

Book your  
Space now!!

# CYCLE MODE<sup>®</sup> international 2019

2 Sat 3 Sun 4 Mon, November

TOKYO / MAKUHARI MESSE

<http://www.cyclemode.net>

## Event Overview

**Name:** CYCLE MODE international 2019

**Venue:** Makuhari Messe  
<http://www.m-messe.co.jp/en/>

**Data:** 2 November, 2019 (Sat)  
3 November, 2019 (Sun)  
4 November, 2019 (Mon · holiday)

**Admission:** JPY1,200 (advance) / JPY1,400 (walk-up)

**Organizer:**

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

**Exhibition space:**

about 18,000 sqm + test-ride course + Makuhari Kaihin Park

**Estimate of Exhibitors:** 200 companies or groups

**Estimate of Visitors:** 30,000

※The numbers above don't include exhibitors,  
Cycle Mode staff or re-entry visitors.

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

Application  
Deadline

July. 12th (Fri)

Exhibitor  
Preparation  
Procedure

Subsequently  
from  
early September

Load in/  
Decoration

Oct. 31st (Thu) ~  
Nov. 1st (Fri),  
2019

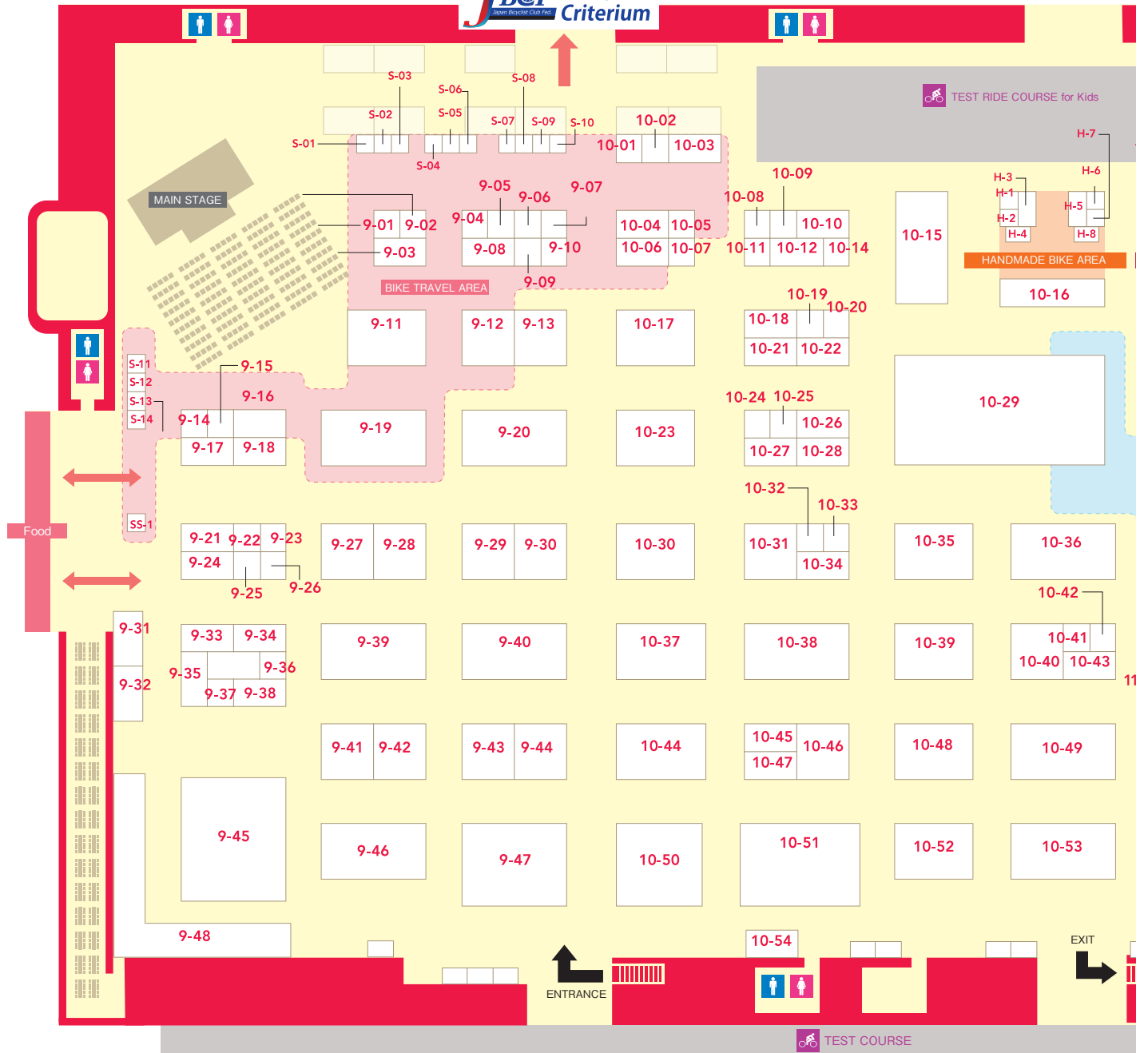
**CYCLE MODE  
international  
2019**

Nov. 2nd (Sat) ~ 4th (Mon)  
9:30AM - 5:00PM

Immediate  
Load out

Nov. 4th (Mon)

