

**CYCLE MODE<sup>®</sup>**  
**international2009**

How to exhibit & The regulations

## 1. Deadline

Closing date for registration: 31st July (Fri) 2009

Closing date is subject to change of space availability.

## 2. Participation fee

CMI2009 is made possible through the participation of exhibiting as following:  
 [General Stand][MTB Outdoor Field Stand][Bicycle Information stand][Motor-Assisted Bicycle Stand]  
 [Information dispatch zone][Event Stage Sponsorship].

### CYCLE MODE 2009 Participation Fee

#### Exhibit category

##### <General Stand>

##### Osaka Venue

Number of stands	1~3	4	6	more than 8
Stand size	1 space = 3m×3m (9m <sup>2</sup> )	6m×6m (neighboring stands)	6m×9m (independent)	9m <sup>2</sup> ×Number of stands (independent)
Participation fee per one stand (Including 5%TAX)	JPY210,000	JPY126,000	JPY126,000	JPY120,750
Stand including	·white colored partition ·spotlight (electrical construction, rentals, electricity charge included) ·signboard	·white colored partition ·signboard	Space only	Space only

##### Tokyo Venue

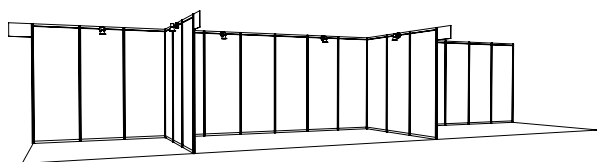
Number of stands	1~3	4	6	more than 8
Stand size	1 space = 3m×3m (9m <sup>2</sup> )	6m×6m (neighboring stands)	6m×9m (independent)	9spm×Number of stands (independent)
Participation fee per one stand (Including 5%TAX)	JPY288,750	JPY231,000	JPY231,000	JPY225,750
Stand including	·white colored partition ·spotlight (electrical construction, rentals, electricity charge included) ·signboard	·white colored partition ·signboard	Space only	Space only

#### Remarks

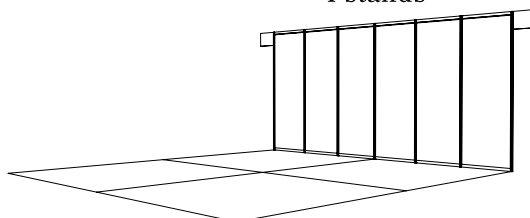
※Renting 5 stands and 7 stands are not allowed to apply. However, any arrangement can be requested if you apply for more than 8 stands.  
 ※Name of representative is required in the application form if it is a joint exhibition. The secretariat will endeavour to satisfy wishes regarding location and size considering request. Any requests can not be made after application deadline.

#### <Stand layout>

1~3 stands



4 stands



#### <MTB Outdoor Field>

Date	12thDEC,13thDEC
Venue	Makuhari seaside park
Stand size	3m×3m
Participation fee per one stand (Including 5%TAX)	JPY262,500 (If you participate more than 4 stands in Tokyo venue,you pay only JPY94,500)
Stand including	Space only

#### Remarks

※Free shuttle bus wil run between Makuhari Messe and Makuhari seaside park (approximately 5min)  
 ※Demonstration by professional rides will take place. ※It carries out if it rains.※Helmets are not provided on the site.  
 ※Applying plural stands can be admitted. However, the organizer may assign space in accordance with the structure of the satellite venue and the actual amount of space available.

### <Bicycle Information Stand>

Only companies that meet the following requirements may apply for the information space.

- 1) Event and Community related to bicycle. 2) School and Seminar related to bicycle.
- 3) Bicycle Touring and Accommodation related to bicycle. 4) Internet Service related to bicycle.

