

Book your  
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# CYCLE MODE<sup>®</sup> international 2018

9 Fri 10 Sat 11 Sun November

MAKUHARI MESSE, TOKYO

<http://www.cyclemode.net>

## ■ Event Overview

**Name:** CYCLE MODE international 2018  
**Venue:** Makuhari Messe  
**Data:** 9 November, 2018 (Fri)  
10 November, 2018 (Sat)  
11 November, 2018 (Sun)  
**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 plus Yasuragi mall

**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 13th (Fri)

Exhibitor  
Preparation  
Procedure

Subsequently  
from  
early September

Load in/  
Decoration

Nov. 7th (Wed) ~  
8th (Thu), 2018

CYCLE MODE  
international  
2018

Nov. 9th (Fri) ~ 11th (Sun)  
9:00AM - 5:00PM

Immediate  
Load out

Nov.11th (Sun)



Number of Visitors

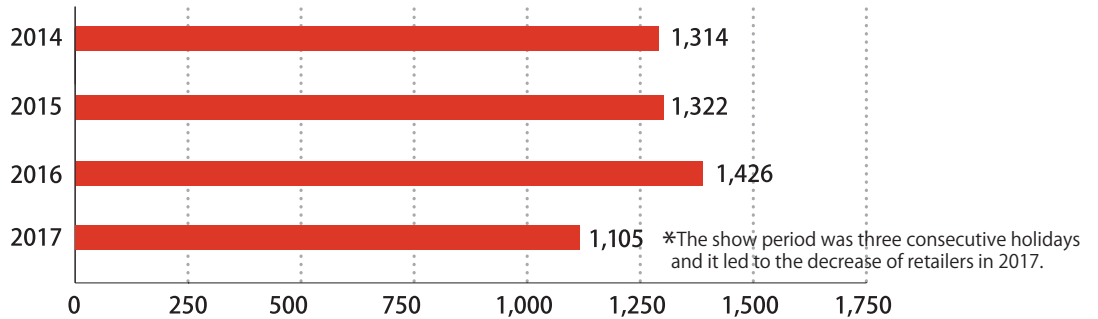
	Nov,3rd Fri	Nov,4th Sat	Nov,5th Sun	Total
Adults	9,983	6,783	8,449	25,215
Junior High school student and under	285	187	357	829
Retailers	680	243	182	1,105
Press	104	69	85	258
Total	11,052	7,282	9,073	27,407

Event Scale

Exhibition space	23,625 sqm
Number of exhibitors	176
Exhibitors from overseas	25
Number of booths / spaces (exclusive of food booths)	536
Number of models	383
Number of bicycles (including the ones with only frames)	920
Number of bicycles for trial ride	368

Received more than 1,400 retailers, expect more in 2018! Grab the business opportunities in Japan!

Retailers Over the Years



Retailers

AEON BIKE Co.,Ltd.  
Asahi Cycle Co., Ltd.  
CYCLESPOT  
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  
Giant.Co.,Ltd.  
GROVE  
Import Bicycle Factory/GIC Co.,Ltd  
Japan Health Inc.  
jitensha-mura.  
K&M Cycle  
L-Breath BIKE/Victoria Inc.

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

LORO HPV Group  
murasaki sports  
Nextbike/Core-Japan Inc.  
OSHMANN'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