# CYCLE MODE international 2018 Floorplan

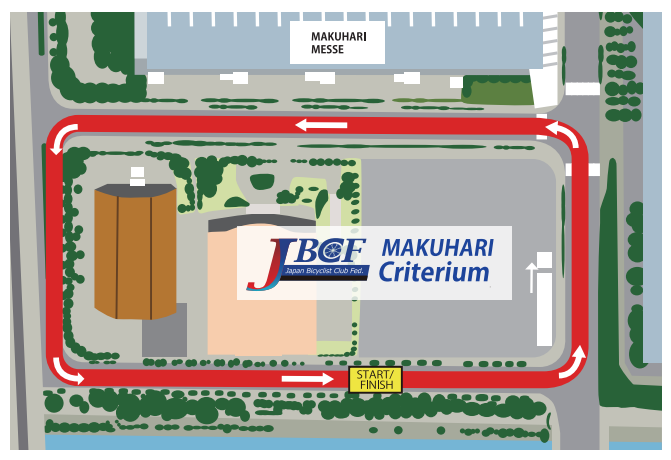
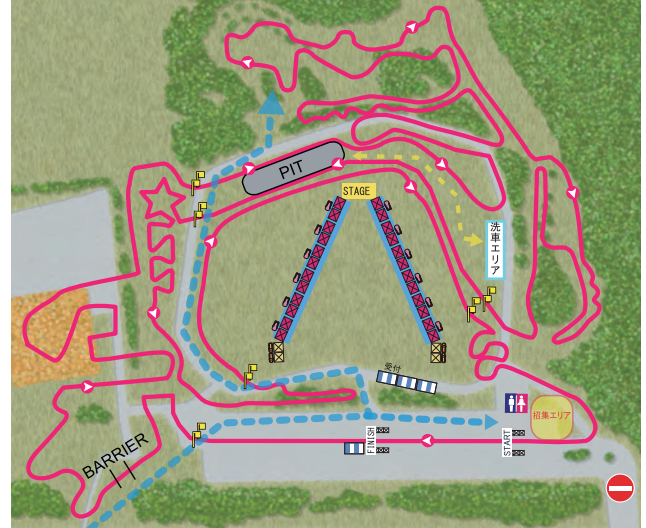


## Exhibitors List



9-01	AOMORI CYCLING	9-11	AWA-NO-KUNI / MINAMIBOSO CYCLE TOURISM	9-19	NAGI BIKE
9-02	Kano River Cycle Association	9-11	B.B.BASE	9-19	SHIMANAMI JAPAN
9-03	TSUKUBA-KASUMIGAURA Ring-Ring Road	9-11	PLAYatré TSUCHIURA	9-19	Shimanami Cycling Road Promotion Association
9-04	Shinetsu-shizenkyo	9-12	Tokushima	9-20	PEARL IZUMI
9-05	Northern Alps Regional Development Bureau	9-13	WAVE ONE	9-21/9-22	Champion System
9-06	Niigata Prefecture toigawa Regional Promotion Bureau	9-14	Sports Island OKINAWA	9-23	O.R.S
9-07	BTB	9-15	TABIRIN	9-24	Kobayashi Pharmaceutical Co., Ltd.
9-08	HAREIRO CYCLING OKAYAMA	9-16	biwaichi	9-25	TeamUKYO
9-09	minamisatsuma city	9-17/9-18	GIRL'S KEIRIN CAFÉ	9-26	POWERPRODUCTION
9-10	rin project	9-19	MAZDA	9-27	narifuri





