

EVENT INFORMATION 2026

The only show dedicated to
CATERING IN SCHOOLS



THE SCHOOL FOOD PEOPLE SHOW & FORUM (Formerly LACA Main Event)

Tuesday 7th and Wednesday 8th July 2026 - Hilton Birmingham Metropole - schoolfoodshow.co.uk



THE SCHOOL FOOD PEOPLE SHOW & FORUM (Formerly LACA Main Event)

Same opportunities. Fresh identity. Bigger conversations.

Following LACA's rebrand to The School Food People, our flagship event has evolved too. Formerly known as the Main Event and School Food People, The School Food Show & Forum brings a new name and renewed focus, while delivering the same proven results exhibitors value.

Taking place each July in Birmingham, the event continues to attract over 1,000 decision-makers and influencers from across the school food sector. It remains the only national UK event dedicated exclusively to school food, making it an unmissable opportunity for suppliers.

Held over two days, The School Food People & Forum connects exhibitors with:

- School caterers and local authority buyers
- Contract caterers and multi-academy trusts
- Industry leaders shaping the future of school food

Whether you are already supplying the sector or looking to expand into this market, this is the essential platform to showcase products, build relationships, generate leads, and stay at the heart of the school food community.

A new name. The same great event. Even more opportunity.



SCHOOL FOOD PEOPLE SHOW AND FORUM HIGHLIGHTS



Forum

Expert-led sessions and panel discussions on the key issues facing school food provision, including funding, nutrition, and policy.

Workshops

Interactive workshops throughout Tuesday, open to all attendees, providing practical insights and hands-on learning.

School Food Live

The School Food People demo theatre hosts live demonstrations throughout the show. This year features Amber Francis and Matt Tebutt showcasing their culinary expertise.



School Chef of the Year 2026 Final

Sponsored by Bisto, Premier Foods. Open to all kitchen staff preparing school meals in the UK, including local authority, contract-catered, in-house, academy, and Multi-Academy Trust sites.

The national final takes place on Tuesday and Wednesday in the Monarch Foyer, with the overall winner announced during the Awards for Excellence on Wednesday evening.



Grab 'N' Go Challenge

In partnership with SchoolGrid, this competition seeks the best grab & go/ breaktime savoury snack for schools. Competitors prepare four portions with

a cost of 85p per head.

Final held on Tuesday lunchtime, the winner will be announced at the informal dinner that evening.



Finishing Touches

Organised with the Craft Guild of Chefs, the competition celebrates exceptional craft across 12 categories. It provides entrants with the opportunity to show off their skills which would not normally be seen during their everyday profession. This will take place on Wednesday in the Arden suite.

The School Food Museum on Tour

A special feature for 2026 in the Warwick Suite. Explore school dinners past, present, and future, where memories and flavours come to life.



FACTS

150+ Companies exhibiting

1,000+ Visitors and delegates attend
The School Food People Show & Forum each year

94% Attendees are looking to discover new products
and innovations

84% Exhibition visitors are responsible for purchasing or
influencing purchases

92% Exhibitors in 2024 rated the show as excellent
or good

63% Exhibitors re-booked for 2025 before leaving this
year's show!

500m+ Meals served in primary schools each year
by The School Food People Show & Forum
members

“ We find The School Food People Show & Forum one of, if not our biggest and most successful industry events of the year. Having such a diverse delegate base of Local Authority Caterers; Contract Caterers and Multi-Academy Trusts, really gives us a chance to showcase our new Education Solutions and products across the sector and of course to catch up with many existing customers. I always say to other suppliers and potential exhibitors who are thinking about whether they should attend, if you want to play in the Education Sector, this is the ‘must attend’ event - you will never get as many keen and interested school caterers in one place.”

Mark Taylor MIH
Bloom Foodservice



NETWORKING

Icebreaker Dinner

An informal evening which takes place on Tuesday evening. Each year the evening has a theme (fancy dress optional!) and provides the opportunity for exhibitors and The School Food People Show & Forum delegates to meet and network in a relaxed environment.

The School Food People Awards Dinner for Excellence

Taking place on the Wednesday evening at the The School Food People Show & Forum. Join over 600 senior industry decision makers and caterers at prestigious black tie awards dinner to celebrate the individuals and teams who continue to make a real difference in education catering.

As an exhibitor, there are a host of opportunities to sponsor the awards and associate your company as a leading supplier in the education sector.

Discuss exhibiting or sponsorship opportunities with
adele.mason@dewberryredpoint.co.uk
 07861 733 854

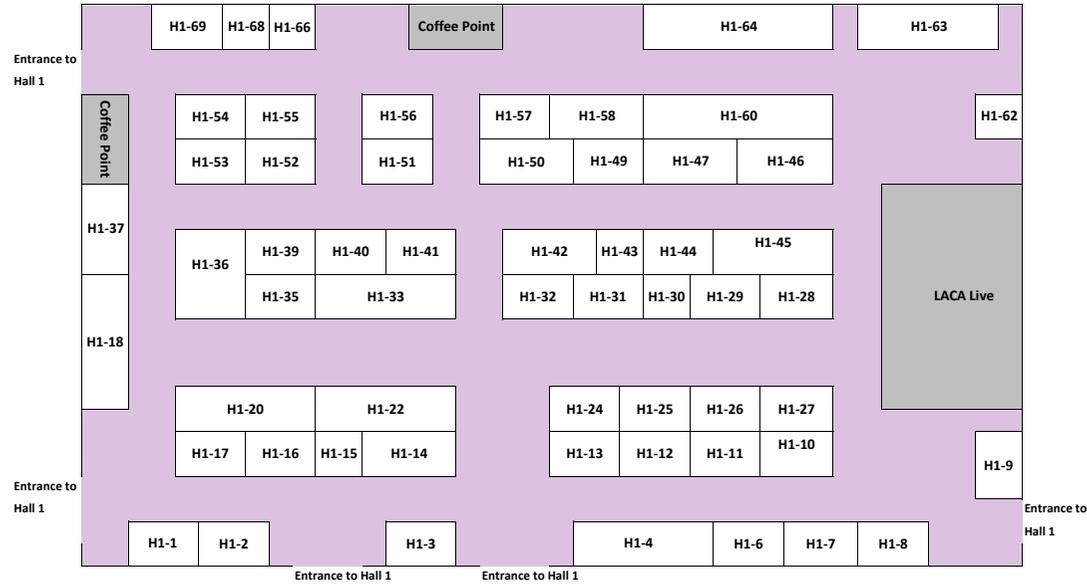
“ We love the School Food People Show & Forum, it’s the one place where the UK education catering industry can gather to share best practise, showcase innovation and strengthen and build new relationships.