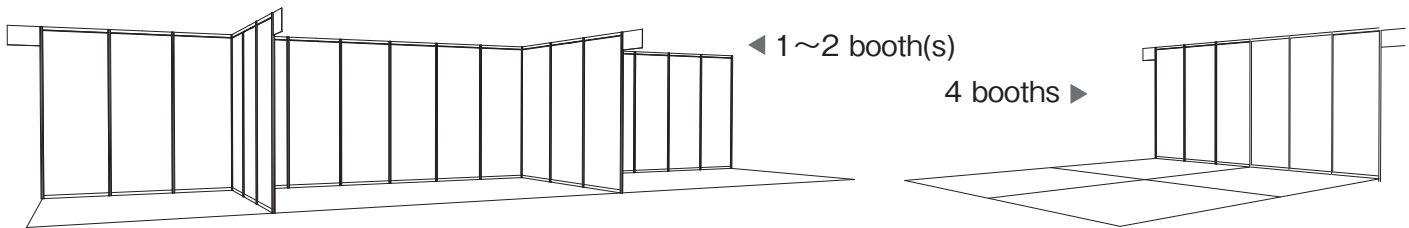
CYCLE MODE has the following booth areas- General Booth, Electrically Assisted Bicycle Zone, Bicycle Information Zone and New Idea Zone. There is also ways of sponsoring or advertising at the Promoter Booth Corner. Please select according to your exhibit/sponsor plan.

### 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/english/exhibition/>

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 (8% Japanese sales tax included)	A type	B type	A type	B type	JPY1,425,600	JPY232,200 x number of booths
	JPY297,000 x number of booths	JPY339,984 x number of booths	JPY950,400	JPY1,122,336		