9-28	Kabuto	10-18	Nihon Trim Co.,Ltd.	11-02	TEAM KEEP LEFT	11-42	VOLO(維利歐)
9-29	LOOK	10-20	Hanasaka-G	11-03/11-04	CYCLE SPORTS	11-43	Enkami Trading Import& Export Co.,Ltd
9-30/9-40	Campagnolo	10-21	OKITSURASEN	11-05	Kachialable & Tandembike Tokyo	11-44	ECO INTERNATIONAL ELEBIKE CO., LTD.
9-31/9-32/9-33	Bicycle Style Zone by Organizer	10-22	RICCAL	11-06	LALALA company	11-45	Bosch eBike Systems
9-34	BIKOT	10-23	NORTHWAVE	11-08	girls bike cabin	11-47	AlterLock
9-36	LAKE Shoes	10-24	DUNLOP	11-09/11-10/11-11	Life x Cycle by Organizer	11-48	CHAPTER2
9-38	amino VITAL	10-25	JBCF	11-12	LUBRICANT	11-49	NEW ZEALAND CYCLING
9-39	Profile Design / Selle Royal / Crank Brothers / Challenge Tire / fi'zi'k shoes / Most	10-26	AZ CO.,LTD	11-13	LUBRICANT x BICYCLE CLUB	11-50	vipro's
9-41	ELITE	10-27	Sugino	11-16	e-BIKE info by Organizer	11-51	NEXO
9-42/9-44	Pirelli	10-28	Panaracer	11-17/11-23	KELUN	11-52	Eternity Industrial Co., Ltd. TAIWAN
9-43	Pirelli / fi'zi'k / PinaClub Japan / Deda Elementi / K-EDGE	10-29	SHIMANO	11-18	CYCLEBUSINESS	11-53	The Beam Inc.
9-45	BUS / BROOKS / BRUNO / KNOG / GIRO / LEZYNE / ROTOR	10-30	CATEYE	11-19	BROMPTON	11-54	SHULZ
9-46	RIDLEY / SPEEDPLAY / FAST FORWARD / HJC / ALE	10-31	VITTORIA	11-20	SENA	11-55	LITELOK®
9-47	PINARELLO	10-32	HACHISUKA	11-21	OORANOUS	11-56	SXP
9-48	diatec x CYCLE MODE x 「BIKE TRIP MEETING」	10-33	OSTRICH	11-22	SWANS WIND RUNNER	11-57	Brakco
10-01	TOBU TOPTOURS	10-34	EIGHT	11-24	BESV	11-58	DEXSHELL
10-02	Travel Gallery	10-35/10-36	MINOURA	11-25	Bafang Electric	11-59	TSINOVA
10-03	FELLOW CYCLE	10-37/10-44/11-46	KASK / Tacx / DE ROSA / ARGON18 / SANITINI / SPORTFUL / SIDI	11-26	Pioneer	11-60	CYCOO
10-04	IKEUCHI GROUP	10-38	LIGHT SERIES	11-27	REC-MOUNTS	11-61	Riese & Müller GmbH
10-05	Z-UP IMPACT	10-39	Qi CYCLE / STRIDA / lovell	11-28	POLAR	11-62	CANYON
10-06	CARACLE	10-40	SMITHOPTICS	11-29	Panasonic	11-63	YONEX
10-07	MKS	10-42	OTTOLOCK	11-30	YPJ	11-64	SPEEDCOG
10-08	PREMIUM WATER	10-43	Gaciron	11-31/11-32	Xplova	11-65	WINDCOG
10-09	Palsystem	10-45	OnebyESU	11-33	Outre	11-66	KhodaaBloom
10-10	Aero Optim	10-46	GROWTAC	11-34	KING-METER	11-67	OX bikes
10-11	NITTO	10-47	selle italia	11-35	EVERS	11-68	Tai-world MFG. / OCTEC
10-12	MLIT Japan, Bicycle Utilization Promotion	10-48	Factor	11-36	RUNWELL	11-69	Changzhou Qualisports Technology Co., Ltd.
10-14	Bondhus	10-49	KONA BICYCLE	11-37	MXUS	11-70	PATTO BIKE
10-15	Mini-velo Custom Galley	10-50	derosa	11-38	CHOSEN CO.,LTD.	11-71	FRAME
10-16	Tokyo College of Cycle Design	10-51/10-54	cervélo	11-39	Xiamen Carbonal Composite Technology	11-72	WIAWIS
10-17	BELL / MAXXIS / Blackburn / Wahoo / Stages / Cycliq	10-52	BOMA	11-40	SEV		
		10-53	INTER MAX	11-41	Benelli		

