



# CYCLE MODE<sup>®</sup> international 2017

**3** Fri **4** Sat **5** Sun **Nov**

MAKUHARI MESSE , TOKYO JAPAN

Exhibitor Information

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

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



# CYCLE MODE international 2017

Book your  
Space now!!

The biggest professional & specialized  
Cycle Show in JAPAN

## Event Overview

<b>Name:</b>	CYCLE MODE international 2017	<b>Organizer:</b>	Cycle Mode international Executive Committee (TV Osaka, Inc./TVO EXPRO Ltd.)
<b>Venue:</b>	Makuhari Messe, Tokyo Japan	<b>Exhibition space:</b>	about 23,500 square meters plus Yasuragi mall
<b>Data:</b>	3 Nov.2017 (Fri) 4 Nov.2017 (Sat) 5 Nov.2017 (Sun)	<b>Estimate of Exhibitors:</b>	200 companies or groups
<b>Admission:</b>	1,200 Yen(advance)/ 1,400 Yen(walk-up)	<b>Estimate of Visitors:</b>	35,000 people ※The number above doesn't include re-entry visitors.

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





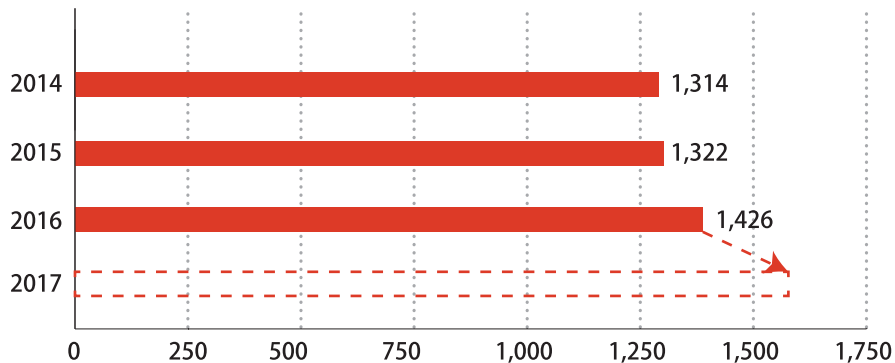
■ Number of Visitors

	Nov. 4 Fri	Nov. 5 Sat	Nov. 6 Sun	Total
	5,405	10,391	8,863	24,659
High school student and under	48	318	453	819
	905	342	179	1,426
	131	85	49	265
	6,489	11,136	9,544	27,169

■ Event Scale

Exhibition space	23,625 square meters
Number of exhibitors	167
(exhibitors from overseas)	17
Number of booths / spaces (exclusive of food booths)	497
Number of models	324
Number of bicycles (including the ones with only frames)	983
(Number of bicycles for trial ride)	366

■ Retailers Over the Years



**Received more than 1,400 retailers, expect more in 2017!  
Grab the business opportunities in Japan!**

**AEON BIKE Co.,Ltd.  
Asahi Cycle Co., Ltd.  
CYCLESPOOT  
daiwa-cycle/Daiwa Co.,Ltd.**

Alpen/Alpen Co.Ltd .  
BEX ISOYA  
BIC SPORTS/BICCAMERA INC.  
BICCAMERA INC.  
BICYCLE SEO/SEOCYCLE Co Ltd  
CAINZ CYCLE PARK/CAINZ  
COGGEY/DAIYATSUSHO CO.,LTD  
CWS/Japan Health Inc.  
Cycle House Shibuya  
CYCLE HUNTER CO.,LTD.  
CYCLE PARADISE/VERY GOOD INC.  
cycle studio silver ring/Daiwa Co.,Ltd.  
cyclestation-watanabe

**Don Quijote Co.,Ltd.  
NALSIMA FRIEND  
Olympic Group Corporation.  
Ryohin Keikaku Co., Ltd.**

cycleworld/SEKICHU Co., Ltd.  
CYCLE-YOSHIDA  
cyclcy/AI COMPANY Co.,Ltd.  
Daisharin/SINANEN BIKE Co.,LTD.  
Ecochari CO., LTD.  
Friend Shokai  
FUMA  
Giant.Co.,Ltd.  
GROVE  
Import Bicycle Factory/GIC Co.,Ltd  
Japan Health Inc.  
jitensha-mura.  
K&M Cycle  
L-Breath BIKE/Victoria Inc.

