to be aware of include:

- All alcohol being supplied must comply with HM Revenue and Customs and all duties and VAT should be paid. There are considerable fines for the distribution of non-duty bound alcohol.
- Details of all retailing and sampling of alcohol must be submitted for approval by Olympia Events, no later than 28 days in advance of tenancy.
- All activity must be carried out in accordance with The Weights & Measures Act 1985.
- All dispensation of alcohol must be in accordance with Challenge 25.
- All dispensation of alcohol must be carried out under the approval and presence of a personal license holder.
- Businesses selling alcohol to other businesses may need to apply for registration under HMRC's [Alcohol Wholesaler Registration Scheme](#). It is an offense to buy alcohol from a supplier that has not been approved.
- All dispensation of alcohol must be carried out in accordance of allergen management, food labelling and food information regulations.

Sampling at Food Events

We understand you may have exhibitors wishing to showcase their products by offering samples to visitors. Sampling must be indicative of the exhibitor's core business being represented at the event. Exhibitors must be made aware of food and drink sampling sizes. Details of these can be found in the [eGuide](#) and in our catering concession fee guidelines.

It is imperative that it is understood that food safety compliance must be in place to cover sampling activity and that appropriate risk assessments are submitted.

Special permission

Olympia Events retain the rights to serve all food and beverage at the venue. Any special requests / circumstances which make this an issue should be discussed during the event hire contracting process. Should you wish to appoint an external contractor/vendor to operate any retail or hospitality catering during/at any part of your event, special permission must be granted, in writing by Olympia Events. Should permission be granted, a commensurate fee will be agreed and levied during the event contracting process. Food safety requirements must be met and all third-party caterers must be vetted by the venue before we will be able to grant permission.

The Food Safety Act 1990 and the subsequent Food Hygiene (England) Regulations 2006 apply to **all** food businesses. This includes exhibitors providing any food for consumption. Visit www.gov.uk/food-safety-your-responsibilities for more details.

Copies of HACCP documents and risk assessments should be forwarded to the event organisers to keep on record and be made available to Olympia Events' Catering Manager no later than 28 days in advance of the event. The catering manager will notify the local authority of food preparation activity at the venue.

Sponsors

Olympia Events are unable to honour any third-party sponsorship arrangements for food and or drink products or services.

Sustainability ([Section 48 eGuide](#))

As part of Olympia Events sustainability programme, The Grand Plan, we work very closely with our local council in supporting the foodbanks within our community (within a mile of the venue). We would appreciate it if you were able to extend your support by contacting them directly: info@hammersmithfulham.foodbank.org.uk / <https://cityharvest.org.uk/>

Catering Concession Fee Guidelines 2026

It is the event organiser's responsibility to ensure that all food and drink-related activities taking place at the event:

1. Are confirmed in advance with the venue, as per the event hire agreement with Olympia Events.
2. Operate within the regulations contained in the eGuide
3. All fees stated are subject to a 20% surcharge if the activity is not declared in advance of the event tenancy period.

The following information is intended as guidance only.

Concession fees shall be calculated according to the nature and size of the event (attendance, audience profile, length of event, etc.) type and volume of products which the parties involved wish to give away or sell. Fees are charged directly to the event organiser as part of the additional charges invoice.

Individual parties, such as exhibitors carrying out hospitality-led offers, can book and pay for hospitality products and services directly using our online weblink <https://host-olympia.london>

Sampling only at Food Events (no monetary transaction taking place and is indicative of the exhibitors core business)

Where sampling takes place at food trade events in line with Olympia Events catering regulations, contained within the eGuide, a concession fee will not be applied. All sampling activity must be declared on the Food and Drink declaration form, available from your event manager.

Concession fees **are** applied where sampling involves items larger than the sizes stipulated below, where the products are not a core part of the stand holders business or where it is deemed to be hospitality, subject to venue permission during the event hire contracting process. Please see [Special Permission](#) and [Retailing](#) for more details.

