

CYCLE MODE[®] RIDE

OSAKA 2019 

March 2 sat & 3 sun
Expo '70 Commemorative Park

www.cyclemode.net

Organizer: CYCLE MODE international Executive Committee



Exhibitor Information

CYCLE MODE[®] RIDE

OSAKA 2019



CYCLE MODE
RIDE
OSAKA 2019
POINT

1

Appeal to Cyclists and Potential Users!

Not only CYCLE MODE fans or bike fans but also potential bike users who are interested in outdoor activities will be attracted by TV OSAKA's public relations strengths and co-events: "Outdoor Festival", "Cycle Kitchen" and "Six Wheels World Edition".



The biggest sports bike festival in Western Japan

Expected visitors are over 20,000! The biggest sports bike festival in Western Japan 'CYCLE MODE RIDE' provides many excited activities, such as a long test ride course which you can feel the real fun of cycling, an exhibition area which has the latest bikes and related materials, and lessons for kids and beginners who are potential cyclists in the future.

Also, for making cyclists satisfied and happier, co-located events will be held. "Outdoor Festival" for outdoor and leisure goods, "Cycle∞ Kitchen" for delicious food, and the new project which is car and bike mixed zone called "Six Wheels World Edition".

As offering information about "attracted outside activities" at Expo Commemorative Park in Osaka, we aim to make amusing bike festival for not only cyclists but also families and ladies.



CYCLE MODE
RIDE
OSAKA 2019 春
POINT **2**

Event at a Great Location!

More than 24,000,000 people annually visit EXPO CITY. Osaka is appointed as a host of International EXPO in 2015, so that Expo '70 Commemorative Park is attracting much attention now!



CYCLE MODE
RIDE
OSAKA 2019 春
POINT **3**

High Demand Season!

The event in March is a good platform to appeal to bike users. Also, we are cooperating shops in KANSAI area, and making a guide map from venue to shops. It helps matching users and shops.

Activating the Sport Bike Market in Western Japan!



CYCLE MODE RIDE 2018 LAST SHOW

それ、テレビ大阪やろ。EXPO SPECIAL STAGE



Bike Field Kids Pump Track Kids School Zone Kids Trial Area



Co-Event

OUT DOOR FES. アウトドア フェス ★ TRY!! 体感型アウトドア ★



Co-Event

サキ
suppo



Exhibitor Tent Area



The Tower
of the Sun

Central Entrance

Lesson before Ride

Test-Bike
registration

Bike Field
(Kids Pump Track)

Kids Trial Area
Kids School Zone

Central Gate
Entrance

North gate
entrance

East gate
entrance

East 1

2.0km Long
Test-Ride Course

Bampaku Sta.

2018 Show Report

VISITOR NUMBER

| | March 3 sat Fine | March 4 sun Fine | SUM |
|-----------------------------|---------------------|---------------------|---------------|
| General Attendees (Adult) | 8,183 | 8,555 | 16,738 |
| General Attendees (Under13) | 220 | 328 | 548 |
| Distributors *registered | 117 | 139 | 256 |
| Press | 10 | 2 | 12 |
| TOTAL | 8,530 | 9,024 | 17,554 |

EVENT SCALE

| | |
|-----------------------------|----------------------------------|
| Venue | Osaka Expo'70 Commemorative Park |
| Number of Exhibitors | 111 companies and groups |
| Number of Booths | 197 booths |
| Number of Brands | 180 brands |
| Number of Bikes | 840 |
| (Number of Test-ride bikes) | 612 |

Long Test-Ride



イベント

サイクルキッチン

supported by キリン生茶



サイクルキッチン

supported by キリン生茶



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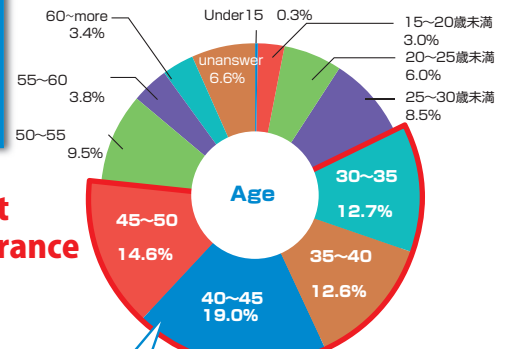
supported by キリン生茶

