

Life.CYCLE

The biggest B to C Cycle show in Japan

Discover Excitement and Fun! The ALL-New Sports Bicycle Festival

CYCLE MODE[®] international 2013

TOKYO 11/2 (Sat) 3 (Sun) 4 (Mon/Holiday) MAKUHARI MESSE

OSAKA 11/9 (Sat) 10 (Sun) INTEX OSAKA

www.cyclemode.net



For Additional Information

Cycle Mode international Head Office

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First Year of Neo Cycle Mode

For the past few years, the characteristics of the people who visit Cycle Mode has changed conspicuously. More and more people are looking for detailed leading information that is “one step ahead”. Visitor’s interests are even more diverse and expanding to further realms than last year. Amidst this large change, Cycle Mode’s role and responsibility is also becoming larger. But as this change occurs, we feel that Cycle Mode’s identity must stand strong.



Cycle Mode’s identity – that is to be an event that steadily contributes to stimulate the cycle world. In order to realize this, we act by our straightforward vision to <encourage visitors ⇒ instigate purchase activity> We conceive solutions that will help realize our vision, and aim to increase the satisfaction of the exhibitors.

For a successful event the way it should be-
With a concrete vision in mind, Cycle Mode will go through a model change to become the way it should be.

EVENT OUTLINE

Name:	CYCLE MODE International 2013	Admission:	1,000 Yen (advance) / 1,200 Yen (walk-up) High-school student or under / Free (Student ID is required)
Tokyo Venue:	Makuhari Messe(Hall 1,2,3,4)	Organizer:	Cycle Mode International Executive Committee (TV Tokyo Corporation / Television Osaka,Inc. / TVO EXPRO Ltd.)
Osaka Venue:	Intex Osaka(Hall 1,2,3)	Exhibition space:	Tokyo about 27,000 square meters plus Yasuragi mall Osaka about 17,000 square meters
Date:	Tokyo 2.Nov.2013 (Sat) 10:00~18:00 3.Nov.2013 (Sun) 10:00~18:00 4.Nov.2013 (Mon · Holiday) 10:00~17:00 Osaka 9.Nov.2013 (Sat) 10:00~17:00 10.Nov.2013 (Sun) 10:00~17:00 ※Subject to change	Estimate of Exhibitors:	200 companies or groups
		Estimate of Visitors:	Tokyo 40,000 people Osaka 25,000 people ※The numbers above don't include exhibitors, Cycle Mode staff or re-entry visitors.



Cycle Mode 2012 Statistics

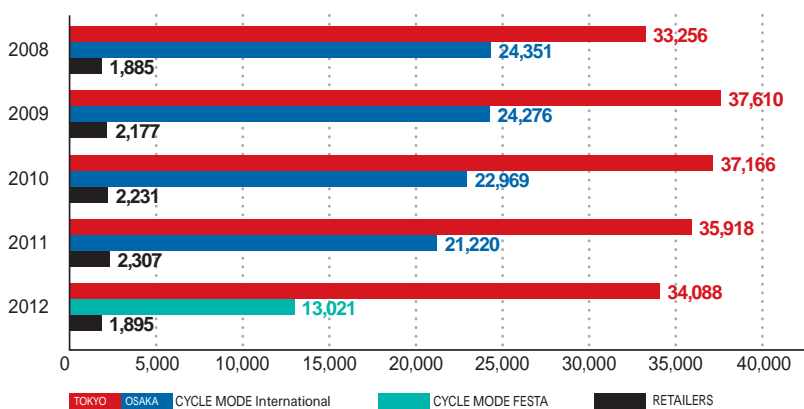
Scale of the Event

Venue	CYCLE MODE FESTA OSAKA	CYCLE MODE International TOKYO
Exhibition space	8,530 square meters	27,000 square meters
Number of exhibitors	44	188
(exhibitors from overseas)	-	10
Number of booths/spaces (exclusive of food booths)	130	712
Number of models	140	600
Number of bicycles (including the ones with only frames)	438	1,975
(Number of bicycles for trial ride)	171	613

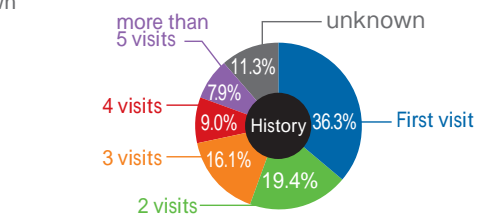
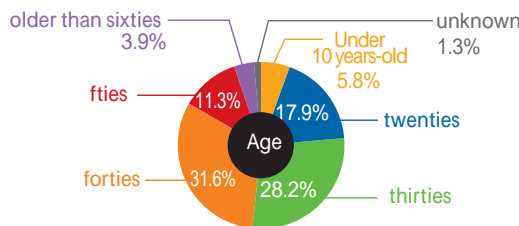
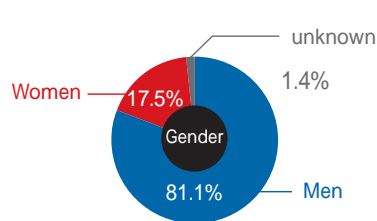
Number of visitors

