



CYCLE MODE[®] RIDE

OSAKA 2020



The Biggest Sports bicycle Festival in West Japan



CYCLE MODE
RIDE
OSAKA 2020

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".

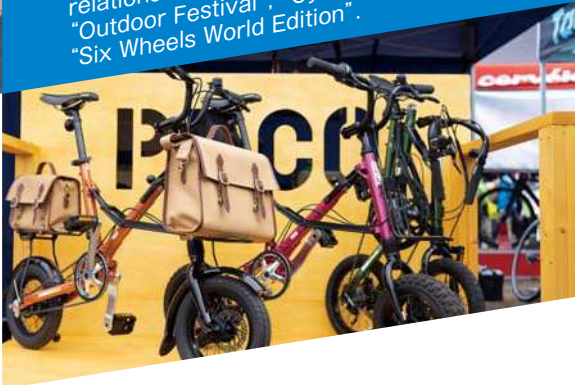


CYCLE MODE
RIDE
OSAKA 2020

POINT 2

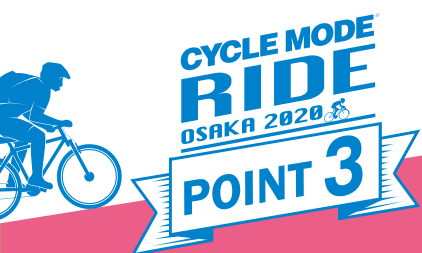
Event at a Great Location!

Many attractive contents in Expo '70 park like "The Tower of the Sun", hot spring, nature and museum. The shopping mall "The Expo city" located next of the park. It is the good for the cycling event.



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. 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.



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.

Pump up!



CYCLE MODE RIDE OSAKA 2020

Last Show

*the map is for last show in March 2019

Bike Field for Kids Pump Track
Kids School Zone, Kids Trial Area



Co-event

OUTDOOR FES.
アウトドアフェス
★ TRY!! 体験型アウトドア ★



Co-event

サイクル∞キッチン

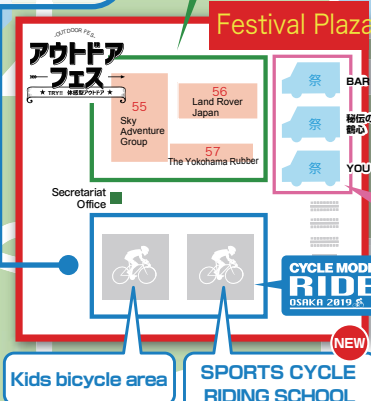
supported by キリン 生茶



それ、ス
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Exhibitor booth



The tower of sun

Central Exit

Expo '70 park Sta.

2019 Event Report

■ CYCLE MODE RIDE VISITOR NUMBER

	March 2, Sat Fine	March 3, Sun Cloudy/Rain	Sub- Total
Adult	8,685	4,883	13,568
Under 13 yrs old	326	245	571
Deallers	181	102	283
Press	6	3	9
TOTAL	9,198	5,233	14,431

■ CYCLE MODE RIDE EVENT SCALE

Osaka Expo '70 Commemorative Park	
Venue	East Plaza & Festival Plaza(49,300sqm) + Expo '70 pavilion
Number of exhibitors	118 Companies and groups
Number of booths	202 booths
Number of Brands	198 brands
Number of Bikes	723
(Number of Test-bikes)	534