For suppliers and exhibitors of food solutions, it is the ideal place to understand what’s new in the sector and to gather all the insight and feedback from delegates to ensure we continue to offer the right solutions to support the great work our education caterers are doing.

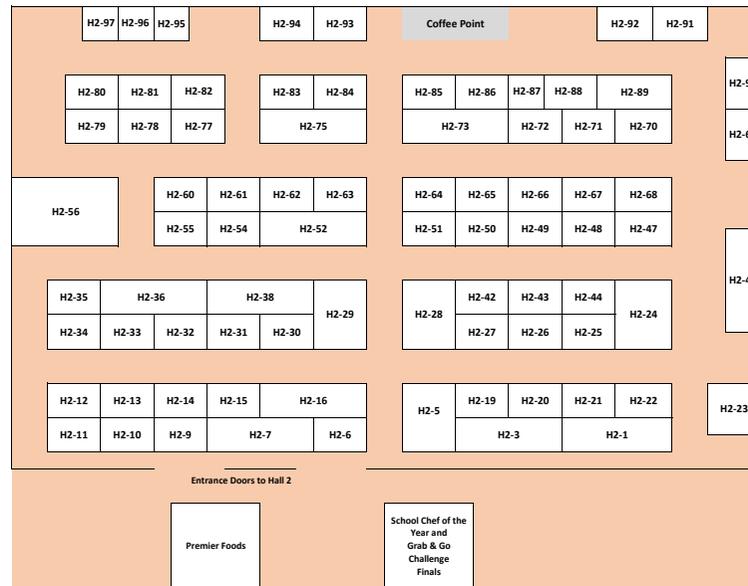
Matt Johnson
 AF Blakemore

EXHIBITION FLOORPLAN 2026

HALL 1



HALL 2



Hilton Birmingham Metropole, The NEC
Birmingham, Pendigo Way, Marston Green,
Birmingham B40 1PP



STAND RATES

Be part of the only UK event dedicated to catering in education

Stand Rates – All prices exclude VAT				
	Stand Only		Residential Package	
	Member	Non Member	Member	Non Member
2m x 2m	£3,020	£3,772	£4,738	£5,489
3m x 2m	£4,531	£5,283	£6,248	£7,000
4m x 2m	£6,041	£6,793	£7,677	£8,428

Costs are all inclusive and include:	Residential Package	Stand Only
Stand space	✓	✓
Shell scheme including fascia and nameboard	✓	✓
Two x 120w spotlights	✓	✓
B&B accommodation for 2 people in single occupancy rooms for 2 nights, 7th & 8th July	✓	
Lunch for two on Wednesday 8th July	✓	✓
Two places in Conference sessions	✓	✓
Two places at the Icebreaker dinner on Tuesday 7th July	✓	
Two places at the Awards dinner on Wednesday 8th July	✓	



SPONSORSHIP AND BRANDING OPPORTUNITIES

Increase your presence at The School Food People Show & Forum

Award sponsorship £2,950

Full branding in the nomination brochure and at the awards dinner including presentation of award to winner.

Exhibition Route Planner £3,300

Sponsor will have branding on the Route Planner featuring exhibition floor plan and exhibitor list.

Exhibition floor signs £POA

Promotional floor tiles printed with company logo and stand number to drive traffic to your stand (limited to four companies).

You are here boards £900

Your logo will be on the exhibition floor plan and displayed at various locations around the exhibition and conference venue.

Icebreaker Evening £2,000

Pull up banners and table branding around the venue and on all publicity promoting the evening.

Coffee Points £2,500

Branding included on all coffee points. Can include pop up banners and literature placement.

Promotional staff £300 per day

Have team members or promotional characters circulating the exhibition halls with samples of your products encouraging visitors and delegates to your stand.

Digital advert on the Events App £POA

Every delegate and visitor will download the The School Food People Show & Forum app for information on the show. Have your advertisement included on the app with a link through to your website, sales brochure or to generate a contact email to follow up after the show.

Delegate notepad and pen £3,500

Your company's branding on the notepad and pen given to every delegate.

Delegate Lanyard £3,000

Worn by every delegate across the event.

Samples Bins £1,500

Sample bins of product outside the hotel entrance

Flag Banners x4 £1,500

To be placed outside the hotel

Sponsor help desk £1200

Logo branding on the The School Food People help desk

Sponsor the staff t-shirts £1,250

Company logo on all The School Food People staff t-shirts

Bespoke sponsored announcements £500

(limited to 3 exhibitors) - 4 announcements to be heard throughout exhibition to promote attendance of the show.

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