

# CYCLE MODE<sup>®</sup> international 2015

The biggest B to C Cycle show in Japan  
Discover Excitement and Fun!  
The ALL-New Sports Bicycle Festival

**11/6** Fri **7** Sat **8** Sun

**TOKYO / MAKUHARI MESSE**

[www.cyclemode.net](http://www.cyclemode.net)

Organizer : Cycle Mode international Executive Committee  
(TV Tokyo Corporation/ TV Osaka,inc/TVO EXPRO Ltd.)



# Sports Bike Festival's New Challenge

NEXT  
**10**  
YEARS!

## To ride faster, further and in total freedom

Sports bikes have continued to evolve by satisfying the cyclists desire to ride "faster" and "further." Bikes are constantly developed with the rider's perspective in mind, and every form and every structure of a bike has a meaning on its own, creating finely honed original beauty.

These sports bikes that have evolved because of the cyclists desires have brought bicycles a new role and value to the users daily lifestyle, and the capability to use it in any style the cyclist desires has added color to peoples lives.

## Future-Oriented Sports Bike "Interactive" Event

In preparation for the Tokyo Olympics to be held in five years, Japan and the Kanto region in particular will accelerate its urban development to build a cycle friendly environment, and people will also have a higher regard for sports and in turn bicycles will gain more attention than ever before.

As Cycle Mode takes its first step in their adventure for the next ten years, they have adopted a theme in order to convey the fascination of bicycles to the future cyclists.

That theme is "interaction."

With six target-oriented content fields, Cycle Mode aims to realize the vision for "increasing visitors satisfaction" and "encouraging buying behavior."

### ■ Event Overview

<b>Name:</b>	CYCLE MODE international 2015	<b>Organizer:</b>	Cycle Mode international Executive Committee (TV Tokyo Corporation/ TV Osaka,inc/TVO EXPRO Ltd.)
<b>Venue:</b>	Makuhari Messe	<b>Exhibition space:</b>	TOKYO about 27,000 square meters plus Yasuragi mall
<b>Data:</b>	6.Nov.2015 (Fri) 7.Nov.2015 (Sat) 8.Nov.2015 (Sun)	<b>Estimate of Exhibitors:</b>	200 companies or groups
<b>Admission:</b>	1,100 Yen (advance) / 1,300 Yen(walk-up)	<b>Estimate of Visitors:</b>	35,000people ※The numbers above don't include exhibitors, Cycle Mode staff or re-entry visitors.

### ■ General Schedule ※Note : This schedule may change without notice.



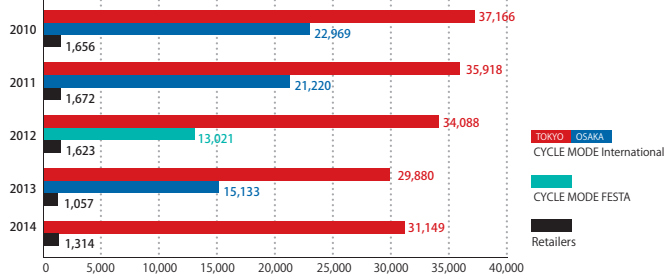
## Number of Visitors

	11/7 Fri	11/8 Sat	11/9 Sun	Total
Adults	5,460	11,861	10,285	27,606
High school student and under	107	864	1,065	2,036
Retailers	811	250	253	1,314
Press	112	50	31	193
<b>Total</b>	<b>6,490</b>	<b>13,025</b>	<b>11,634</b>	<b>31,149</b>
(2013)	10,530	10,403	8,947	29,880

## Event Scale

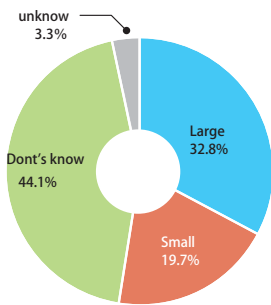
	TOKYO
Exhibition space	27,000 square meters
Number of exhibitors	167
(exhibitors from overseas)	15
Number of booths / spaces (exclusive of food booths)	598
Number of models	454
Number of bicycles (including the ones with only frames)	1,405
(Number of bicycles for trial ride)	507