Booth Consists of:	System walls (white) Company name sign	System walls (white) Company name sign Carpet (9m <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 (9m <sup>2</sup> )- Various colors available LED spotlight 600W x 4 100V power/ two sockets (up to 300W) x1 *Construction fee and utility fee for above electricity included	Space only	Space only

#### Notes :

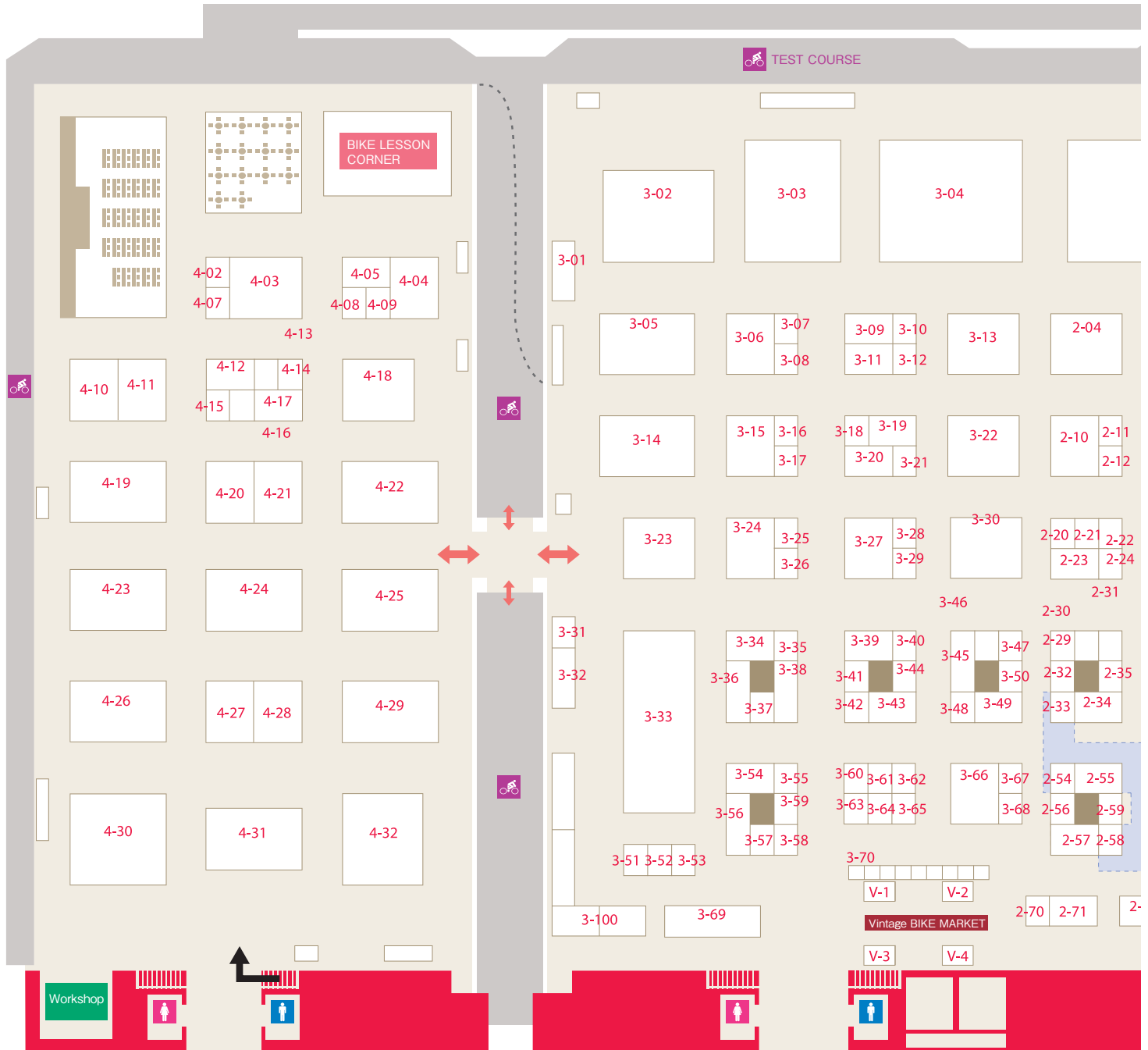
- Exhibitors are not allowed to take 3 booths, 5 booths or 7 booths. They may take any number of booths above eight.
- Neighboring booth nomination is available when the name of expectant neighboring company is mentioned on the application form submitted before application deadline. With the nominee's 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.



