

THE MOST IMPORTANT THING IS TO ENJOY YOUR LIFE

Move

to

Tokyo

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TO BE HAPPY

Exhibitor
Information

CYCLE MODE[®] TOKYO 2021

Biggest Sports Bike Festival in Japan!

www.cyclemode.net

April 3 - 4 Sat Sun **Tokyo Big Sight**

Organizer: Cycle Mode International Executive Committee



テレビ大阪

TVOS

テレビ大阪エクスプロ

September 10, 2020

Enjoy Beyond

**MOVE TO TOKYO BIG SIGHT,
NEW CYCLE MODE!!**



Sports bike festival in spring "CYCLE MODE TOKYO"

Outdoor & Ride

Many people are hoping to have fun sports outdoor and live a healthy life in physically and mentally, but it is harder to get a chance nowadays, "sports bicycle" attracts big attention because you can exercise and keep yourselves healthy every day, maintaining social distancing.

Holding theme of "CYCLE MODE", biggest sports bicycle festival in Japan, is OUTDOOR and RIDE, we will appeal attractive of sports bicycle as experience-based event where you can discovery dairy fun with new normal.

Once you ride a bike, you can experience a relaxation in physically and mentally. That's the cycling magic!

Going to cycling road near your home, going to office on your bike, cycling for trip, camping, you can promote to visitors that the cycling has many possibilities.

We will manage the event so that all exhibitors, visitors, and staffs can spend their time safety while implementing infection prevention measures.

Please promote your products on CYCLE MODE TOKYO.

Special Contents

Off-road bike area

"Test-ride course & experience spots"

Increasingly popular "Gravel" and "Camp & Ride", Off-road bicycle are much popular in Japan. Some kind of Experience spots like off-road test course and wood-work for kids are in CYCLE MODE.



new! GO TO OFFICE AREA

-Proposal of sports MIX style that responds to changes in commuting style-

Now that people are required to avoid crowds in their daily lives, more and more people are switching from daily train commuting to "bicycles". This is an area that proposes a bike style that can be used not only for commuting but also for sports for those who have started a new way of commuting due to covid-19.



SPORTS e-BIKE EXPO

e-Bike is making the possibility of sports bikes wider. The 6th edition of e-BIKE EXPO presents visitors new e-bikes and experiences with e-bikes on up-down test-ride course.



CYCLE x Travel Fair

"CYCLE x Travel Fair" is most popular zone in CYCLE MODE. To any visitors who search anywhere they can ride sports bikes, a lot of local governments can introduce local cycling courses, tour info and cycling events.



new!

Promotion on Online Event and WEB

The new plans for the promotion on Online event or WEB is coming up. These are for people who can not attend the exhibition with any reasons and you can reach potential customers through online event or web.



Planned Contents

1. Long Test Course

You can enjoy some test bikes on the long test course.



2. Workshops for Athletes

Learn the key technique and how to improve your skill.



3. Handmade Bicycle zone

World-class technologies for manufacturing original bikes.



4. Vintage BIKE Market

Vintage parts, clothes, accessories and so on. Enjoy the treasure hunting!



5. Lesson corner before test ride

Lecture for road bike beginners. How to change gear and braking.



6. Kids test ride Kids Area

Learn how enjoy with sports bike under the rules.



and more!

EXHIBITION OVERVIEW

EVENT NAME	CYCLE MODE TOKYO 2021
VENUE	Aomi Hall A and B in Tokyo Big Sight (In front of Rinkai Teleport Station)
EVENT NAME	April 3 and 4, 2021
ENTRANCE FEE	Advance ticket JPY1,300 WEB ticket JPY1,500 Walk-in ticket JPY1,700 *Under 15 years old are free of charge.
ORGANIZERS	Cycle Mode international Executive Committee
EVENT SCALE	Approx. 23,240sqm
EXPECTED EXHIBITOR	200 companies and groups
EXPECTED VISITORS	30,000

SCHEDULE

Application starts	September, 2020
Application Deadline	December 22, 2020
Providing Floor plan	Mid of February, 2021
Bringing-in period	April 2, 2021
CYCLE MODE TOKYO 2021 period	April 3-4, 2021
Taking-out period	5:00pm-9:00pm April 4, 2021

Regulations / Exhibitor Application Submission

1 Application Deadline

December 22 (Tue), 2020

In case the spaces are fully booked, the application is closed earlier.