## Visitors Over the Years

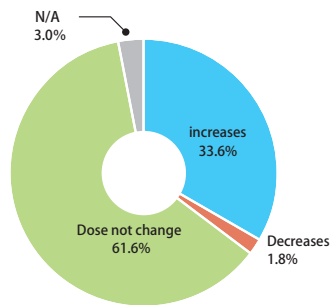


## Do you think Cycle Mode affects buying behavior?

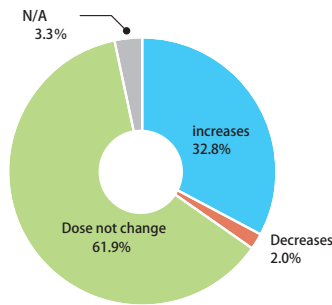
The number of customers who purchase after seeing Cycle Mode is:



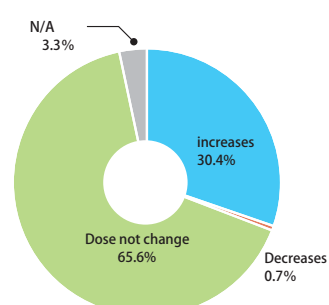
After Cycle Mode, purchases by existing customers:



After Cycle Mode, the number of customers:

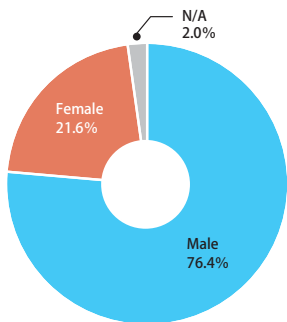


Because of Cycle Mode, the sales:

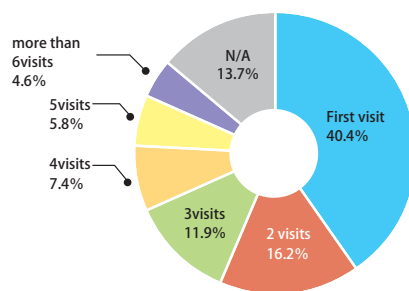


## Visitors background

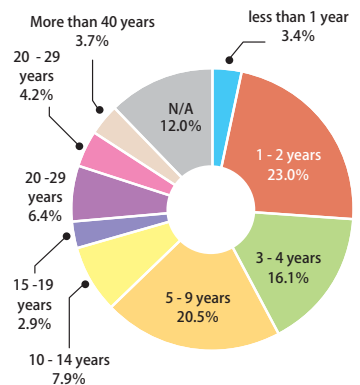
Sex



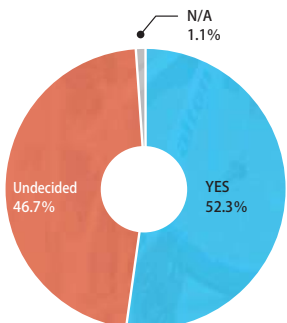
Number of Visits



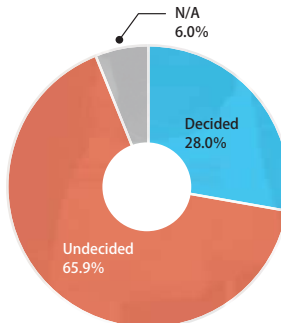
Cyclist Experience (years)



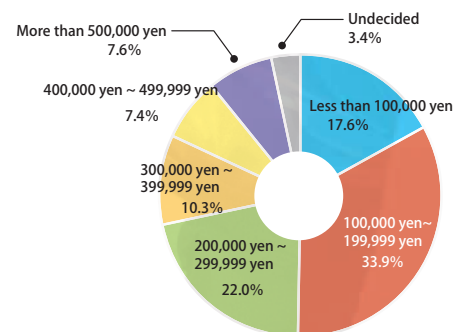
Considering purchasing a bicycle within the next year