# CYCLE MODE international 2017 Floorplan

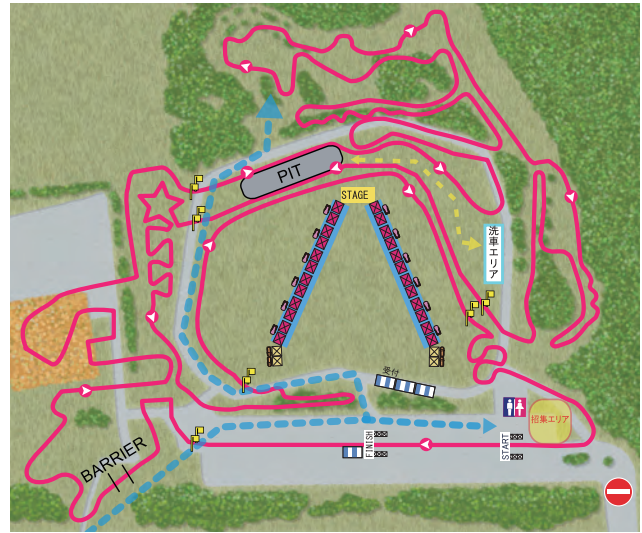
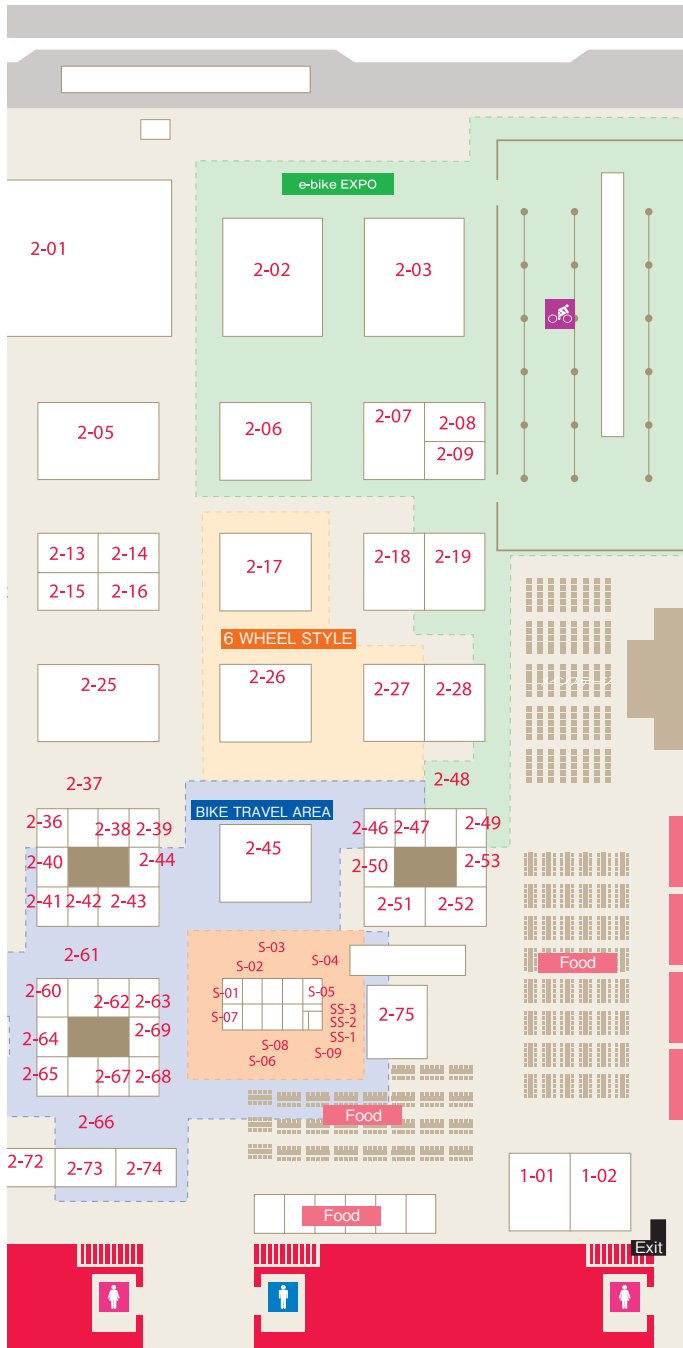


## Exhibitors List



2-01	SHIMANO	2-10	SMITH OPTICS	2-21	Eternity Industrial Co., Ltd
2-02	YAMAHA MOTOR CO.,LTD. / YPJ	2-11	TOKYO SAN-ESU CO.,LTD. / OnebyESU	2-22	MKS
2-03	BESV JAPAN co.,Ltd.	2-12	SEALSKINZ LIMITED	2-23	SuginoCustomWorks / Sugino
2-04	FUKAYA / ACEPAC,Bryton,EDDY MERCKX	2-13	GOKISO	2-24	NITTO
2-05	FUKAYA / MINOURA	2-14	selle ITALIA	2-25	GIC CO.,LTD. / RENAULT,HARRY QUINN,SAVAEN
2-06	Panasonic	2-15	GROWTAC / GT-Roller Flex3	2-26	NAGI BIKE
2-07	Xplova X5-Evo	2-16	GROWTAC / GT-Roller Q1.1	2-26	Shimanami Cycling Road Promotion Association
2-08	E-Battery Corp. / TSINOVA	2-18	NIHON TRIM CO.,LTD.	2-27	YAKIMA
2-09	benelli	2-20	BONDHUS JAPAN CO.LTD.	2-29	AZ