	CYCLE MODE FESTA OSAKA			CYCLE MODE International TOKYO				
	10/6(sat)	10/7(sun)	10/8(mon)	Total	11/2(fri)	11/3(sat)	11/4(sun)	Total
Adults	3,468	4,616	3,382	11,466	8,305	12,692	8,999	29,996
High school students or under	287	549	424	1,260	204	1,033	855	2,092
Retailers	93	90	89	272	1,109	305	209	1,623
Press	12	6	5	23	230	69	78	377
Total	3,860	5,261	3,900	13,021	9,848	14,099	10,141	34,088

Change in number of visitors



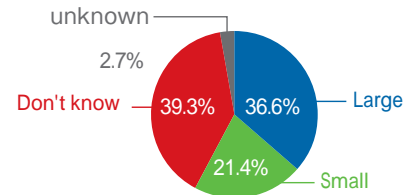
Visitors background



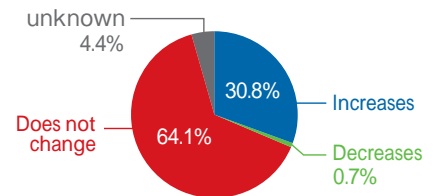
Do you think Cycle Mode has an impact on buying behavior?

(Excerpt from visiting distributors questionnaire.) ※TOKYO VENUE

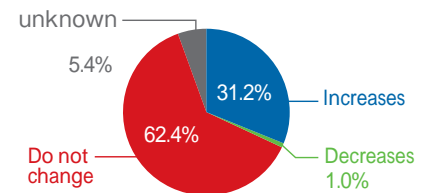
The number of customers who purchase after seeing Cycle Mode is:



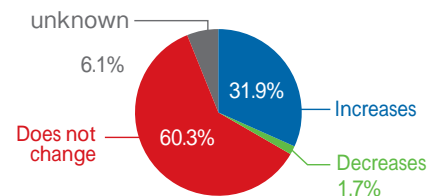
After Cycle Mode, the number of customers:



After Cycle Mode, purchases by existing customers:



Because of Cycle Mode, the sales:



※TOKYO VENUE
(Excerpt from visitors questionnaire.)



Type of Exhibit Exhibitors, sponsors, advertisements, tie-ups and others

1. General exhibit booths

- Exhibit booths for company of bicycles and related items
- Finished products, frames, parts, tools, accessories (helmets, cycle computers, lights, etc.) apparel, supplements and others.
- ※Please see "Exhibit Fees and Regulations" for more information on the test-ride pit.

One booth *furniture, equipment etc. are not included



Two booths *furniture, equipment etc. are not included



Four booths *furniture, equipment etc. are not included



More than six booths *original decoration by exhibitor



2. 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.
- *Please see "Exhibit Fees and Regulations" for more information.

3. Bicycle information Zone

- 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
- *Please see "Exhibit Fees and Regulations" for more information.



4. Advertising sales

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

<Planned contents>

- Official homepage/top page ads
- Official homepage banner ads
- Ads in official guidebook
- Exterior ads the venue (including ads on event stage walls)



5. Sponsor booths / area support

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

<Planned contents>

- Beginner's School Zone
- girl's bike cabin (information area for women)
- TEAM KEEP LEFT booth (Promotion of adherence to traffic rules and manners)
- Triathlon Zone
- Handmade Bicycle Zone, etc.

■ Beginner's School Zone



■ girl's bike cabin



6. Campaign tie-up

- We provide consultation on customized plans that match the corporate strategies.

NOTE

- *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 service cannot be sold.
- *Exhibit will be officially accepted after payment of the exhibit fee is confirmed.
- *Exhibit fees are non-refundable under any circumstances after the exhibit has been officially accepted.

SCHEDULE ※Note : This schedule may change without notice.

Deadline for application

July. 17(Wed). 2013

*Payment must be complete within 10 days after the date of the invoice issuance.

Deadline for documents

September. 31

Installation of exhibits

TOKYO
Oct.31 - Nov.1

OSAKA
Nov.7 - 8

CYCLE MODE 2013

TOKYO
Nov.2 - 4

OSAKA
Nov.9 - 10

Dismantlement of exhibits

TOKYO
Nov.4. 17:00-21:00

OSAKA
Nov.10. 17:00-21:00

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