Interested Brand



Budget



## New Feature: Business Time Business Negotiation Lounge Set Up (Plan)

Planning of Cycle Mode's new feature "Business Time" is in the works to be held on the first day of the event in the attempt to match exhibitors with retailers and aiming to vitalize the entire sports bicycle industry. There will also be a strategic questionnaire directed to the attendees so that exhibitors can hear real opinions from the users and utilize it to build their marketing strategy. The head office will directly approach professional shops, mass retailers and distributors in order to encourage people in the industry to participate in the exhibition and create business-matching opportunities for exhibitors.

1

### General Exhibit Booths

Exhibit booths for company of bicycles and related items  
Finished products, frames, parts, tools, accessories  
(helmets, cycle computers, lights, etc.) apparel, supplements and others.

2

### Electrically Assisted Bicycle Booths

Exhibit booths for exhibit and test-ride of electrically assisted bicycles.  
Note: Only merchandise that has passed "The Model Certification Test" by the Japan Vehicle Inspection Association may be exhibited.

\*Please see "Exhibit Fees and Regulations" for more information.

3

### Bicycle Information Zone

-Information booth: with PR staff  
-Bicycle life introduction corner: without PR staff  
Exhibition area for those not exhibiting bicycle related products, mainly focusing on presenting information.  
There are two types of booths depending on if you have PR staff present or not.  
To exhibit at this area, the content you provide must be one of the following:

1. PR or increase memberships for bicycle events and activity groups
2. PR for bicycle related schools or lectures
3. Introducing touring routes, lodging, break locations etc.
4. PR for bicycle related internet service etc.

\*Please refer to "Fees and Regulations" for more details.

4

### Advertisement / Media Plan

Purchase advertisement space in locations other than your booth to promote your brand/ products.

- Hanging banner ads inside venue
- Displaying ads within venue
- Official website banner
- SNS ads
- Ads at the race event outside of the venue
- Distributing ad goods
- Sponsor samples for visitors (inside venue, entrance, exit etc)

5

### Sponsor Booths / Area Support

Cooperation on Contents at the sponsor plan areas.  
Brand exposure, merchandise, service PR, etc.

<Planned contents>

- Beginner's School Zone
- girl's bike cabin (information area for women)
- TEAM KEEP LEFT booth

(Promotion of adherence to traffic rules and manners)

### General exhibit booths / Electrically assisted bicycle booths

One booth  
\*furniture, equipment etc. are not included



Two booth  
\*furniture, equipment etc. are not included



Four booths  
\*furniture, equipment etc. are not included



More than six booths  
\*original decoration by exhibitor



### Bicycle Information Zone



### Advertisement / Media plan



6

### Campaign Tie-up

We provide consultation on customized plans that match the corporate strategies.

#### note:

- \*For fees, terms, and various provisions regarding the above sales, please see attached "Exhibit Fees and Regulations".
- \*This is not a sales event. As a rule, exhibited items and service cannot be sold.
- \*Exhibit will be officially accepted after payment of the exhibit fee is confirmed.
- \*Exhibit fees are non-refundable under any circumstances after the exhibit has been officially accepted.