The following is a summary of the sampling regulations. Please refer to the eGuide for full details:

1. Any proposed sampling activity must be notified in writing to the organiser and verified by the venue
2. All samples must be given away free of charge
3. Samples must form a core part of the stand holders business being exhibited

The acceptable sample sizes are:

- Unwrapped food – 'bite size' portions

- Individually wrapped bite sized snacks
- Drinks:

Soft drinks	- 50ml (1.75 fl oz)
Beers/ciders or similar	- 50ml (1.75 fl oz)
Wine/fortified wines/Champagne/alcopops or similar	- 25ml (0.9 fl oz)
Spirits or similar	- 5ml (0.18 fl oz)

Both the sale and supply of alcohol must be licensed under The Licensing Act (2003); therefore, sampling is a licensable activity. Any exhibitors wishing to supply alcohol not provided by the incumbent caterers, whether for on- or off-site consumption, must provide the name of a Personal Licence Holder and a copy of their licence.

Retailing (food being sold)

Where retailing of food and/or drink is intended for **on-site or off-site** consumption, or could be deemed as such, then concession fees will be levied. This must be agreed under special permission during the event contracting process

As a general rule, if you are considering a branded, event specific novelty item or sweet treat, please contact the catering manager, as concession fees may not be applicable.

As a general rule, all the foods on sale (including PPDS items) are considered for onsite consumption, therefore will attract a concession fee.

Exhibitors' retailing for on-site consumption generally falls into the following categories:

1. Retailing of novelty soft drinks/ice creams and/or smoothies, fresh fruit juices, etc. – a concession fee of **£250 + VAT per event open day** will be levied.
2. Retailing of foods (novelty sweet treats, baked goods etc.), - a concession fee of **£465 + VAT per event open day** will be levied.
3. Where an exhibitor is, or can be deemed to be as operating a 'food stall', i.e. hot/cold food (only), including, but not limited to, PPDS items; vendor or pop up, a concession fee will be calculated on application
4. Concession fees for restaurants and/or alcohol led bars are negotiated on an event-by-event basis, as their requirements are specific to the event. **£ P.O.A**

Providing your own food and drink at Olympia Events

Where you or one of your exhibitors wishes to utilise your/their own caterer or supplier for the purposes of hospitality, then fees are levied by our hospitality catering partner. These are in the form of concession fees, contract buy-out fees, corkage charges or handling fees, which are determined by the scale of the activity taking place.

Corkage for Exhibitors

The following corkage charges are applied to drinks brought into the venue, that have been purchased elsewhere for the purposes of consumption at an exhibitor's stand whilst the event is open to the public. We reserve the right to cap corkage and therefore limit the volume of product that can be supplied.

Champagne (75cl)	£32.00 per bottle
Sparkling wine (75cl)	£24.00 per bottle
Wine (75cl)	£17.00 per bottle
Spirits (70cl)	£50.00 per bottle
Beer (Approx. 275ml can/bottle)	£3.00 per can/bottle
Canned soft drinks and mixers (330ml)	£3.00 per can/bottle
Mineral water and fruit juice (1 litre)	£1.50 per litre

Coffee machines (please refer to **Host** for rental rates of coffee machines)

The concession fee for the use of coffee machines on stands brought in for hospitality purposes will be **£610 + VAT per event open day** for a full Barista machine, or **£220+ VAT per event open day** for a Nespresso-style, table-top machine. Permission must be requested in writing, no later than 7 days in advance and must meet all the safety requirements stipulated in the eGuide. We reserve the right to refuse requests.

Product-handling fees

Product-handling fees are determined by the nature and quantity of products brought in by external operators and/or organisers.

Fees are levied where the provider/organiser wishes our catering partner to handle the brought-in products. Such handling could include any of the following:

- Receiving stock into the venue
- Storage (refrigerated or otherwise)
- Preparing stock/products for serving
- Providing the necessary crockery, glassware, etc., for the consumption of the stock/products
- Service staff
- Collecting residue stock and returning it either to the organiser or provider on site, or storing it awaiting (limited time) collection.
- Providing and or preparing seating areas with furniture

Application fees

Application fees will apply for multiple applications for concessions

Pre-event due diligence must be carried for any retailing by a commensurately trained food safety officer from our registered list – P.O.A

A commensurately trained and registered food safety officer will be appointed at your sole cost for sale or supply of food and or drink onsite – P.O.A

To book or pay for your requirements, please contact Olympia Events' dedicated food and beverage team at Catering@olympia.london

In the interest of clarity - The word food in the context of 'food safety' legislation is defined as including drink and ice. Food safety risks, therefore, must be considered in this case.