

Catering Concession Fee Guidelines 2025

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, may be able to pay Olympia Events incumbent caterer, [Host](#), directly.

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

Where sampling takes place 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, if the foods on sale (including PPDS items) are considered for onsite consumption, they 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)	£28.00 per bottle
Sparkling wine (75cl)	£21.00 per bottle
Wine (75cl)	£15.00 per bottle
Spirits (70cl)	£41.00 per bottle
Beer (Approx. 275ml can/bottle)	£2.75 per can/bottle

Canned soft drinks and mixers (330ml)	£2.75 per can/bottle
Mineral water and fruit juice (1 litre)	£2.95 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 catering requirements, please contact Olympia Events' appointed catering partners Host Olympia.

host@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.