## 1. Application Deadline

**Application must arrive by Wednesday, July 15, 2015** \*Subject to change based on space availability.

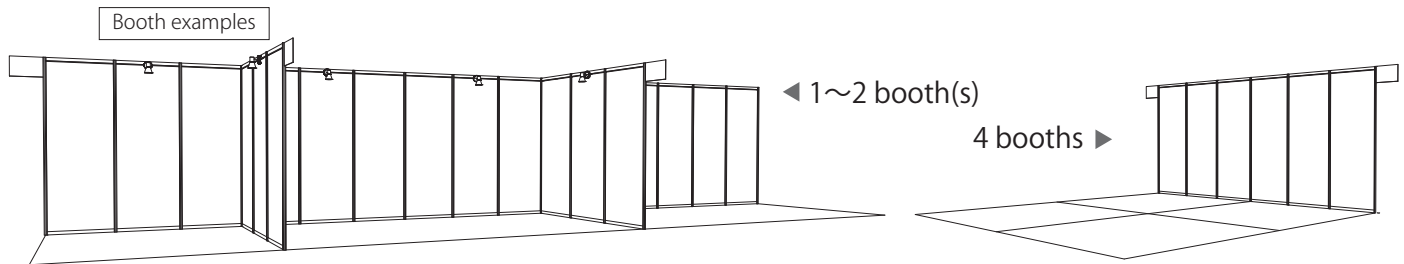
### ■ Exhibitor Application Submission

Please apply from the following web site, having read and understood the terms and conditions for this exhibition.

<http://www.cyclemode.net/english/exhibition/>

## 2. Exhibit Options & Fees

Cycle Mode has four types of exhibit booths to meet the varied needs of exhibitors: "General exhibit booths", "Electrically assisted bicycle booths", and "Bicycle information zone". Sponsorship for "Organizer's booth" is also available.



### ■ General exhibit booths / Electrically assisted bicycle booths

Number of Booth(s)	1~2	4	6	8 or more
Size and Layout of Booth(s)	3m × 3m, 9sqm per booth	6m × 6m, three sides open	6m × 9m, island booth	Size TBD, island booth
Booth Fee (8% Japanese sales tax included)	JPY297,000	JPY237,600	JPY237,600	JPY232,200
Booth Consists of:	<ul style="list-style-type: none"> <li>• System walls (white)</li> <li>• One spotlight per 3m walls</li> <li>• Company name sign</li> </ul>	<ul style="list-style-type: none"> <li>• System walls (white)</li> <li>• Company name sign</li> </ul>	Space only	Space only

### Notes:

Exhibitors are limited to businesses that have sales channels within Japan or to businesses that can present a plan to procure one by the date of the event.

Exhibitors are limited to businesses that have sales channels within Japan or to businesses that can present a plan to procure one by the date of the event.

Exhibitors are not allowed to take 3 booths, 5 booths or 7 booths. They may take any number of booths above eight.

Neighboring booth nomination is available when the name of expectant neighboring company is mentioned on the application form submitted before application deadline. With the nominee's approval, Cycle Mode organizer will allocate the booths based on space availability

#### Important notice on booth-sharing

Booth-sharing is available when there is a relationship between the companies who would like to share the booth. e.g.) parent company, sister company, business partner, etc. Please refrain from booth-sharing without reasonable grounds, as it may result in diminished information services for the visitors.

All the exhibitors under the shared booth should use one exhibitor name (company name or brand name).

#### Important notice on electrically assisted bicycle booths

As a rule, exhibited bicycles and test-ride bicycles must have passed the Japan Vehicle Inspection Association's Model Certification Evaluation. If the evaluation results are not available by the event date, the bicycle cannot be used for test-rides, and must be clearly labeled, "Evaluation pending (Japan Vehicle Inspection Association)," for exhibit.

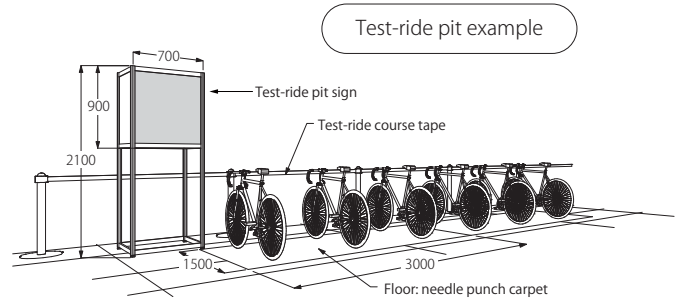
There will be a special test-ride course for electrically assisted bicycles.

