

Stand Hospitality



Barista coffee is a great addition to a stand.

Order via the venue hospitality services supplier:

[Exhibitors | Host Olympia](#)
[ExCel London Hospitality](#)

Before confirming hire check your budget can sustain the power costs. Power, via the exhibition electrical contractor, is excluded from the hire charge



Introduction

There is no doubt that the smell of freshly cooked food, the sight of a platter of sandwiches or the temptation of a glass of something will make your stand ever so popular!

Drawing visitors in like bees to honey!

However tempting the vision of queues of visitors at your stand maybe, exhibition hospitality should only be considered for **small scale service to qualified recipients.**

Failure to do this will likely result in the hospitality items running out more or less straight away and a very large bill for ordering in more!

Stand Layout

When planning the integration of hospitality into your stand layout it is advisable to **create a dedicated area** for the service of Champagne, Soft Drinks or Coffee - an inner sanctum - a separate area towards the rear of the space where business can be discussed with qualified VIP's in a relaxed atmosphere.

Hospitality should be restricted to this area leaving the front of the stand as a showcase for new enquiries

ALWAYS plan your hospitality area layout around the most economical way to distribute power to appliances – this is usually against a stand wall. Failure to do this may result in the requirement for cable distribution under a 40mm Raised Floor.



Stand Hospitality - Key Considerations

- **Where**
On Stand Space OR Off Stand Space?
- **Purpose**
For Whom & Why?
- **Schedule**
When?
- **Type of Hospitality**
Best Suited To Space, Budget, Objectives?
- **Quantity Required**
Anticipated Numbers Per Day?
- **Management Responsibility**
Pre Show & Onsite?
- **Logistics**
Service, Delivery, Cleaning, Disposables, Waste?
- **Regulations**
Adherence to Venue & Legal Food Service Laws?
- **Power Cost**
Power cost for all appliances?
- **Total Cost Budget for all items**
Add minimum 15% contingency

Exhibition Power Socket Sizes

- Filter Coffee Machine / Popcorn Machine 3000w (13amp) Socket
- Nespresso Machine 2000w (8amp) Socket
- Barista Commercial Machine 16amp single phase supply & 1 x 2000w for grinder
- Kettle 3000w (13amp) Socket
- Small Fridges 500w socket 24 hour power

*Estimates only – always check rating plate

Catering Ideas & Management

Popcorn, Candy Floss, Chocolate Fountains, Vintage Ice Cream Bicycles and Barista Stations have become very popular on exhibition stands.

Equipment can usually be delivered, set up and collected from the exhibition by the hire company. **ALWAYS** confirm that this is included in the hire charge together with technical call out should anything go wrong.

- **ALWAYS** check the appliance power requirements and the subsequent cost for purchasing the power before confirming the hire order.
- **ALWAYS** check that the supplier has the correct delivery and collection information.

This will include:

- Venue
- Date & Times – Delivery & Collection
- Requirements For Access – Badge / Vehicle Pass
- Hall / Stand Number (ideally provide a floorplan)
- Placement Position on stand space
- **ALWAYS** meet your supplier & don't let them leave until you are sure the equipment works and you know how to operate it.
- **ALWAYS** wait on your stand for the appliance to be collected. If it is stolen or damaged during the breakdown period, you will be liable for costs.



Candy Floss



Popcorn



Chocolate Fountain

Stand Hospitality – Venue Concession Fees

All major UK exhibition venues charge concession fees to exhibitors providing their own food & drink products for stand hospitality purposes. This includes edible goods, water, tea, coffee, soft drinks and alcohol. Before considering any form of catering on your stand ask the Venue for clarification on concession fees.

If the venue caterers supply the type of stand hospitality, you require it will inevitably be cheaper and easier to manage than undertaking hospitality yourself and paying the venue a concession fee. By arriving at the exhibition with your own food or drink you run the risk of the venue closing your foodservice down without immediate payment of the concession fee.

Venue Caterers

Caterers at ExCel, Olympia, the NEC and most primary venues have developed high quality innovative stand hospitality packages which include delivery, collection disposables and foodservice equipment.

Before organising your own hospitality visit the venue Exhibitor Stand Hospitality website to see available products, prices, early booking and final order deadlines.

