



Exhibit Fees and Regulations

1. Application Deadline

Application must arrive by Friday, July 15, 2011

*Subject to change based on space availability.

2. Exhibit Options & Fees

Cycle Mode has four types of exhibit booths to meet the varied needs of exhibitors: “General exhibit booths”, “Outdoor field special booths”, “Bicycle information booths” and “Electrically assisted bicycle booths”. Sponsorship for “Organizer’s booth” or “Media mix” is also available.

Cycle Mode 2011 Exhibit Fees

Booths

<General exhibit booths / Electrically assisted bicycle booths>

Tokyo Venue

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 (9sqm × number of booths)
Fees per Booth (tax incl.)	JPY288,750	JPY231,000	JPY231,000	JPY225,750
Booth Consists of:	<ul style="list-style-type: none"> · System walls (white) · One spotlight per 3m walls · Company name sign 	<ul style="list-style-type: none"> · System walls (white) · Company name sign 	Space only	Space only

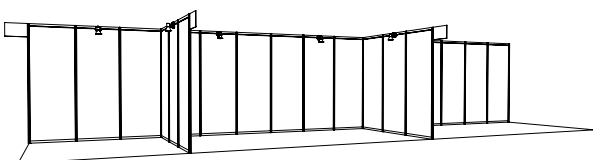
Osaka Venue

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 (9sqm × number of booths)
Fees per Booth (tax incl.)	JPY210,000	JPY126,000	JPY126,000	JPY120,750
Booth Consists of:	<ul style="list-style-type: none"> · System walls (white) · One spotlight per 3m walls · Company name sign 	<ul style="list-style-type: none"> · System walls (white) · Company name sign 	Space only	Space only

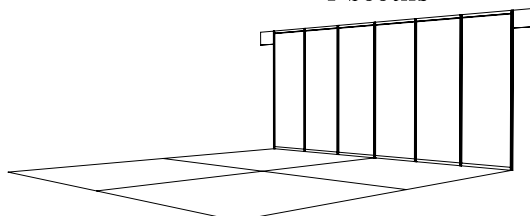
Notes:

- ※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.
- ◆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
- ※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.

<Booth examples> 1~2 booth(s)



4 booths



<Exhibit Fee Discount> **Important**

Exhibitors who take booths both in Tokyo and Osaka Venues and meet the conditions below will be eligible for a discount of exhibit fees.

	Exhibiting Venues	Number of Booths	Number of Test-ride Bicycles	Discount %
A	Tokyo and Osaka	4 booths or above for each venue	0-5	4% off from total exhibit fees
B	Tokyo and Osaka	1 booth or above for each venue	6-10	4% off from total exhibit fees
C	Tokyo and Osaka	1 booth or above for each venue	11-20	6% off from total exhibit fees
D	Tokyo and Osaka	1 booth or above for each venue	21-30	8% off from total exhibit fees
E	Tokyo and Osaka	1 booth or above for each venue	31-40	10% off from total exhibit fees
F	Tokyo and Osaka	1 booth or above for each venue	41 or above	12% off from total exhibit fees

※1 Children's bicycle for Kids School area will be counted as 0.5.

※Decimals will be omitted when counting the number of test-ride bicycles.

<Outdoor Field Special Booth>

Date	Saturday, November 5, 2011 - Sunday, November 6, 2011 / Two days only
Venue	In the Makuhari Kaihin Park MTB Course
Size of Booth	3m × 3m
Fee per Booth (tax incl.)	JPY52,500
Booth Consists of:	Space only

Notes:

- ※Free shuttle buses will run between Makuhari Messe and Makuhari Kaihin Park. (Expected duration: 5 minutes)
- ※Demonstration runs of professional bicycle riders are scheduled.
- ※Not cancelled in case of rain.
- ※Exhibitors need to provide bicycle helmets for test-riders.
- ※Exhibitors may apply for more than one booth based on space availability.
- ※Outdoor Field may be called off if the number of applications for the outdoor field special booths is too small.

<Bicycle Information Booths>

Exhibit booths for exhibits other than bicycles, mostly for providing information.

Bicycle Information Booths are 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.

Tokyo Venue

Size of booth	2m × 2m
Fee per Booth (tax incl.)	JPY112,000
Booth Consists of:	·System walls (white) ·Needle punch carpet ·Table × 1 (1,800mm × 450mm) · Folding chair × 2 ·Socket × 2 (500W)

Osaka Venue

Size of booth	2m × 2m
Fee per Booth (tax incl.)	JPY70,000
Booth Consists of:	·System walls (white) ·Needle punch carpet ·Table × 1 (1,800mm × 450mm) · Folding chair × 2 ·Socket × 2 (500W)

Notes:

- In addition to the regulations for General Exhibit Booths, Bicycle Information Booths are 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. 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.

3. 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/exhibition>

※Applications are scheduled to be accepted from April 1st (Friday).