Electrically assisted bicycles can be displayed with other types of bikes. In that case, the organizer will allocate the booth close to the special test-ride course.

### Sale of test-ride pits

To promote smooth and efficient test-ride operation, "test-ride pits" are available for purchase for exhibitors with test-ride bicycles.

Size of Pit	wide3m × depth1.5m
Fee per Pit (8% Japanese sales tax included)	(General exhibit booth fee or Electrically assisted bicycle booth fee) × 1/2
Pit Consists of:	Test-ride pit sign



#### Notes:

- The number of pits per exhibitor may be limited depending on the venue zoning after the deadline for exhibit application.
- If the number of applications exceeds the number of pits available, priority will be given to exhibitors with more general exhibit booths and electrically-assisted bicycle booths.
- If the number of general exhibit booths / electrically-assisted bicycle booths is the same, priority will be given to exhibitors with more test bicycles.
- The location of each exhibitor's pit will be determined by the Secretariat, based on such factors as the operational efficiency for each exhibitor.

- An exhibit consisting of test-ride pit(s) only is not allowed.
- As a rule, the test-ride pit is space only. Test-ride pit sign is the only accessory provided. (The test-ride sign will have your company name and logo or your brand logo.)
- Any decorations or installations other than items necessary for the test-ride operation (e.g., bicycles, bicycle stands, and information desks) or posters and other potential PR tools are strictly prohibited. All necessary fixtures must be placed within the pit. This, however, does not apply to signs with information on test vehicles (e.g. specs).
- The exhibitor must assign dedicated staff to the test-ride pit to handle the renting of test vehicles.

### Bicycle Information Zone

This zone is mostly for providing information except bicycles and any related items. Bicycle Information Zone is available for the exhibitors with following purposes.

- 1) PR for bicycle event circle / group activities and membership.
- 2) PR for bicycle schools and related seminars, etc.
- 3) Information on touring routes, rest stops, and accommodations.
- 4) PR for bicycle-related Internet services.

### 【Information booth】

Direct PR activities (e.g., distribution of flyers to visitors) are allowed.

Size of booth	2m × 2m
Booth Fee (8% Japanese sales tax included)	JPY118,800
Booth Consists of:	<ul style="list-style-type: none"> <li>• System walls (white)</li> <li>• Needle punch carpet</li> <li>• Table × 1 (1,800mm × 450mm)</li> <li>• Folding chair × 2</li> <li>• Socket × 2 (500W)</li> </ul>

#### Notes:

- Each exhibitor may apply for only one booth.
- Display of bicycles, bicycle parts or any related items is not allowed. However, this shall not apply if those items are necessary for exhibitors to promote their organizations and activities.
- Sale of goods is not permitted, including books, catalogs, food and drink.
- Exhibitor are not allowed to give away any sample items except brochures and fliers.

### 【Bicycle Life Introduction Corner】

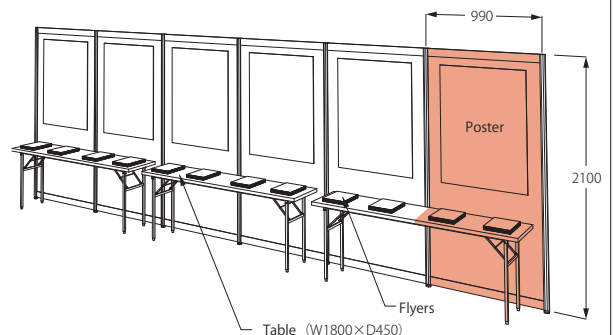
Only placement of flyers and posters is permitted in these booths. Please note that direct PR to visitors by operation staff is prohibited.

Booth Fee (8% Japanese sales tax included)	JPY32,400
Space Consists of:	<ul style="list-style-type: none"> <li>• Systems walls (white)</li> <li>• Table</li> </ul>

#### Notes:

- In addition to the regulations for General Exhibit Booths, Bicycle Life Introduction Corner is subject to the following special regulations.
- Each exhibitor may apply for only one booth.
- Display of bicycles, bicycle parts or any related items is not allowed.
- Bicycle Life Introduction Corner maybe called off if the number of applications for the Bicycle Life Introduction Corner booth is too small.