**SEOCYCLE Co Ltd  
SILBEST CYCLE  
sportsdepo/Alpen Co.Ltd .  
Y's Road/Y.International.,inc.**

LORO HPV Group  
murasaki sports  
Nextbike/Core-Japan Inc.  
OSHMANN'S JAPAN  
PROTECh INC.  
Rinrin Bicycle Hall  
sagami cyclecenter.  
SPORTS AUTHORITY/Mega Sports co,ltd.  
TOKYU HANDS INC.  
trekstore/Trek Japan Corporation.  
Uemura Cycle Parts.  
Yodobashi Camera Co.,Ltd.  
YOU CAN Corporation  
Y'SGEAR CO.,LTD.  
and more





Exhibitors List

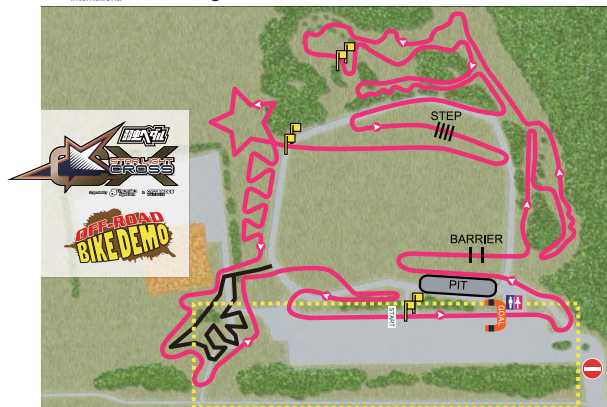


- 1-01 – CYCLES GRAND BOIS
- 1-02 – RETROCYCLES Senrokudo
- 1-03 – KATO CYCLE
- 1-04 – Point No.39
- 1-05 – INNOCENT
- 1-06 – LIGHT CYCLE
- 2-01/02 – AKI CORPORATION
- 2-03 – YONEX CO.,LTD.
- 2-04 – YAMAHA MOTOR CO.,LTD.

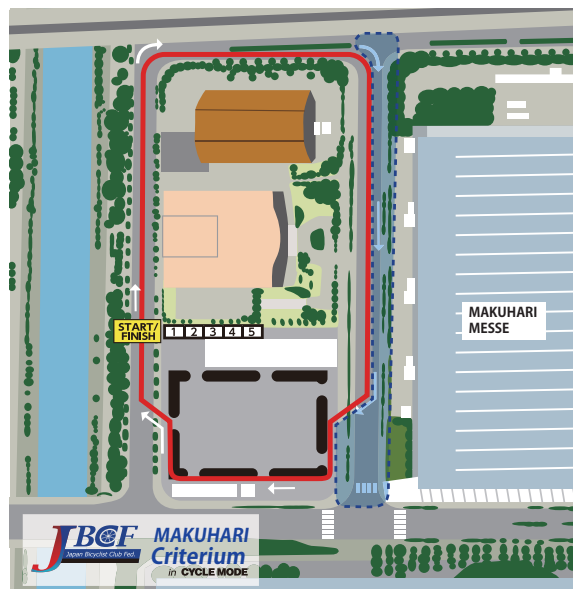
- 2-05 – 4 °CREST
- 2-06 – Panaracer Corporation
- 2-07 – Azuma sangyo co., ltd.
- 2-08 – Uomi Smart Technologies Co. Ltd.
- 2-09 – Eternity Industrial Co., Ltd
- 2-10 – lovell
- 2-11 – GROWTAC
- 2-13 – GOLDRUSH
- 2-14 – OUTERTOP.inc