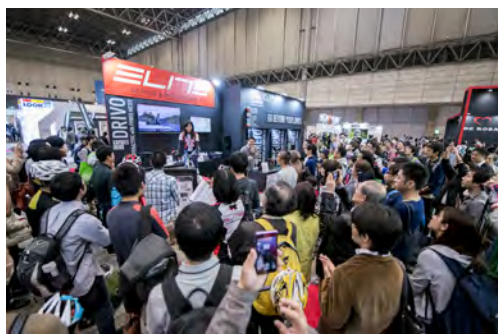
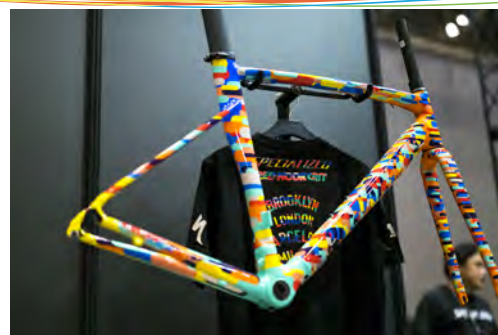




## Exhibitors List

2-30	Hauteworks Inc. / Rayo	2-70	JAPAN FUDO INDUSTRY Inc. / Aero Optim	3-38	IVE emotion Co.,Ltd / Tyrell	4-4	YONEX CO.,LTD.
2-31	RUNWELL	2-71	LOGIN CYCLE CLUB	3-39	Panaracer	4-05	DAE YEONG METAL CO., LTD / DYC FRAME
2-32	GLOBAL PUBLISHING CO.,LTD. / CYCLE BUSINESS	2-73	TOBU TOP TOURS	3-40	megane ichiba	4-7	LIFE SIZE MOBILITY LLC / XROSS
2-33	Global Ride Events	2-74	FELLOW CYCLE	3-41	Scotland Motor	4-09	UNIVERSAL TRIM SUPPLY CO., LTD.
2-34	CYCLE SPORTS	3-01/3-02	Azuma / CERVELO, LAPIERRE, MASI, JETBLACK	3-42	OuterTop.Inc / SHAKES	4-11	WIN AND WIN CO.,LTD. / WIAWIS
2-35	ORDER CENTER Industrial Corporation / DURO	3-3	GARNEAU / Louis Garuneau	3-43	Shenzhen Gaciron Technology Co.,Ltd / Gaciron	4-13	MICROLITE IND. CO., LTD. / MICROLITE
2-36	THE HOSHO CORPORATION / EVERS	3-4	MIZUTANI BICYCLE / GUERCIOTTI, CONTINENTAL	3-44	Continental Technology (Holdings) Co., Ltd. / CTHC	4-14	BITEX INDUSTRIAL CO., LTD.
2-37	CHOSEN CO.,LTD	3-6	CINELLI IWAI SHOKAI	3-44	MHL CO., LTD. / MHL CYCLES	4-15	GREAT MASSIF ENTERPRISE CO., LTD.
2-38	Real Tech Service Co.,Ltd. / GUARDIAN	3-7	Vipro's	3-45	OKITSURASEN CO., LTD	4-17	Chapter2
2-39	SOFT99corporation	3-8	KhodaaBloom	3-46	GoMore	4-18	NORTHWAVENORTHWAVE, ION, SANTA CRUZ BICYCLES
2-40	yamaguchi prefecture	3-10	REC-MOUNTS	3-47	AIGAN	4-19	SPECIALIZED
2-41	Yahoo Japan Corp.	3-11	Vittoria Japan inc. / rh+	3-48	KUNDO JAPAN	4-20	EURO SPORTS INTEGRATION CO.,LTD. / LOOK
2-42	PACIFIC CONSULTANTS CO.,LTD.	3-12	Vittoria Japan inc. / Astute	3-49	Technicalfit Corporation / Technicalfit	4-21/4-24	Campagnolo
2-43	Biwako Visitors Bureau	3-13	TRI SPORTS / Factor, Corima	3-51	BONX Inc.	4-22	BOMA
2-44	IBARAKI PREFECTURE	3-14	PEARL IZUMI INC.	3-52	Litelol	4-23	Kawashima Cycle Supply / Crank Brothers, Profile Design
2-45	EAST JAPAN RAILWAY COMPANY CHIBA	3-15	Intertec Incorporated / BELL, MAXXIS, Blackburn, Tifosi	3-53	SENA Bluetooth Japan / SENA	4-25/4-29	nichinao shokai
2-46	Cycling Life-style Promotion Office	3-16	OX bikes	3-54	Tech One Co.,Ltd / CARACLE	4-26	Kawashima Cycle Supply/ fi'zik, Deda Elementi, Pirelli
2-48	JINHUA SORIN ELECTRIC VEHICLE CO.,LTD / e.TWOW	3-17	SP-United / SP-Connect	3-55	O.R.S	4-27	Kawashima Cycle Supply / ELITE