### Bicycle Life Introduction corner example



# Exhibit Fees and Regulations

## 1. Terms of Payment

- (1) TVO EXPRO Ltd. will issue an invoice based on the application content to the person in charge of the exhibit. Please submit the exhibition fee by the date listed below.

### Payment Dates

Overseas exhibitors	Within 10 business days of the issuing date on the invoice
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- (2) Wire transfer fees are the responsibility of the exhibitor.  
(3) Please consult the invoice for information regarding the account to which payment should be made.  
(4) If payment is not received by the above mentioned dates, and no prior notice has been received, the application will automatically be cancelled.  
(5) For new exhibitors and overseas exhibitors, the application will be considered accepted only after payment has been confirmed.

## 2. Cancellation Policy

- (1) Cancellation will not be accepted after official confirmation of your application without submitting written documents explaining the reason for cancellation and gaining the organizer's approval. If the exhibitor must cancel or change details of the application (including cancelling/ changing number of booths), the exhibitor is required to submit a document explaining the situation and receive approval from the head office.  
(2) If the exhibitor cancels or changes their application after the application deadline (July 16th, 2015) for unforeseen reasons, cancellation fees will apply as below according to the date of acceptance. Please note that said date is the date the head office approves cancellation document.

### Date of Approval for Cancellation/Change of Application

July 16th ~ Aug. 14th Cancellation Fee	50% of Exhibitor Fee
After Aug. 15th Cancellation Fee	100% of Exhibitor Fee

- (3) If the exhibitor has not already completed payment equivalent to the above fee, the exhibitor is required to complete payment immediately after cancellation. If the exhibitor has already completed their payment and the amount exceeds the above cancellation fee, the head office will refund the difference. In this case, the exhibitor will be liable for all bank wiring fees.  
(4) The head office reserves the right to cancel the exhibitors' application without notice and the exhibitor is liable for the exhibition fee in the following situation:  
① Payment of exhibition fee is not completed by Aug. 14th (Fri), 2015  
② If the exhibitor does not begin load-in by noon on Nov. 5 (Thu) without prior notice.  
③ If the exhibitor breaches the terms and conditions set forth in the exhibition regulations and does not show improvement regardless of the head office's request.

## 3. Assignment of Spaces

The Secretariat will assign locations, taking into account the exhibition size, exhibition product, and need for the test-ride course. Locations will be announced at the Exhibitor Meeting.

## 4. Exhibitor Meeting

An Exhibitor Meeting is scheduled for mid August. The booth layout will be announced, and exhibition rules, promotion plans etc., will be explained.

## 5. Main Provisions Regarding

### Exhibits and Display

#### (1) Examination of exhibit bicycles

To be a highly informative and attractive show for the visitors, Cycle Mode sets the following standards for the bicycles to be exhibited.

1. They can be enjoyed in bicycling as a hobby or a sport.
2. They can be an expression of the owners' lifestyles and preferences.
3. They reflect innovative and newsworthy technology and ideas.
4. Their safety is ensured.

※At the time of exhibit application, the Secretariat may examine the details of the bicycles to be exhibited. If you are exhibiting for the first time, please consult the Secretariat in advance. If the sponsors determine that an exhibit item does not meet the above-mentioned standards, the exhibitor may be asked to withdraw the item. There will be no refund of the exhibit fee, in case of a withdrawal.  
※If you are exhibiting vehicles such as bicycles with no brakes on either wheel or with a brake on only one wheel, make sure to indicate clearly that such vehicles are "prohibited from public roads in Japan."

#### (2) Main exhibit items

- Bicycles (Mostly sports bicycles. Non-sports bicycles may be accepted if the organizer determines that they meet the above-mentioned standards).
- Bicycle-related products.
- Information on schools and software.
- Information on facilities, etc.