■ Number of Visitors

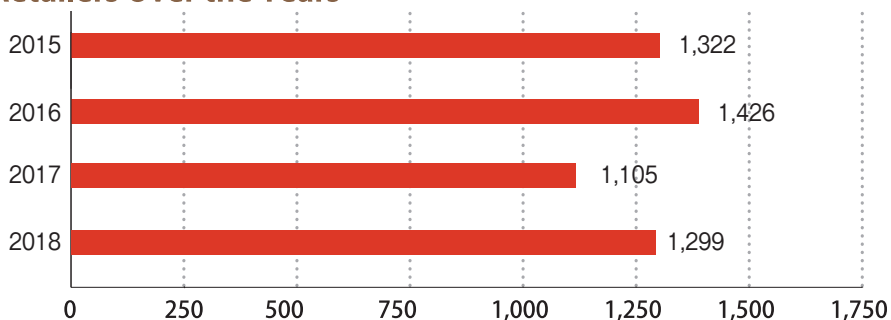
	Nov,9th Fri	Nov,10th Sat	Nov,11th Sun	Total
Adults	4,411	10,270	8,526	23,207
Junior High school student and under	49	338	571	958
Retailers	797	310	192	1,299
Press	99	37	60	196
Total	5,356	10,955	9,349	25,660

■ Event Scale

Exhibition space	18,000 sqm
Number of exhibitors	172
(exhibitors from overseas)	22
Number of booths / spaces (exclusive of food booths)	528
Number of models	387
Number of bicycles (including the ones with only frames)	926
(Number of bicycles for trial ride)	415

Received more than 1,400 retailers, expect more in 2019! Grab the business opportunities in Japan!

■ Retailers Over the Years



■ Retailers

**AEON BIKE Co.,Ltd.**  
**Asahi Cycle Co., Ltd.**  
**CYCLESLOT**  
**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  
 cycly/AI COMPANY Co.,Ltd.  
 Daisharin/SINANEN BIKE Co.,LTD.  
 Ecochari Co., LTD.  
 Friend Shokai  
 FUMA  
 GROVE  
 Import Bicycle Factory/GIC Co.,Ltd  
 Japan Health Inc.  
 jitensha-mura.  
 K&M Cycle  
 L-Breath BIKE/Victoria Inc.  
 LORO HPV Group

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

murasaki sports  
 Nextbike/Core-Japan Inc.  
 OSHMAN'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



# Regulations / Exhibitor Application Submission

## Exhibit Options & Fees

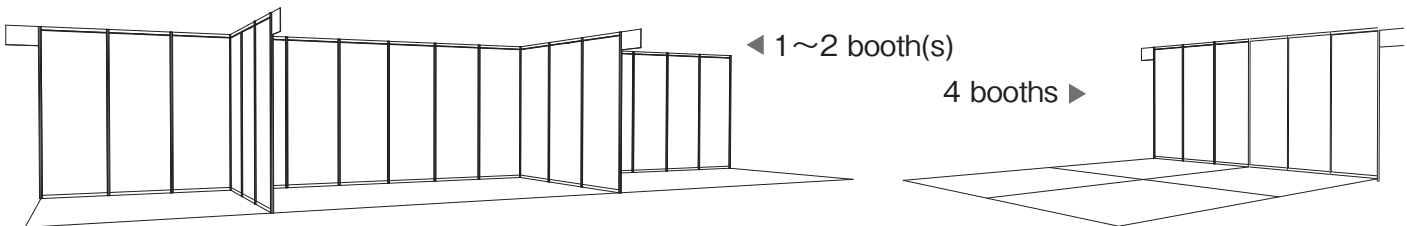
CYCLE MODE has the following booth areas- General Booth, Electrically Assisted Bicycle Zone, Bicycle Information Zone and New Idea Zone. There are also ways of sponsoring or advertising at the Promoter Booth Corner. Please select according to your exhibit/sponsor plan.

### 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/2019/english/>

#### 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)	3m×3m, 9spm per booth		6m × 6m, three sides open		6m × 9m, island booth	Size TBD, island booth
Booth Fee/Unit Price (+10% Japanese sales tax)	A type	B type	A type	B type	JPY1,320,000	JPY215,000 (x number of booths)
	JPY275,000 (x number of booths)	JPY314,800 (x number of booths)	JPY880,000	JPY1,039,200		
※10% Japanese sales tax is not included above cost						
Booth Consists of:	System walls (white) Company name sign	System walls (white) Company name sign Carpet (9 or 18m <sup>2</sup> ) -Various colors available LED spotlight 600W x1 100V power/ two sockets (up to 300W) x1 *Construction fee and utility fee for above electricity included	System walls (white) Company name sign	System walls (white) Company name sign Carpet (36m <sup>2</sup> ) - Various colors available LED spotlight 60W × 4 100V power/ two sockets (up to 300W) × 1 *Construction fee and utility fee for above electricity included	Space only	Space only

#### Notes:

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.

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.



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: cycle@cyclemode.net







# 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 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 12th, 2019) 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 13th ~ August 12th, 2019	Cancellation Fee 50% of Exhibitor Fee
After August 13th 2019	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. 9th (Fri), 2019  
② If the exhibitor does not begin load-in by noon on Nov. 1st (Fri) 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 by email. No complain about the location is accepted.

## 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.

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