

CYCLE MODE[®] international 2011

The Biggest B to C Cycle show in Asia

TOKYO Venue

Makuhari Messe

+ Outdoor Field Makuhari Kaihin Park MTB Course

November 4 - 6, 2011

Friday - Sunday

OSAKA Venue

Intex Osaka

November 12 - 13, 2011

Saturday and Sunday

- Types of Exhibit -

1 General exhibit booths

corporate and group exhibit booths.

Finished products, frames, parts, tools, accessories (helmets, cycle computers, lights, etc.)
apparel, supplements and drinks, and others.

2 Outdoor field special booths

Mountain bike test-ride rental booths at the Makuhari Kaihin Park Mountain Bike Course
adjacent to the Tokyo Venue (Makuhari Messe).

3 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.

4 Bicycle information booths

Exhibit booths for exhibits other than bicycle products, mostly for providing information.

Planned assembly zone grouping is as follows:

- 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

5 Advertising sales

Providing advertising spaces where high-exposure brand appeal is possible.

⟨Planned contents⟩

- Official homepage/top page ads
- ads on handouts (for distributors and media)
- Exterior ads the venue (including ads on event stage walls)
- Official homepage banner ads
- Ads in official guidbook
- neck strap ads

6 Sponsor booths / area support

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

⟨Planned contents⟩

- Beginners' School Zone (Pre-test ride lessons)
- girls' bike cabin (Information area for women)
- TEAM KEEP LEFT booth (Promotion of adherence to traffic rules and manners)
- Triathlon Zone
- Handmade Bicycle Zone, etc.

7 Campaign tie-up

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

Notes:

*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 services cannot be sold.

*Exhibit will be accepted after payment of the exhibit fee is verified.

*Under any circumstances, exhibit fees are not refunded for cancellation after the exhibit has been accepted.



2011 Event Outlines

	TOKYO	OSAKA
Exhibition Space	27,000 m ² + Yasuragi Mall	17,000 m ²
Estimate of Exhibitor	180 companies/groups	
Estimate of Visitors	40,000 people	25,000 people
Admission	1,000Yen (Advance) / 1,200Yen (walk-up) Junior high or under / Free (Student ID is required) November 4 (Fri) 15:00 - 21:00 / Free entry for women Premium Time ticket (Advance tickets only) 2,000Yen	
Supporter (Plan)	Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure, Transport and Tourism / Environment ministry / Chiba prefecture / Osaka prefecture / Chiba city / Osaka city / Sakai city / Japan Bicycle Promotion Institute / Bicycle Association Japan / Japan Cycling Federation / Japan Triathlon Union / Japan Mountain Bike Association Nihon Keizai Shimbun, Inc./ TOKYO FM/FM OSAKA and more.	
Organizer	CYCLE MODE International Executive Committee (TV Tokyo Corporation / Television Osaka, Inc.)	

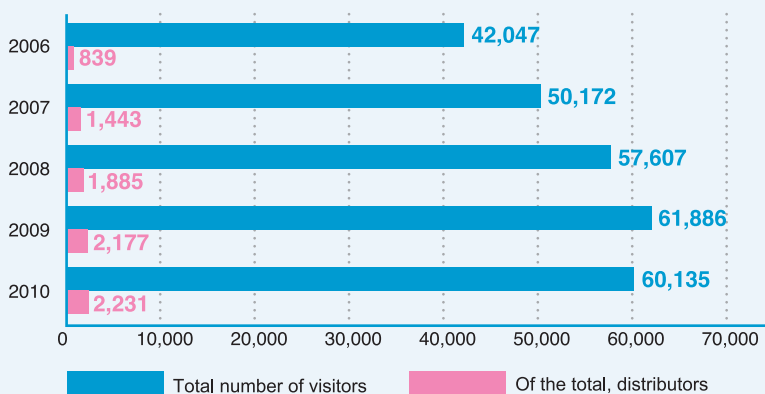
2010 Actual Data

	TOKYO	OSAKA
Number of Exhibitors	183 companies / groups	94 companies / groups

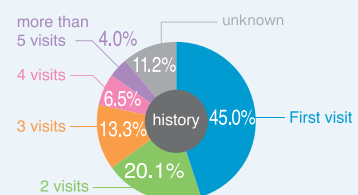
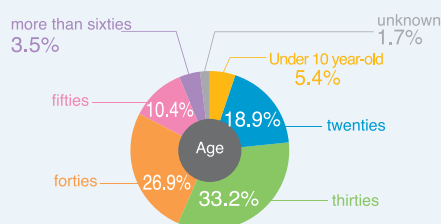
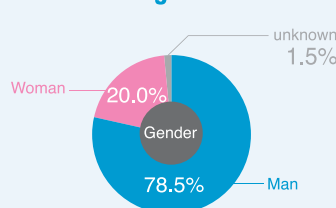
Number of Visitors

	TOKYO				OSAKA		
	Friday November 5 Sunny	Saturday November 6 Sunny	Sunday November 7 Sunny	Total	Saturday November 13 Cloudy	Sunday November 14 Sunny, cloudy later	Total
General visitors (Adults)	7,092	13,505	12,709	33,306	10,412	10,012	20,424
General visitors (High-school age or younger)	215	565	1,133	1,913	849	1,098	1,947
Distributors (registrants only)	1,126	328	202	1,656	321	254	575
Media	227	33	31	291	18	5	23
Total	8,660	14,431	14,075	37,166	11,600	11,369	22,969

Changes in number of Visitors



Visitors background



contact

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