※If you are exhibiting foreign products, please complete the required customs clearance procedures before exhibiting. Exhibit items that are to be consumed or processed at the venue must be domestic products.

#### (3) Sale of products

Sale of products within the booth is prohibited, with the exception of the items listed below. If you are selling these items, please provide the required information on the application form and obtain the Secretariat's approval. Sale of these items will not be approved without advance application.

1. Catalogs.
2. Brand novelties that are not available on the market.
3. Visual merchandise, such as books and DVDs.
4. Food and drinks. \*Additional notification to the health department and other agencies is required.
5. Other items determined by the organizer in advance.  
(Note) Sale of any merchandise is prohibited in the Bicycle Information Booth.

## 6. Use of tents

When using a tent or a similar item for booth decoration, always use a product with a Japan Fire Retardant Association (JFRA) label or a product with proof of similar or higher fire retardancy. Exhibitors using any other products may be ordered by the fire department to remove such items. According to the Fire Service Act, use of tents is considered to be "ceiling structures." Therefore, they may require installation of smoke detectors and other equipment. Exhibitors are responsible for the cost of such equipment. Blocking or covering the booths surroundings is strictly prohibited in order to secure an evacuation route and smoke ventilation.

## 7. Other regulations

#### (1) Resale, exchange of booths is forbidden.

Exhibitors are not allowed to resell, assign, rent or exchange space between exhibitors or to a third party.

#### (2) Responsibilities of exhibitors

1. Exhibitors must comply with these exhibition regulations as well as with the regulations in the Exhibitor Manual to be distributed by the organizer.
2. The exhibitor is responsible for all exhibits and for managing the booths. The organizer will do its utmost to secure the exhibition hall and manage overall security but cannot be responsible or liable for loss and damage to the exhibit, accidents within the booth or during deliver and take down, nor for other accidents involving people or goods. Therefore, please consider taking damage insurance coverage, depending upon your needs. The organizer has taken insurance for visitor accidents on the test-ride course, but damage to the bicycles and maintenance of the bicycles are not covered. For test-rides, please make sure to provide a thorough explanation and work to prevent accidents.

#### (3) On-site inspections

At any time the organizer decides that there is a need for an inspection by the local fire department, health department, or any other organization, an on-site inspection may be held regardless of whether or not permission is granted by the exhibitor.

#### (4) Change / Cancellation of the exhibition

In the event of a natural disaster or force majeure, etc., the organizer may be forced to cancel or suspend the exhibit. In such a situation, the organizer will refund the exhibit fees to the exhibitors, after the preparatory expenses and cancellation fees have been paid. In such situations, the organizer cannot be responsible for the exhibitors' costs and losses.

#### (5) Observation of exhibition agreement and rules

It is understood that exhibition applications are submitted with an understanding and agreement to all matters outlined in this document as well as in future communications. No objections will be allowed at any future point in time.

#### (6) Cancellation of exhibit agreement and future exhibition denial

The organizer reserves the right to rescind the contract without any notification if any of the following conditions apply. In that case, the organizer will charge the exhibitor for damages and the exhibitor is liable to pay for compensation. The organizer reserves the right to refuse participation of exhibitors that have had their contract rescinded in the past.

1. When all or part of the exhibit fees have not been paid.
2. When items not appropriate for the exhibit are exhibited.
3. When forbidden actions are taken without permission.
4. When exhibition booth is used for non-exhibition purposes.
5. When exhibition booth is not used.
6. If there are actions seriously damaging the trust of the exhibition.
7. When the rules and agreements outlined in this document and the exhibition manual are violated.

#### (7) Jurisdiction courthouse

If any disputes arise over this agreement, the Osaka District Court will be the first court of jurisdiction.

For Additional Information

Cycle Mode international Head Office

TVO EXPRO Ltd. 1-2-15, Otemae, Chuo-ku, Osaka, 540-0008, Japan

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