■ How to book a space

Application accept at CYCLE MODE WEB SITE, <http://www.cyclemode.net/exhibition>

Please understand the regulation and apply for a stand.

The application will be started in October, 2020

2 Booth Charge

Number of Booth	1~2 booth(s)		4 booths		6 booths	8 booths and more
Booth Type	3m x 3m, 9sqm per booth		6m x 6m, three side open		6m x 9m	Size TBD island booth
Booth Charge (tax excluded)	Type A	Type B	Type A	Type B	JPY1,410,000	JPY230,000 x number of booth
	JPY295,000/9sqm	JPY334,800/9sqm	JPY940,000	JPY1,099,200		
Included items	System walls (white) Company name board	System walls (white) Company name board Carpet (9 or 18 m ²) -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 board	System walls (white) Company name board Carpet (36 m ²) - Various colors available LED spotlight 60W x4 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.

Exhibitor Name:

Name on the floor layout will be [Exhibitor Name] +[Brand Names
According to Number of Booths]

Important notice for Electrically assisted bicycle (e-Bike)

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.



*This info is as of March, 2020. It may change without any notice.

About countermeasures for COVID-19

Cycle Mode International Executive Committee will hold "CYCLE MODE TOKYO" with the policy below in order to ensure the safety of all participants.

We will work on additional measures if the government, related ministries, Tokyo Metropolitan Government, and related organizations will announce new information in the future.

In addition, we will inform you on the event official website if additional measures or changes occur due to new information.



Ensuring the safety of all participants (visitors / exhibitors / management staff) involved in the event

- Encourage visitors and exhibitors to wear masks, recommend cough etiquette and washing their hands
- Installation of alcohol disinfectant and infection prevention items in the venue
- Establishment of first aid room and on-site nurses
- Take visitors temperature at the entrance
- Cleaning and disinfection of places where many people touch and shared facilities such as lavatory



Maintaining social distancing

- Layout that avoids congestion, such as ensuring the width of the aisle.
- Install acrylic panels in places where face-to-face customer service is required, such as event reception, to prevent droplet infection.



Venue congestion mitigation measures

- Control by administrator and operating a flow line plan for visitors (especially where entrances and exits of the venue and lines are expected)
- Appropriate staffing will be implemented to prevent congestion when setting up the venue.