Long Test-Ride (



TV Osaka EXPO Special Stage

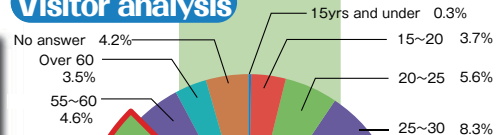


CYCLE MODE RIDE Venue

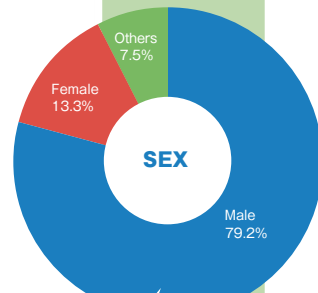
North Entrance

To outdoor festival & CYCLE KITCHEN

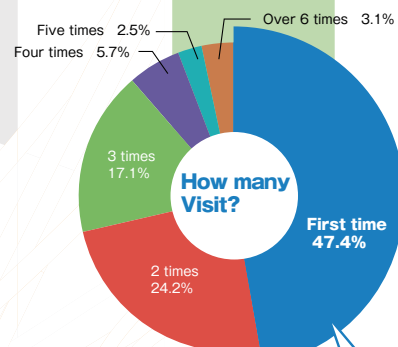
Visitor analysis



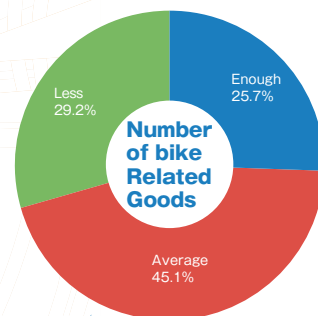
Volum Zone : 30~55 Year Old



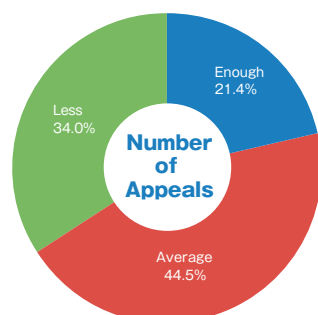
Over 70% !



Almost 50% visitors!



More than 40% visitors are intersted in Bike related goods.



Park East Entrance Station

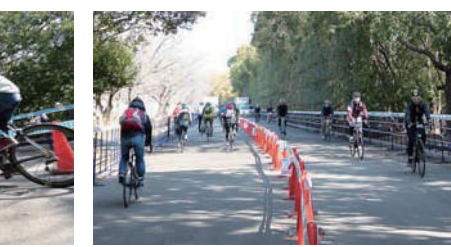


Test-ride Stamp-rally lottery point

Check point before Ride

Test-ride Course

long 2.0km



EXHIBITION

Name : CYCLE MODE RIDE OSAKA 2020
 Period : 10am-5pm on March 7 sat-8 sun, 2020
 Venue : East Plaza, Expo'70 Pavilion & Festival Plaza

Organizer: Cycle Mode International Executive Committee
 (TV Osaka, Inc / TVO Expro Ltd.)

Ticket: Advanced ticket JPY1,000, Walk-in JPY1,300
 *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.

[Bicycle×travel] Bicycle information booth

Exhibitor ① Local government and tourism organization which aim for region promotion throughout cycle tourism and cycle competition which focus on sports bicycle.

② Travel agency which organizes tour of bicycle in both domestic and overseas.

Booth size	1 Booth=W3.0m×D3.0m (9㎡)
Space charge	JPY98,000 + 10% tax
Included items	Space Only

* Exhibitor needs to ready a tent or apply rental equipment because of exhibit outside.

* Related product of bicycle such as bicycles and components are not allowed to display.

However, original bicycles and products which promote your team activity are allowed.

* Sales of goods such as books, catalogs and beverages are allowed.

(Please contact the secretariat in advance if you sell or hand out beverages.)

* Exhibit regulation is the same as normal booth regulation.



Ex) in 2019 "Bike Trip Meeting"

Deadline November 29, 2019

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 29th

Announcement of layout



the end of January

Installation



March 6th

**CYCLE MODE
RIDE
OSAKA 2020**

March 7 & 8

Dismantlement



March 8th

PROMOTION

Last event result

Television Osaka CM15 Sec. x approx. 500 times
 Transit AD Osaka Metro, Osaka Mono-rail
 JR West Japan

Magazine/Free Paper CYCLE SPORTS, BICYCLE CLUB
 Mainichi Newspaper and etc.

Osaka Metro



Television Osaka CM



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
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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. 29th, 2019) 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, 2019 - Jan. 6th, 2020	Cancellation Fee: 50% of Exhibit Fee
After Jan. 7th, 2020	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. 7th, 2020.
 - 2 If the exhibitor does not begin load-in by 8:00AM on Mar. 7th 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)

SEND
TO

Application Deadline
Nov. 29, 2019

For Use by Head Office	受 付	ロゴデータ	請求書No.	請求日	入金日