4. Terms of Payment

(1) An invoice based on the application content will be sent to the person in charge of the exhibit. Please submit the exhibition fees by the dates listed below.

[Payment Dates]

1. Domestic exhibitors (companies with a history of past participation in CYCLE MODE)
 - Applications received between 1st - 20th... 10th of the following month
 - Applications received between 21st - end of month... 20th of the following month
 2. Domestic exhibitors (companies newly applying to exhibit at CYCLE MODE)
 - Within 10 business days of the issuing date on the invoice
 3. 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.

5. Cancellation

- (1) Cancellation after an application has been accepted can only be made via submission of a written explanation of the reasons for cancellation to the Secretariat, and with approval from the organizer.
- (2) The exhibition fees will not be refunded under any circumstances.

6. 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.

7. Exhibitor Meeting

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

8. Estimated Delivery and Take Down Schedule

Tokyo Venue

	7:00	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	
2th NOV(Wed)				organizer set-up			exhibitor delivery						24 hour set-up available with over-time permit						
3th NOV(Thu)				exhibitor delivery												24 hour set-up available with over-time permit			
4th NOV(Fri)			exhibitor delivery	exhibitors work on booths, final clean up	premium time			open to public									exhibitors exit hall 22:00		
5th NOV(Sat)		exhibitor entry 8:00~	open to public										exhibitors exit hall 19:00						
6th NOV(Sun)		exhibitor entry 8:00~	open to public								take down operations				exhibitors exit hall 21:00				

Osaka Venue

	7:00	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		
10th NOV(Thu)							organizer set-up	exhibitor delivery			exhibitors exit hall 17:00							
11th NOV(Fri)				exhibitor delivery												exhibitors exit hall 20:00		
12th NOV(Sat)		exhibitor entry 8:00~	open to public									exhibitors exit hall 18:00						
13th NOV(Sun)		exhibitor entry 8:00~	open to public								take down operations				exhibitors exit hall 21:00			

Outdoor field

	7:00	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	
5th NOV(Sat)			exhibitors preparations	open to public						removal							
6th NOV(Sun)			exhibitors preparations	open to public						removal							

15:30 schedule end to test-riding
16:00 begin removal operations

※The above is subject to change. Definite schedule will be announced in the “Exhibition Manual” distributed at the Exhibitors Meeting.

9. Electricity and Water Use in Exhibition Booth

(1) Electrical construction

1. Application for use of electricity

Ceiling illumination averages 400 lux for the Osaka venue and 500 lux for the Tokyo venue. If electricity is needed in the booth, a separate application must be made via a form to be provided at a later date. Exhibitors with a “package” (1-2 spaces) will receive 1 spotlight per 3m, with the equipment and usage fees included in the exhibition fees. If additional spotlights, equipment, and electricity is needed, the exhibitor is required to submit an application and will be responsible for the additional costs.

2. Electrical main line construction costs

The Secretariat will designate the contractor for electrical main line work, and this contractor will provide the wiring to the place specified by the exhibitor, and install the switch. Construction fees will be based on the electrical capacity required, and the rates listed below, and are to be paid by the exhibitor.

●Electrical main line construction costs (including sales tax; for Tokyo and Osaka respectively)

equipment capacity	main line construction fees	equipment capacity	main line construction fees
1W~1KW	JPY 8,400	2.1KW~3KW	JPY25,200
1.1KW~2KW	JPY16,800	3.1KW~4KW	JPY33,600

※Each 1KW over 4KW will cost an additional 8,400 yen. The same rates apply for both single-phase 100V and single/three phase 200V.

3. Secondary work: registration and fees

Electrical work within the booth (secondary electrical construction work) from the Secretariat approved electrical main line (switch) is the exhibitors' responsibility and to be paid for by the exhibitor. This work requires a special application and registration.

4. Electricity rates

Additional power usage will be billed to the exhibitor at the rate of 1,260yen/KW (tax included). Power use outside regular hours (24 hour supply, power use during over time work) will cost extra.

5. Power supply modes

The following 3 modes of power supply are available:

<Tokyo>

AC Single-phase 100v 50Hz

AC Single-phase 200v 50Hz

AC Three-phase 200v 50Hz

<Osaka>

AC Single-phase 100v 60Hz

AC Single-phase 200v 60Hz

AC Three-phase 200v 60Hz

(2) If water supply and drainage is required within the booth, prior consultation with the Secretariat is required.

There may be cases where water cannot be supplied to certain booth locations. All costs associated with such usage are to be paid by the exhibitor.

10. Tickets, etc.

The Secretariat will provide tickets, exhibitor ID's, and worker ID's as follows.

For additional tickets and ID's please submit an application to the Secretariat using forms to be distributed at a later date.

	FREE					additional issue (tax included)
	up to 4 spaces	6 - less than 10 spaces	10 - less than 20 spaces	over 20 spaces	bicycle information booths	
Visitor tickets	50 × number of spaces	200	250	300	15	JPY500/ticket
Exhibitor ID	5 × number of spaces	30	40	50	5	JPY300/ticket
Worker ID	5 × number of spaces	30	40	50	5	free

※The Tickets, exhibitor and worker ID's are the same for both the Tokyo and Osaka venues.