サイクルキッチン

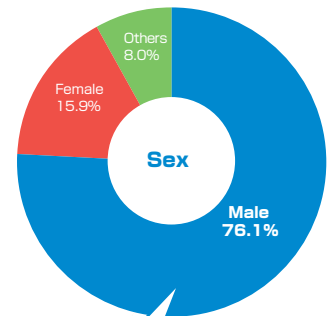
supported by キリン生茶

North Gate Entrance

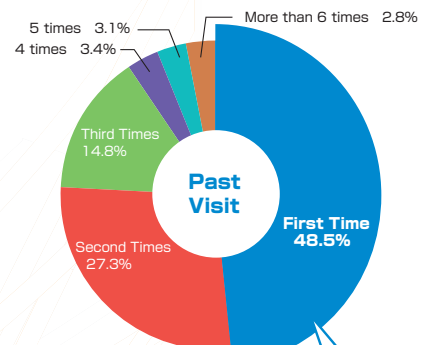
Visitor Age



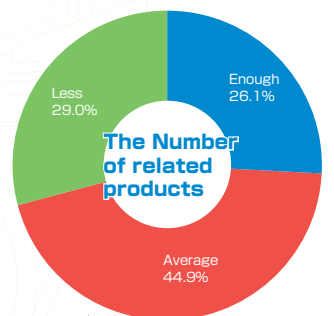
Volume Zone 30~50 years old



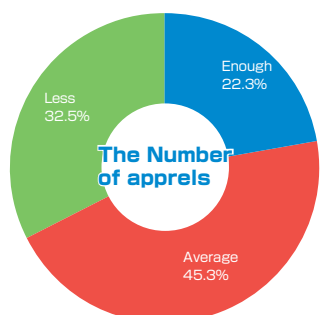
Over 70% are Male



Almost 50% are first time visitors!



More than 40% visitors awaited to check various products around Bikes.



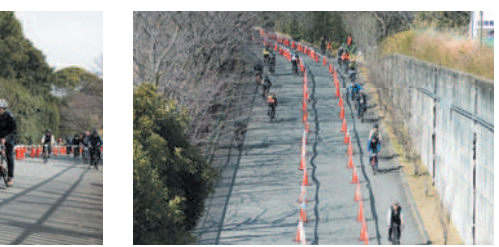
Park east Sta.

Main Entrance

Check for test-ride

To Test-ride course

(Total 2.2km)



DETAIL

Name: CYCLE MODE RIDE OSAKA 2019
 Period: March 2&3, 2019 10:00am-5:00pm
 Venue: Expo70' Commemorative Park

Organizer: Cycle Mode International Executive Committee
 (TV Osaka, Inc / TVO Expro Ltd.)
 Ticket: Advanced ticket JPY900, Walk-in JPY1,200
 *Free for 13 years old and under
 and members of TEAM KEEP LEFT

BOOTH CHARGE

Exhibit Space

| | |
|----------------|-----------------------------|
| Booth size | 1 Booth=W3.5m×D3.5m(12.25㎡) |
| Space Charge | JPY148,000- + tax |
| Included items | Space Only |

*You can apply for 2 booths and more, but secretariat may ask you to change the number of booths when space is fully booked.
 *Secretariat provides each exhibitor one parking space for free for installation of bikes and exhibit items. Please contact secretariat in advance.
 *Do not have any promotion outside of your booked space.
 *The test ride course opens even it rains. However, the organizer has a right for the interruption under typhoon, strong wind, heavy rain, and other disaster. In case the weather serves, the test ride course may re-open, so that exhibitors are requested to keep bikes and related equipment in stage.
 *In the event of cancellation or termination by bad weather, organizer accepts no liability for any loss resulting from that.
 *For exhibiting vehicles, the exhibitor is charged extra fee for grass protecting. Please contact secretariat in advance.

Suggestion for Co-exhibitors

Please show clearly the relationship between main exhibitor and co-exhibitor.
 ex) a parent/a child company, manufacturer-distributor or co-development.
 If you have several co-exhibitors, please display 1 co-exhibitor name. You can display brand name depending on numbers of space (1 brand name/space).
 ex.) 1 space participant can display 1 brand name.
 2 space participant can display 2 brand names.

Co-sponsored Tie-up

Organizer suggests any special promotion programs to Co-sponsored companies like collaborated event, sampling at the entrance, advertisement on event map, at CYCLE MODE parking lot, inside of Expo 70' hall, at TEAM KEEP LEFT booth.

Please feel free to ask secretariat for your special advertisement in this event.

Ex) in 2018 "Bike Trip Meeting"



Deadline November 30, 2018

In case of fully booked, secretariat may close the acceptance of application before the date.

How to apply

Please send the application form by fax or email to secretariat after confirmation of regulation.

SCHEDULE

Application Deadline



November 30th

Announcement of layout



the end of January

Installation



March 1st

**CYCLE MODE
RIDE**
OSAKA 2019

March 2 & 3

Dismantlement



March 3rd

PROMOTION

*Last show result

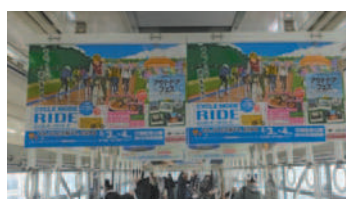
Television Osaka
 Transit AD

CM 15sec. approx. 500 times
 Osaka Subway, Osaka mono rail,
 JR west Japan

Magazine, free paper

CYCLE SPORTS, BICYCLE Club,
 Mainichi newspaper, HOT PEPPER,
 Oishii-Osaka

<Osaka Mono-rail>



<Osaka Subway>



CONTACT

CYCLE MODE OSAKA OFFICE

TEL: +81-6-6947-0284 FAX: +81-6-6944-9912 E-mail: cycle@cyclenode.net

1-2-15, Otemae, Chuo-ku, Osaka

Exhibit Terms and Regulations

1. Payment

- (1) The organizer TV Osaka Expro will issue an invoice to the exhibitor according to the application form. Please remit the exhibit fee by deadline below.
- (2) The exhibitor is liable for bank transfer fee.
- (3) Please refer to the invoice for bank account information.
- (4) If your payment has not been confirmed by deadline, your application will automatically be canceled.
- (5) For first time exhibitors and overseas exhibitors, your application will be confirmed upon receiving payment.