#### Osaka Venue

Stand size	W2m×D1.5m
Participation fee(Including 5%TAX)	JPY52,500
Stand including	·Partition wall (back and side panels·white) ·Table (1,800mm×450mm) ·2 folding chair ·Plug

#### Tokyo Venue

Stand size	W2m×D1.5m
Participation fee (Including 5%TAX)	JPY84,000
Stand including	·Partition wall (back and side panels·white) ·Table (1,800mm×450mm) ·2 folding chair ·Plug

### <Motor-Assisted Bicycle Stand>

Only Motor-Assisted Bicycles can be exhibited in this section

#### Osaka Venue

Number of stands	1~3	4	6	more than 8
Stand size	1 space = 3m×3m (9m <sup>2</sup> )	6m×6m (neighboring stands)	6m×9m (independent)	9spm×Number of stands (independent)
Participation fee per one stand (Including 5%TAX)	JPY210,000	JPY126,000	JPY126,000	JPY120,750
Stand including	·white colored partition ·spotlight (electrical construction, rentals, electricity charge included) ·signboard	·white colored partition ·signboard	Space only	Space only

#### Tokyo Venue

Number of stands	1~3	4	6	more than 8
Stand size	1 space = 3m×3m (9m <sup>2</sup> )	6m×6m (neighboring stands)	6m×9m (independent)	9spm×Number of stands (independent)
Participation fee per one stand (Including 5%TAX)	JPY288,750	JPY231,000	JPY231,000	JPY225,750
Stand including	·white colored partition ·spotlight (electrical construction, rentals, electricity charge included) ·signboard	·white colored partition ·signboard	Space only	Space only

Remarks	<ul style="list-style-type: none"> <li>●Only sporting bicycles can be exhibited. City cycle is not allowed to be exhibited.</li> <li>●The original test course will be installed for only motor-assisted bicycles.</li> </ul>
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### Sponsorship

Sponsorship offers the opportunity for potential sponsors to reach a specialized audience, and compliment advertising and exhibit opportunities.

Sponsorship Package(Including 5%Tax)	The sponsor fee can be arranged to match the needs of the sponsors.
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Remarks	<ul style="list-style-type: none"> <li>※Package includes both Tokyo and Osaka venue. ※Price is decided according to the contents of exhibiting.</li> <li>※Package does not include a stand on both venues.</li> <li>※Examination will be made by the organizer.</li> </ul>
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## 3. Application for a stand

Application for participation shall be made with an application form, which shall be fully completed and signed with a legally binding signature, and sent to the CYCLE MODE secretariat. With your signature you agree to the terms of participation. Upon receipt of your application you will receive a contact for confirmation from the secretariat.

CYCLE MODE secretariat

Television Osaka, Inc. 1-2-18 Ohtemae Chuo-ku Osaka city Osaka, JAPAN #540-8519

Tel:+81-6-6947-0284 Fax:+81-6-6947-1941 e-mail cycle@tv-osaka.co.jp

## 4. Terms of Payment

- (1) Invoice is made by the secretariat and sent to the exhibitor in August.  
Stand charge should be paid by the end of September 2009.
- (2) Wire transfer charges are to be borne by the exhibitor.
- (3) Your payment is requested to transfer into the designated bank account addressed in the invoice.

## 5. Cancellation

- (1) Should the exhibit be not allowed to cancel the application. However it may be accepted if the organizer accepts the submission of the cancellation by paper.
- (2) Should the exhibit or pay the cancellation fee for any reason.

Cancellation charges will apply as below;

Time of application to 31st MAY(Sun) 2009...No charge

to 31st JULY(Fri) 2009...50% of the invoiced charge

after 1st AUG (Sat) 2009...100% of the invoiced charge

## 6. Assignment of stands

- (1) The secretariat reserves all rights about assigning stands.  
Assignment of floor plan is submitted at exhibitor's meetings.
- (2) Space allocation priority with 1-3 stands is based on the following criteria to determine stand location;
  1. A number of stand(s)
  2. First come, first served basis
  3. Years of attendance

## 7. Exhibitor's meeting

There will be an exhibitor's meeting in Tokyo and in Osaka in late August.  
Announcement of floor layout plan and promotion plan is made at the meeting.