2-51/2-52	JKA / KEIRIN	3-18/3-19	Vittoria Japan inc. / Vittoria	3-56	BICYCLE CLUB	4-28	Kawashima Cycle Supply / FULCRUM
2-53	LUUTECH Co.,Ltd / LUU	3-20	Champion System	3-57	RIKEN LIGHT METAL INDUSTRY COMPANY	4-30	PINARELLO JAPAN
2-54	AOMORI CYCLING	3-22	GS Global Japan Co.,Ltd. / TOP/ STRIDA, Qi CYCLE, Iovell	3-58	YODA KOGYOSHO CO.,LTD	4-31	RIDLEY
2-55	CYCLING ISLANDS OKINAWA	3-23	CATEYE	3-59	Carpediem Inc / Bone Collection	4-32	DE ROSA
2-56	SUZHOU BOHANG SPORTS CO.,LTD / MYSENLAN	3-24	OGK KABUTO Co., Ltd. / Kabuto, KOOFU	3-60	5LINKS Co.Ltd.	S-01	TeamDaïou
2-57	SOLEHRE BROTHERS INDUSTRIES / SOLEHRE	3-25	Azuma Sangyo Co.,Ltd	3-61	Shenzhen VOLO Cycling Accessories Co.,Ltd / VOLO	S-02	SAN-SPO Cycling Event
2-58	Singha Park	3-26	QUAD LOCK	3-62	STARTS JUMP CO., LTD. / STARTS JUMP	S-03	Yamanashi city tourism association
2-60	BTB	3-27	GARMIN	3-63	SEV	S-04	Nasu town - Shirakawa city - Nishigo Village
2-62	LAUMI	3-29	amino VITAL	3-64	The Beam	S-05	tokyo-islands tourist association
2-63	Cycle Welcome City - CWC Izu-city	3-31	EZAKIGLICO CO.,LTD / POWER PRODUCTION	3-65	HSIN LUNG ACCESSORIES CO.,LTD / BRIZON	S-06	Chiba Cycling Association
2-65	FURANOBIIE	3-32	EIGHT	3-66	CHUANG XIN WEI(SHENZHEN) BICYCLE / JAVA	S-07	ECO STAY & ECO RIDER okinawa naha
2-66	City of Kitahiroshima	3-34	deuter	3-67	Z-UP RESEARCH INC. / Z-UP IMPACT	S-08	Wakayama Cycling Festa 2018
2-67	Northern Alps Regional Development Bureau	3-35	DUNLOP	3-68	CHANGZHOU GOLDEN AGES VEHICLE / RAINBOW	S-09	100=ZERO MASUDA Cycling City
2-68	shinetsu-shizenkyo	3-36	YTS AMUSE CO.,LTD. / bern	3-69	Tokyo College of cycle design	SS-1	Kyoto by the sea TANTAN LONGRIDE
2-69	Akita Daisen City Semboku City Misato Town	3-37	CYCLE HEART	4-3	CANYON	SS-2	Cycling OITA







# 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 13th, 2018) 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 14th ~ August 13th, 2018	Cancellation Fee 50% of Exhibitor Fee
After August 14th 2018	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. 10th (Fri), 2018  
② If the exhibitor does not begin load-in by noon on Nov. 8 (Thu) 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 at the Exhibitor Meeting or by email.

## 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 maybe 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.

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