- 2-15 – Shizuoka Prefecture
- 2-16 – BENELLI
- 2-17 – BESV
- 2-18 – OKITSURASEN CO.,LTD
- 2-19 – RUNWELL
- 2-20 – Chao Yang Tire
- 2-21 – ORAETA
- 2-22 – ITB Hawaii
- 2-23 – NAGASAKI PREFECTURE SPORTS COMMISSION

- 2-24 – Global Ride Events
- 2-25 – NOTO SATOUMI CYCLING & WAKUREN
- 2-26 – BTB
- 2-27 – shinetsushizenkyo
- 2-28 – AIJYU
- 2-29 – Miura Peninsula Tourism Liaison Council
- 2-30 – E-battery CORP
- 2-31 – SMART ROLL
- 2-32 – IBARAKI PREFECTURE



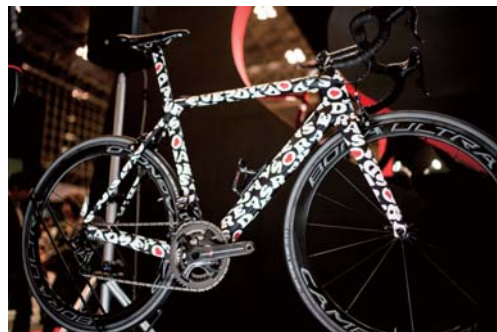
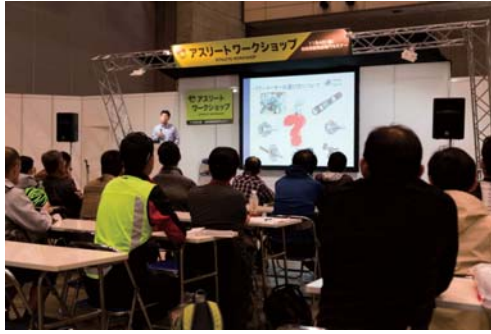
**JBCF MAKUHARI Criterium**  
Japan Bicyclist Club Fed.  
in CYCLE MODE