## 8. Schedule

### Osaka Venue

	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	22:00	24:00	
26thNOV(Thu)								delivery	◀Hall close 17:00									
27thNOV(Fri)	delivery/set-up ※Maximum loading time is 24:00. It is subject to change.																Hall close 24:00▶	
28thNOV(Sat)	Entry for exhibitors 8:00~	SHOW HOURS										◀Hall close 18:00						
29thNOV(Sun)	Entry for exhibitors 8:00~	SHOW HOURS										removal	◀Hall close 21:00					

### Tokyo Venue

	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00		
10thDEC(Thu)	delivery														24h set-up available for only permitted exhibitors		
11thDEC(Fri)	delivery				set-up		SHOW HOURS										◀Hall close 22:00
12thDEC(Sat)	Entry for exhibitors 8:00~	SHOW HOURS										◀Hall close 19:00					
13thDEC(Sun)	Entry for exhibitors 8:00~	SHOW HOURS										removal	◀Hall close 21:00				

### Outdoor field

	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	
12thDEC(Sat)	set-up		SHOW HOURS							removal						
13thDEC(Sun)	set-up		SHOW HOURS							removal						

## 9. Electrical installation and Facilities for water supply and drainage in a stand

### (1) Electrical construction

#### 1. Application for an electrical use

The power of ceiling area lighting in the exhibition hall is average 400lux in Osaka, average 500lux in Tokyo. When you'd like to have electrical power in your stand, you need to apply for it by an application from you'll have later. For the package type, 1 to 3 stands, exhibitors, 1 spotlights for each system panel plus its equipment fee/usage fee are already include in stand charge. However if you need more spotlights and other facilities, you need to apply and pay for it.

#### 2. Electrical mainline construction charge

The specified company is going to wire electricity mainline to the required place from exhibitor, and set the switch. Here is the Charge list. Please pay your fee according to the power you require.

#### ● Electrical mainline construction charge (tax include, both for Tokyo/Osaka)

Installed capacity	mainline construction charge	Installed capacity	mainline construction charge
1W~1KW	JPY 8,400	2.1KW~3KW	JPY25,200
1.1KW~2KW	JPY16,800	3.1KW~4KW	JPY33,600

※ For more than 4KW, 8,400 yen for every additional 1KW. Same rate for single-phase 100v, single/three phase 200V.

#### 3. Second work registration and fee

The electricity mainline second work construction the electrical work from approved switch to your stand, must be arranged by exhibitors and pay for the service. If you need such construction work, please apply for registration separately.

#### 4. Electrical power rate

Exhibitors will be charged ¥1,260 (tax include) for each 1 KW

Outside regular hours power supply, 24 hours power/power for overtime, will be changed additionally.

#### 5. Supply electrical mode

We can offer only these 3 electrical modes.

<For Tokyo venue>

<For Osaka venue>

AC Single-phase ..... 100v 50Hz

AC Single-phase ..... 100v 60Hz

AC Single-phase ..... 200v 50Hz

AC Single-phase ..... 200v 60Hz

AC Three-phase ..... 200v 50Hz

AC Three-phase ..... 200v 60Hz

(2) Exhibitors requiring the use of facilities for water, wastewater, and/or gas presentation purpose should consult the secretariat.

## 10. Invitations and budes

The secretariat prepares invitation tickets, exhibitor budes and constructor budes, which will be distributed as described below. For additional tickets and budes, the exhibitor must apply in writing to the secretariat.

	Free of charge				additional
	less than 4stands	6 or 8stands	10~19stands	more than 20stands	
Invitation Ticket	50×Number of stands	200sheets	200sheets	200sheets	JPY500 per sheet
Exhibitor budge	5×Number of stands	30sheets	40sheets	50sheets	JPY300 per sheet
Constructor budge	5×Number of stands	30sheets	40sheets	50sheets	Free of charge

※ Invitation ticket, Exhibitor and Constructor budes are valid for both Osaka and Tokyo venue.