| | |
|------------------|---|
| Payment Deadline | Within 10 business days after invoice is issued |
|------------------|---|

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 gaining the organizer's approval. 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 (Nov. 30th, 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 receives a cancellation document.

| | |
|----------------------------------|---------------------------------------|
| Nov. 30th, 2018 - Jan. 7th, 2019 | Cancellation Fee: 50% of Exhibit Fee |
| After Jan. 8th, 2019 | Cancellation Fee: 100% of Exhibit Fee |

- (3) If the exhibitor has not already completed payment equivalent to the above fee, the exhibitor is required to complete payment immediately after the 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 transfer 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:
 - 1 Payment of exhibition fee is not completed by Jan. 8th, 2019.
 - 2 If the exhibitor does not begin load-in by 8:00AM on Mar. 2nd without prior notice.
 - 3 If the exhibitor breaches the terms and conditions set forth in the exhibition regulation and does not show improvement regardless of the head office's demand.

<Acceptance for Document Regarding Cancellation/Change of Application>

- * The head office may assess the bicycle you will be exhibiting. If this is your first time to participate, please contact the head office in advance. If the organizer deems your exhibit products are not conform to the criteria below, the organizer may request you to remove the item from your exhibit.
- * If you will be exhibiting a bicycle with no breaks on both or one of the tires, please have signage stating "You cannot ride this bike on public roads in Japan". These bikes are prohibited from being lent out for a test-ride.
- * If you will be exhibiting foreign cargo, please adhere to necessary custom procedures. Any exhibit items that will be depleted or processed on-site must be domestic cargo.

3. Space Assignment

The head office will assign booth locations, in consideration of account the exhibition size, exhibit products and frequency of using test-ride course. Requests or Complaints regarding space assignment will not be accepted and exhibitors cannot cancel their application for this reason.

4. Regulation Regarding Exhibit Item and Content

- (1) Exhibit Bicycles
 - In order for Cycle Mode to create an informative and interesting show for the attendants, there are four criteria in exhibiting bicycles as follows:
 - 1 Enjoyable for hobby or as a sport
 - 2 It expresses the owners lifestyle or unique character
 - 3 Innovative technique or idea is incorporated
 - 4 Safety is guaranteed
- (2) Exhibit Items
 - Bicycle (Main target is sports bikes. But if it fits above criteria and organizer agrees, it can be exhibited.)
 - Bicycle related goods
 - Related information such as schools, sports teams, sports events, services, facility information, tourism and traveling.

- Vehicles for transporting bikes e.g. cars
- Body care goods

(3) Sale of goods

Sale of goods within the booth is allowed. However, please fill in the form accordingly and submit to the head office. If you have not registered beforehand, the sale will not be permitted. If you are selling food and beverages, you will need to submit to the public health department, etc., separately.

*The term "sale" in this clause refers to a transfer of product and does not include registration or reservation for a service/product. However, the organizer is not liable for any issues that may occur due to such contractual agreements executed here.

5. Other Regulations

- (1) Resale, exchange of booths is forbidden. Exhibitors are not allowed to resell, assign, sublease 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 exhibits, accidents within the booth or during load-in/out, 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 the organizer will not cover for damages to the bicycle itself or accidents deriving from lack of maintenance of the bicycles. For test-rides, please make sure to provide a thorough explanation to riders and 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
 - Due to 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 deducting the preparatory expenses and cancellation fees for the venue. In such instance, the organizer cannot be responsible for the exhibitors' cost 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 not appropriate items 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. When the action which clearly damages the trust of the exhibition is taken.
 - 7. When the rules and agreements outlined in this document and the exhibition manual are violated. When the organizer deems that there is an act that inconveniences attendants or other exhibitors, or is disruptive of the exhibit operation, the organizer reserves the right to immediately terminate the contract.
- (7) Jurisdiction
 - If any disputes arise over this agreement, the Osaka District Court will be the first court of jurisdiction.

Application date :

1. Exhibitor Information

2. Public Inquiry *This information will open to the public.

3. Application Details

4. Test-ride Bikes

5. Sales at a booth *Please read exhibit fees and regulations to see if sales of the item is permitted.

6. Distributor Info (Fill in below if you are exhibiting through distributor)

提出先

Application Deadline
Nov. 30, 2018

| | | |
|---------------------------|-----|-------|
| For Use by Head Office | 受 付 | ロゴデータ |
| | | |

| | | |
|--------|-----|-----|
| 請求書No. | 請求日 | 入金日 |
| | | |