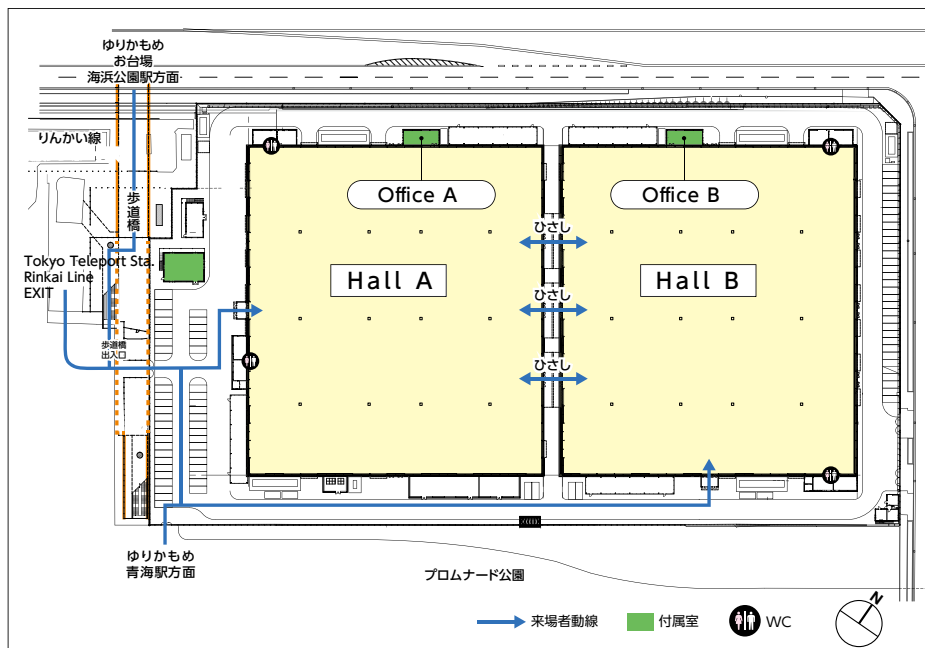


Other measures

- Collecting and sharing the latest information related to COVID-19 from the government, local governments, implementation venues, etc.
- Registration recommended to "Tokyo's COVID-19 NOTIFICATION" "Ministry of Health, Labor and Welfare COVID-19 Contact-Confirming Application"

Aomi Hall in Tokyo Big Sight

Hall Layout



Map



3 Exhibit Fee 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) Any Bank 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 (Dec. 23, 2020) 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

December 23, 2020 - January 22, 2021	Cancellation Fee 50% of Exhibitor Fee
After January 23, 2021	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 **January 22th (Fri), 2021**
② If the exhibitor does not begin load-in by noon on **Apr. 2nd (Fri)** 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 by email. No complain about the location is accepted.

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 may be 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.

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

- Exhibitors must comply with these exhibition regulations as well as with the regulations in the Exhibitor Manual to be distributed by the organizer.
- 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

The organizer may be forced to cancel, change the date or venue, scale down the exhibition if the exhibition becomes extremely difficult due to natural disasters and other force majeure regulated this section.
The organizer shall not take responsibility for any damage, increase in costs, or other disadvantage to the exhibitor caused by this decision and execution.

- Deal with exhibition date or venue change
The application for exhibition shall be voided for the changed exhibition date or venue, and may not be canceled the exhibition owing to the change.
- The refund of the Exhibition fee
When the organizer cancels the exhibition in advance, the organizer will refund part of the remaining amount after deducting the incurred expenses from the paid exhibition fee. The following refund rate is counted from the first bring-in day.

Before December 31, 2020	100%	March 1 - March 20, 2021	35%
Jan. 1 - Jan. 31, 2021	65%	March 21 - April 1, 2021	25%
Feb. 1 - Feb. 28, 2021	50%	After April 2, 2021	0%

Also, if the organizer changes the exhibition date or venue, the organizer will not refund the payment fee unless uncontrollable circumstances. The refund rate the consumption tax.

3. Force majeure

It refers to all causes that the organizer cannot control, including War, riot, rebellion, civil war, terrorism, fire, explosion, flood, theft, intentional includes damage, strike, weather, Injunctive acts by third party, national defense, emergency situations involving public health, the act and regulation of national or local government.

- (5) Immigration procedures to enter Japan

If you are required immigration procedures to enter Japan in order to attend this exhibition, you shall go through immigration at your responsibility, and the organizer shall not take any responsibility for all procedures including immigration and expenses. In addition, when you cancel the exhibition because you cannot enter Japan for any reason, you must pay the cancellation fee to the organizer according to the prescribed cancellation charge in the preceding paragraph.

- (6) 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.

- (7) 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.

- When all or part of the exhibit fees have not been paid.
- When items not appropriate for the exhibit are exhibited.
- When forbidden actions are taken without permission.
- When exhibition booth is used for non-exhibition purposes.
- When exhibition booth is not used.
- If there are actions seriously damaging the trust of the exhibition.
- When the rules and agreements outlined in this document and the exhibition manual are violated.

- (8) Jurisdiction courthouse

If any disputes arise over this agreement, the Osaka District Court will be the first court of jurisdiction.

CONTACT

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Book Your
Space at

www.cyclemode.net