※ Exhibitor and Constructor budes are provided based on the larger number of stands applied.

※ Invitation tickets are provided total amount of pieces when applying for both Osaka and Tokyo venue.

※ Neck strap is provided for free.

## 11. Terms of exhibit

### (1) Bicycles

Bicycles, which meet the following conditions, can only be exhibited.

1. Sports and pleasure
2. Expressing one's lifestyle
3. Innovative technique and idea
4. Safety

Any bicycles that the organizer recognizes improper can be removed from the stand after commencement of the site and the organizer will not refund the stand rental fee.

### (2) Main Exhibits

- Sports bicycle with the organizer's permission
- Items related to bicycle
- School and miscellaneous information
- Related facility information

※All goods imported as items to be given away in Japan cannot be re-shipped in cases containing bonded items.

Separate export arrangements and documentation are necessary. These consumable items are treated as domestic Japanese cargos.

### (3) Sales of merchandise

At the exhibition, sales of merchandise are in principle not allowed. However, as a special exception, following items are not within this restriction.

※Giving away promotional items or products can be indicated as sales of merchandise, and the secretariat will not be responsible for any trouble of this action.

1. Catalogue
2. Novelties
3. Books, audio and visual products(e.g. DVD)
4. Food and beverage( required a separate application)
5. Other items which are admitted by the secretariat

(Remarks)Sales of merchandise are not allowed in the section of Bicycle Information Stand.

### (4) Alcohol sales of merchandise and sampling

No alcohol is allowed into the venue. This is strictly prohibited for exhibitors and visitors at the venue.

### (5) Distribution of goods

Exhibitors may freely distribute catalogs, pamphlets, product samples, etc. within their stands. However, promotional activities in the passageways and public spaces are not allowed. Any goods that the organizer recognizes as improper can be removed from the stand after commencement of the site and the organizer will not refund the stand rental fee.

### (6) Volume Restrictions for Microphones and Audio Visual Equipment

The use of microphones and Audio Visual equipment must comply with the conditions below.

1. Speakers for microphones installed in stands must face the inside of the stand.
2. Volume must be 70 dB or less, measured 2 m from the front of the stand. Where there are complaints from nearby exhibitors, the volume must immediately be lowered as directed by the organizer.

## 12. Use of tents

Where a tent is to be used as part of a stand's decoration, use a fire proof tent with a label from the Japan Fire Retardant Association (JFRA) or proof that it complies with equivalent or more stringent fire prevention standards. Exhibitors using other tents may be instructed to remove them by the fire department.

## 13. Exhibitor's room

Exhibitor's room is available on chargeable basis. However, the number of room is limited. There is no place for store and meeting on both venues.

1. Date of rooms available···From the previous day of the show to the end of the show
2. Time of rooms available···According to the entry time for exhibitors on each venue

## 14. Test Ride

Please handle Test Ride requested by guests at your own discretion. However, please make sure that the activity must be conducted under the following guideline and not to cause any accident during the exhibition.