※If exhibiting at both the Tokyo and Osaka venues, the number of tickets provided free of charge will be the sum of the two venues.

※The number of exhibitor and worker ID's will be based upon the size of the larger exhibition booth.

※Pass holders (lanyard-type) may be borrowed, free of charge.

11. 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.

(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.

※ "Sale" refers to a transaction that involves delivery of merchandise. It does not refer to acceptance of applications or reservations. However, the organizer is not responsible in any way for problems arising from such contractual transactions.

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.

(4) Sale and provision of alcoholic drinks

Cycle Mode prohibits any sale or provision of alcoholic drinks by any exhibitor or participants within the venues. Consumption of alcoholic drinks by exhibitors and participants is also prohibited.

(5) Restriction of exhibits and PR activities

Installation and exhibition of decorations and exhibit items; distribution of flyers, catalogues, samples, etc.; introduction or demonstration of products; survey; and other activities must be conducted within the booth. Performance of activities in places other than the booths (e.g., in the aisles) is strictly prohibited, as it may impede traffic or block the emergency escape route. In case of such an activity, the organizer will ask the offending exhibitor to immediately stop the activity. If the activity continues, the said exhibitor's exhibit will be canceled immediately, and the organizer may remove the said exhibit or take other necessary measures on behalf of the exhibitor. The exhibitor may not make any liability claims or demands against the organizer. Furthermore, there will be no refund of the exhibit fee or other compensation.

(6) Restriction of sound volume

Demonstrations using speakers, microphones, and other audio equipment should not adversely affect the other exhibitors and visitors. Sound volume must be 70 decibels or lower at two meters from the booth. If there are complaints from visitors and other exhibitors, the use of speakers, microphones, or other equipment may be restricted.

12. 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 them.

13. Exhibitor's rooms

Exhibitor's rooms are available upon request for a fee. However, the number of rooms is limited. Please note that there are no common spaces such as meeting rooms or storage areas in the hall.

1. Available dates: From the day before the show through the end of the show.
2. Available hours: Same as the hours exhibitors are allowed to enter the hall.

14. Test-ride

Please rent out the test bicycles at your own discretion. Follow the instructions below, and take utmost care to prevent accidents.

1. A test-rider signs the test-ride agreement at the test-ride pass office, and is issued a "test-ride pass," to be worn on the person. A test-rider must be at least 140cm tall, to be issued a test-ride pass. Smaller children are issued separate passes that allow them to use only the Children's Test-ride Area. Participants with children's passes may not use the regular test-ride course.
2. Exhibitors who plan to rent out test bicycles should check the course in advance, and instruct the visitors how to test-ride the bicycles before renting them out.
3. A visitor may request a test-ride at the booth, or the exhibitor may recommend a test-ride to the visitor. The exhibitor should make sure that the visitor is wearing a test-ride pass, before renting out the test bicycle. Please do not rent the bicycle to a visitor without a test-ride pass.
4. Many visitors have never ridden a sports bicycle. Please assess the experience of the test-riders and explain to them in detail how to use the transmission and brakes.
5. Test-riders will be pushing their bicycles from the exhibit booth to the test-ride course entrance. Please make sure the test-riders understand that riding the bicycle is prohibited outside the designated course.
6. Once the test-rider leaves the booth, he or she may not be able to remember the location of the booth. Please make sure the test-rider knows what to look for when returning to your booth.
7. If a test bicycle is not returned for an extended period of time, there could be a problem. Please contact a nearby attendant or the Secretariat immediately.
8. Do not allow a person to test-ride if he or she shows clear indication of the possibility of alcohol consumption. In addition, do not allow test-ride if the exhibitor deems it dangerous: for example, if the person is too unskilled as a rider or insists on riding a bicycle that is not appropriate for his or her frame.
9. In case of personal injury or a serious damage, please contact a nearby attendant. A nurse is stationed in the venue. Because of the system of the facility, please refrain from calling an ambulance at the discretion of exhibitors.
10. Electrically assisted bicycles, very small-wheel bicycles, recumbent bicycles, beach cruisers, and some other types of bicycles are assigned to a special test-ride course, separate for the general course. Please direct the test-rider to the proper course when renting out the bicycle.
11. Please make sure that the entire staff at your booth understands the above safety instructions, so that the visitors can enjoy a safe test-ride.

15. 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) 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 an exhibitor's right to exhibit, without any notification, if any of the following conditions are met. In such a situation, the organizer will invoice the exhibitor for damages and the exhibitor must compensate for damages.

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.

The organizer holds the right to cancel an exhibit application at any time if it judges there is the possibility of causing problems for the visitors or interference with the smooth operation of the event.

(7) Jurisdiction courthouse

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