

THE MOST IMPORTANT THING IS TO ENJOY YOUR LIFE

*enjoy*



24-25  
JULY

**Exhibitor Information**  
**[www.cyclemode.net](http://www.cyclemode.net)**

TVOE  
テレビ大阪エクスプロ



# CYCLE MODE<sup>®</sup> RIDE OSAKA 2021



CYCLE MODE  
RIDE  
OSAKA 2021

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 "Cycle Kitchen".

CYCLE MODE  
RIDE  
OSAKA 2021

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.

# The Biggest Sports bicycle Festival



## Countermeasures for COVID-19

The Cycle Mode Executive Committee will hold "CYCLE MODE RIDE 2021" with the policy below in order to ensure the safety of all participants, based on the guidelines of the "Guidelines for MICE Events" issued by Osaka Prefectural Government and the Osaka Convention & Tourism Bureau. We will work on additional measures if the government, related ministries, 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.



## 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

The largest sports festival in west Japan, "CYCLE MODE RIDE" will hold a test drive course where you can fully experience the original fun of bicycles, an exhibition area where new bicycle-related products are lined up, a kids' corner to nurture future cyclists, and "pre-test drive lesson corner" for those who first-time users.

Furthermore, By the new test ride area for Off-road bikes as Gravel road or MTB, we aim appealing to who are interested in not only cyclists but also active-minded visitors, families and women.

"CYCLE MODE RIDE" continue to send out more active pleasure to all.



**CYCLE MODE  
RIDE**  
OSAKA 2021

**POINT 3**

## Appealing to active users

Both test ride course for on-road & off-road and gravel bike area appeal to active bike users.

We aim to revitalize the industry by stimulating the purchasing motivation of users, especially beginners or who are wondering which type to ride, such as road bikes, cross bikes, MTBs, etc.

## Revitalize the sport bike market in west Japan



### 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.



### Prevent the congestion

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



### Other measures

- Registration recommended to the application "Osaka corona chase system".
- Collecting and sharing the latest information related to COVID-19 from the government, local governments, implementation venues, etc

# CYCLE MODE RIDE OSAKA 2019

## 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

OUT DOOR 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**

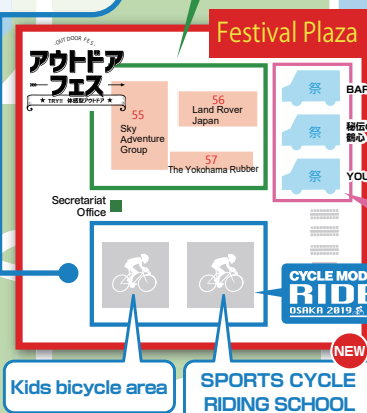
supported by キリン 生茶



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Exhibitor booth



Test-ride for Kids  
Kids riding school

Test-ride for  
Special wheel

Riding Lesson Corner

Test-ride registration

Cycle Sports presents  
Bicycle pro shop corner

EXPO' 70  
Pavilion

The tower of sun

Central Exit

East Exit

North Gate

East Gate

West Plaza

Approx. 2.0km  
Long Test-Ride Course

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 (





## OUTLINE

Exhibition Name CYCLE MODE RIDE OSAKA 2021  
 Period July 24(Sat.) – 25(Sun.), 2021  
 Venue EXPO'70 Osaka Commemorative Park  
 East Plaza + EXPO'70 Pavilion / Festival Plaza

Entrance fee -Advance Ticket 1,000 yen  
 -Walk-up ticket 1,300 yen  
 -Students under 15 are free  
 -Team Keep left Members are free.  
 Organizer Cycle Mode Osaka Executive Committee  
 (TV Osaka/ TV Osaka Expro Ltd.)

## Booth Charge

### Exhibit Space

Booth size	1 Booth=W3.5m×D3.5m(12.25㎡)
Space Charge	JPY149,800 + 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.

### [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	JPY99,500 + 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.

### 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.



### Deadline April 28, 2021

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

Announcement  
of layout

Installation

CYCLE MODE  
**RIDE**  
OSAKA 2021

Dismantlement



April 28th



the middle of  
June



July 23rd

July 24-25



July 25th

# APPLICATION FORM

Application date :

I agree to the terms and conditions in Exhibitor Information and apply as follows.

## 1. Exhibitor Information

Company					
Representative	Title		Name		
	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.				
Address				TEL	
				FAX	
Contact Person	Dept.		Name	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	
	Title				
	E-mail				

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

Exhibitor Name	
URL	http://
E-mail	

### 3. Application Details

Number of Booths	¥149,800(tax not incl.) × booth(s)		Exhibit Fee	¥ (tax not incl.)	
Exhibit Item *Please tick appropriate items	<input type="checkbox"/> Bicycle/Flame→		Number of Bicycles on Display		Number of Flames on Display
	<input type="checkbox"/> Parts <input type="checkbox"/> Related equipment <input type="checkbox"/> Wear/Cloths <input type="checkbox"/> Eyewear/Helmets/Shoes				
	<input type="checkbox"/> Food/Supplement <input type="checkbox"/> Others( )				
Number of Brands					
Other Requests					

#### 4. Test-ride Bikes

Number of Test-Ride Bikes	Total	→ (Number of electrically assisted bikes included: )
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**5. Sales at a booth** \*Please read exhibit fees and regulations to see if sales of the item is permitted.

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

Company		Invoice to	Exhibitor/ Distributor	Documents to	Exhibitor/ Distributor
Address	〒			TEL	
				FAX	
Contact Person	Dept.		Name	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	
	Title				
	E-mail				

SEND  
TO

CYCLE MODE OSAKA 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

**Application Deadline  
April 28, 2021**

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

# 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 ( April 29, 2021 ) 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.

Apr. 29, 2021 - May 14, 2021	Cancellation Fee: 50% of Exhibit Fee
After May 15, 2021	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 May 20th, 2021.
  - 2 If the exhibitor does not begin load-in by 8:00AM on July 24th 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

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.

#### 1. Deal with exhibition date or venue change

The application for exhibition shall be valid for the changed exhibition date or venue, and may not be canceled the exhibition owing to the change.

#### 2. 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.

90days before the show	100%	7 days before the show	35%
70 days before the show	65%	3 days before the show	25%
50 days before the show	50%	Before Installation Period	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.

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.

### (8) Jurisdiction courthouse

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