1. A test ride pass will be issued only to the person who is over 150cm in height or over 12 years old (subject to change). However, we will also arrange a designated test ride zone for the guests who are not meeting the above requirements. Therefore, you may provide children's models if you have one in your product line. The children's test ride zone will be managed by the organizer.
2. The exhibitors providing Test Ride bicycles are responsible to conduct through study of the test ride course and to give a guest a clear instruction of how to conduct the Test Ride.
3. A request for the test ride can be made by a guest directly at your stand or you can encourage guests to use the service. Please note that the first thing you should check is whether the guest has a "test ride pass" issued by the organizer, which is a written proof to show that the guest has signed a pledge. If the guests do not hold valid passes, please encourage them to come either to the reception desk at the hall entrance or the operation headquarters to sign the pledge. Please make sure that you do not let any guest without the pass go for a test ride.
4. When you let a guest enjoy a test ride; please make sure that, first, you check with the guest about his bicycle experience in the past and, secondly, that the guest is fully briefed on the use of "gears" and "brakes". This will not only prevent an accident but also prevent any unnecessary damage on your bicycles. Although the organizer has taken out insurance, it is not covering any damage on your products or any accident caused by improper maintenance of the products.
5. Once a guest has gone for a test ride, he might not be able to find the stands when he wishes to return a bicycle to your stand. In order to avoid any confusion, please make sure that all the bicycles used for a test-ride should carry something that clearly states the number of your stand. The organizer will also assign coordinators who help the guests return the bicycles, and they will be guiding the guests where to return the bicycles based on the stand numbers stuck on your products. In addition, it is your responsibility to tell the guests some of the characteristics of your stands so that the test rider can easily find your stand.
6. Please make sure that the test riders are informed that they are only allowed to ride on a bicycle in the designated course and, otherwise, they are expected to dismount and push to maneuver the bicycle.
7. Should any test-ride bicycle not be returned to your stands for a prolonged time, please do bring that to our staff's or the organizer's attention, as it might be a sign of a potential trouble.
8. We will not accept any test-ride requested from an individual who obviously appears to be drunk. Also, please refrain from allowing a test ride to any person who is too inexperienced in riding a bicycle, who insists on testing a particular bicycle which is not fitting to their body size, or who is sensed with any hazardous sign by the exhibitors. And, please do not forget that the maintenance of your bicycles is of your own responsibility.
9. Should any accident or injury happen, please do inform the nearest site attendant of the accident as soon as possible. We have clinical nurses on call at the organizer's office. Due to the facility management system, please do not call an ambulance at your discretion.
10. Test Ride of special types of bike; recumbent, tandem and small wheeled bike is only allowed in the area designated by the organizer.
11. Please disseminate the above guideline to your stand staff and make sure that everyone fully understands it.

## 15. Other regulations

### (1) Resell, exchange a stand

Exhibitors cannot resell, transfer and exchange a stand between exhibitors or the third parties.

### (2) Responsibility

1. Exhibitors should observe the term of participation on CYCLE MODE international 2009.

2. While every reasonable precaution is taken with regard to ground security, the organizer accept no responsibility for any losses or damages which may be fallen the person or property of the exhibitor regardless of course. The exhibitor is responsible for securing insurance coverage against all risks associated with participation in the exhibition including accident. The organizer is not liable for any damage, loss, distress or harm caused to any person or to any person's property on the ground regardless of cause. Coverage should be for the duration of the exhibition and should include the following; exhibits and other items located in the stands, Public liability, Third party liability.

### (3) Inspection

The fire department, police department and health center reserves the right to inspect the Hall during the show.

### (4) Cancellation or Changes of the Exhibition

In the event of natural disasters, force major etc, the organizer may be forced to cancel or make changes to the Exhibition. In these cases the organizer is not responsible for any loss incurred as a result and any exhibitor's request for the cancellation of participation or the reduction of numbers of stands will not be accepted. The organizer will refund stand application payments in the event the exhibition is cancelled; however the exhibitor must bear any cost incurred during the preparation period.

### (5) Agreement

All exhibitors agree to comply with the exhibition conditions in good faith.

### (6) Cancellation of the contract and rejection of the exhibition

The organizer reserves the right to restrict or prohibit the exhibition. In such below cases, the exhibition fee will not be refunded.

1. Overdue for the payment
2. Exhibiting improper items in a stand
3. Performing the prohibited action during the show.
4. Exhibiting for improper aim
- 5 No usage of a stand
6. Against the term of participation
7. Against the exhibitor's regulations

The secretariat is also entitled to reject the contract that could compromise the smooth running of the exhibition.

### (7) Trial jurisdiction

Disputing the right obligation may be caused from this contract, the Osaka district court is made a first trial jurisdiction.