**Exhibitors List**

- 2-33 – FURANO BIEI
- 2-34 – City of Kitahiroshima
- 2-35 – Niseko Tourism Zone / Gourmetfondo in Tokachi Nakasatsunai
- 2-36 – LA PINA Cycling Marathon
- 2-37 – Tochigi Sports Commission
- 2-38 – TOBU TOP TOURS CO., LTD.
- 2-39 – FELLOW CYCLE
- 2-40 – AOMORI CYCLING
- 2-41 – LEKUMA
- 2-42 – Singha Park Chiang Rai
- 2-43 – CYCLING ISLAND OKINAWA
- 2-46 – Ehime Prefectural Cycling Life-Style Promotion Association
- 2-46 – MAZDA
- 2-46 – NAGI BIKE
- 2-46 – Shimanami Cycling Road Promotion Association
- 2-47 – SEV
- 2-49 – SUZUKI HERB LABORATORY
- 2-50 – TOYOTA MODELLISTA
- 2-51/52 – Japan Recreational Vehicle Association
- 2-53 – ALFLEX inc.
- 2-54 – WHITE HOUSE
- 2-55 – Flott-Mobil co.,ltd.
- 3-01 – Azuma Co.,Ltd.
- 3-02 – MIZUTANI BICYCLE
- 3-03 – SHIMANO
- 3-04 – INTER MAX CO.,LTD.
- 3-05 – REC-MOUNTS
- 3-06 – INOUE RUBBER CO.,LTD.
- 3-07 – RECON INSTRUMENTS
- 3-08 – Tyrell
- 3-09/10 – MINOURA EDDYMERCKX Selev SIDI GHISSALO DAVOS NAROO MASK
- 3-11 – Pearl izumi
- 3-12 – Polar Electro Japan
- 3-13 – TECH ONE Co., Ltd
- 3-14 – SHENZHEN ASOKA ELECTRICS CO., LTD
- 3-15 – KhodaaBloom
- 3-16 – Xds-Japan Co.,Ltd
- 3-17 – OX bikes
- 3-18 – SELLE ITALIA
- 3-19 – SUGINO
- 3-20 – THE HOSHO CORPORATION
- 3-21 – CHOSEN CO.,LTD
- 3-22 – NITTO
- 3-23 – MKS
- 3-25 – GoMore
- 3-26 – SENA Bluetooth Japan
- 3-27 – RINEI
- 3-28 – DIA-COMPE
- 3-29 – JOY INDUSTRIAL
- 3-30/31 – Tokyo San-Esu CO.,LTD.
- 3-32 – Diatec ltd,
- 3-33 – CATEYE
- 3-34 – 5LINKS Co.Ltd.
- 3-35 – BITEX
- 3-36 – GIC CO.,LTD
- 3-37 – Champion System
- 3-39 – SEALSKINZ JAPAN
- 3-40 – ESS
- 3-41 – Threelike co.,Ltd.
- 3-42 – CycleLocker
- 3-44 – OGK KABUTO
- 3-45 – MINAMI
- 3-46 – LYCAN
- 3-47 – EIGHT TOOL CO., LTD.
- 3-48 – Co-Union Industry Co., Ltd.
- 3-49 – Aigan Co.,Ltd.
- 3-50 – AZ
- 3-51 – COIDO
- 3-52 – Vipro's
- 3-53 – ezaki glico co.,ltd.
- 3-54 – Oss Bike Wear
- 3-55 – SMITH OPTICS
- 3-56 – SAKAE GIKEN co.,LTD.
- 3-57 – Cerevo
- 3-60 – RISING PUBLISHING CO., Ltd.
- 3-61 – aminoVITAL
- 3-62 – Japan Bicyclist Club Federation
- 3-63 – JRS CO.,LTD
- 3-64 – Advance Co.,Ltd.
- 3-65 – deuter
- 3-66 – MJSOFT Inc.
- 3-67 – Minami Kamakura H.S.C.C.
- 3-68 – GOODSMILE COMPANY
- 3-69 – YAESU PUBLISHING CO.,LTD
- 3-70 – NIHON TRIM CO.,LTD.
- 3-71 – M.MAKINO cycle factory
- 3-76 – CHERUBIM
- 3-77 – ei publishing
- 3-78 – Tokyo College of Cycledesign
- 4-02 – NORTHWAVE
- 4-03 – WIAWIS
- 4-04 – Albedo100
- 4-05 – CANYON
- 4-06 – Chuang Xin Wei (Shenzhen) CYCLE LTD.
- 4-10 – TRI SPORTS
- 4-11 – Vittoria Japan inc.
- 4-12 – BOMA
- 4-13 – SPECIALIZED
- 4-17/21/22/23 – KAWASHIMA CYCLE SUPPLY
- 4-20 – nichinao shokai
- 4-24 – PINARELLO JAPAN
- 4-25 – JP SPORTS GROUP
- 4-26 – de rosa
- S-01 – TOKYO ELEVEN ISLANDS
- S-02 – IRIOMOTEJIMA SPORTS PROJECT
- S-04 – GRANFONDO KARUIZAWA
- S-05 – JAPAN CENTRAL ALPS HILLCIMB
- S-06 – TeamDAIOU
- S-07 – International Bicycle Academy
- S-08 – CYCLING YAKUSHIMA
- S-09 – Kinokawa Area Cycling
- S-10 – Nasu town · Shirakawa city · Nishigo village
- SS-1 – Cycling OITA
- SS-2 – SHOCHIKU CO.,LTD.
- SS-3 – JTB GAIAREC







## 1. Application Deadline

**Application must arrive by Friday, July 7, 2017**

\*Subject to change based on space availability.

### ■ Exhibitor Application Submission

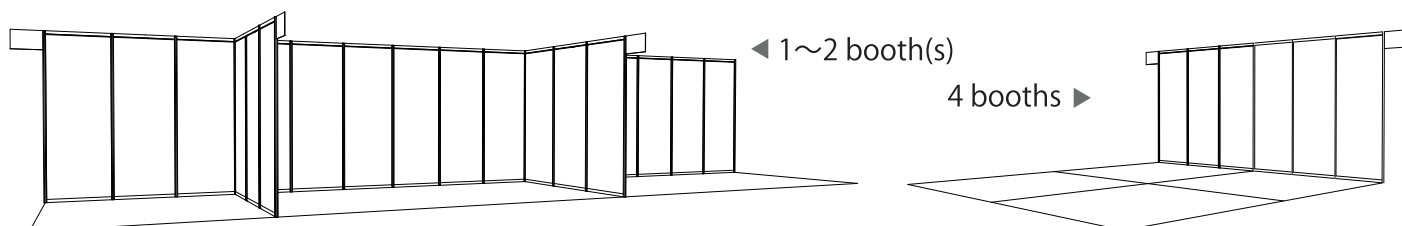
Please apply from the following web site, having read and understood the terms and conditions for this exhibition.

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

## 2. Exhibit Options & Fees

CYCLE MODE has the following booth areas- General Booth, Electrically Assisted Bicycle Zone, Bicycle Information Zone and New Idea Zone. There is also ways of sponsoring or advertising at the Promoter Booth Corner. Please select according to your exhibit/sponsor plan.

Booth examples



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

Number of Booth(s)	1 ~2		4		6	8 or more
Size and Layout of Booth(s)	1 Booth = 3m x 3m (9sqm) 2 Booths = 3m x 6m (18sqm)		6m x 6m, three sides open		6m x 9m, island booth	Size TBD, island booth
Booth Fee/Unit Price (8% Japanese sales tax included)	A type	B type	A type	B type	JPY 1,425,600	JPY232,200 (x number of booths)
	JPY297,000 (x number of booths)	JPY339,984 (x number of booths)	JPY 950,400	JPY 1,122,336		
Booth Consists of:	System walls (white) Company name sign	-System walls (white) -Parapet + company name sign -Carpet (9sqm)- Various colors available -LED spotlight 60W x1 -100V power/ two sockets (up to 300W) x1 *Construction fee and utility fee for above electricity included *If 2 booths, carpet (18sqm and x2 LED spotlights included)	System walls (white) Company name sign	-System walls (white) -Parapet + company name sign -Carpet (36sqm)- Various colors available -LED spotlight 60W x4 -100V power/ two sockets (up to 300W) x1 *Construction fee and utility fee for above electricity included	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.

Name on the floor layout will be [Exhibitor Name] + [Brand Names According to Number of Booths]

#### 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.

# 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

- (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 its approval from organizer. 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 8th, 2017) 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 7th ~ August 6th, 2017	Cancellation Fee 50% of Exhibitor Fee
After Aug. 7th 2017	Cancellation Fee 100% of Exhibitor Fee

- (3) If the exhibitor has not completed full payment, the exhibitor is required to complete payment for the difference 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. In this case, the head office may use the allotted space accordingly at their discretion.

- ① Payment of exhibition fee is not completed by Aug. 10th (Thu), 2017  
② If the exhibitor does not begin load-in by noon on Nov. 2 (Thu) without prior notice.  
③ If the exhibitor breaches the terms and conditions set forth in the exhibit 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. Booth layout and Exhibition Rules

Booth layout, exhibition rules, promotion plan will be announced in early September.

## 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

Tel:+81-6-6947-0284 Fax:+81-6-6944-9912 E-mail: cyclemode@sublingual.biz