



# CYCLE MODE<sup>®</sup> TOKYO 2022

Biggest Sports Bike Festival in Japan!

Exhibitor Information

**April 2-3** Sat Sun **Tokyo Big Sight**

[www.cyclemode.net](http://www.cyclemode.net)

Organizer:  
Cycle Mode International Executive Committee

 **テレビ大阪**

 **テレビ大阪エクスプロ**

September, 2021



# 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 enjoy outdoor sports and live a healthy life in physically and mentally, however it is harder to get a chance nowadays. Besides, "sports bicycle" attracts big attention by its benefits for exercise, keeping yourselves healthy, and also maintaining social distancing. “OUTDOOR and RIDE” is the theme of CYCLE MODE, the biggest sports bicycle festival in Japan, this event will appeal the attractiveness of sports bicycle as the experience-based event where you can discover daily fun with new normal.

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

Cycling near your home, going to office on your bike, traveling or camping with bikes, you can promote more scenes and many possibilities with bikes to visitors.

Looking forward to your join to CYCLE MODE TOKYO.

We will manage the event according to the safety measure by the government to prevent infection for all exhibitors, visitors, and staffs.



# Special Contents



## GO TO OFFICE AREA

"Proposal of sports MIX style that responds to charges in commuting style"

Now that people are required to avoid crowds in their daily lives, more and more people are switching the daily commuting from train 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.



## Off-road bike area

"Test-ride" course & experience spots"

To respond a lot of interests for "Gravel" and "Camp & Ride", Off-road bike area is further improved. Visitors can experience the fun of off-road bikes at this test ride course with slopes and log sections, there is also a woodworking corner for kids.



## SPORTS e-BIKE EXPO

e-BIKE EXPO is focused on sports-type electrically assisted bicycles that further expand the possibilities of cycle sports. This is a zone where visitors can experience the performance of e-bikes on uphill routes, feel their power, and discover the fun of this popular sport.



## Cycle x Travel Fair

"CYCLE x Travel Fair" is the most popular zone in CYCLE MODE. You can effectively promote the attractions of the area and information on competitions to visitors who are looking for ways to have fun after purchasing a sports bike.



## Promotion on Online Event and WEB

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

Participation fees and other details will be announced separately.



## 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.



## EXHIBITION OVERVIEW

|                    |  |
|--------------------|--|
| EVENT NAME         | CYCLE MODE TOKYO 2022  |
| VENUE              | West Hall 3 and 4 + South Hall 3 and 4 in Tokyo Big Sight (In front of Kokusai-tenjijo Station)                      |
| PERIOD             | April 2 and 3, 2022  |
| ENTRANCE FEE       | Advance ticket JPY1,300<br>WEB ticket JPY1,500<br>Walk-in ticket JPY1,700<br>*Under 15 years old are free of charge. |
| ORGANIZERS         | Cycle Mode international Executive Committee   |
| EVENT SCALE        | Approx. 24,520sqm  |
| EXPECTED EXHIBITOR | 200 companies and groups   |
| VISITORS           | 25,810 (2019)  |

## SCHEDULE

|                                     |                                |
|-------------------------------------|--------------------------------|
| Application starts                  | September, 2021                |
| Application Deadline                | December 22, 2021              |
| Providing Floor plan                | Late of February, 2022         |
| Bringing-in period                  | April 1, 2022                  |
| <b>CYCLE MODE TOKYO 2022</b> period | April 2-3, 2022                |
| Taking-out period                   | 5:00pm-9:00pm<br>April 3, 2022 |

## 1 NUMBER OF VISITORS

|                  | Nov. 2 (Sat)<br>Fine | Nov. 3 (Sun)<br>Cloudy and Rain | Nov. 4 (Mon.holiday)<br>Fine | Sub-total |
|------------------|----------------------|---------------------------------|------------------------------|-----------|
| Adult            | 9,178                | 8,311                           | 5,786                        | 23,275    |
| Under 15 yrs old | 410                  | 589                             | 407                          | 1,406     |
| Dealers          | 439                  | 319                             | 181                          | 939       |
| Press            | 78                   | 55                              | 57                           | 190       |
| Total            | 10,105               | 9,274                           | 6,431                        | 25,810    |

## 2 EVENT SCALE

| Makuhari Messe    |           |
|-------------------|-----------|
| Exhibition Space  | 18,000sqm |
| No. of Exhibitors | 197       |
| (from Overseas)   | 49        |
| No. of booths     | 539       |

| Makuhari Messe   |     |
|------------------|-----|
| Exhibited Brands | 402 |
| Exhibited Bikes  | 902 |
| (Test-bikes)     | 410 |

## 4 "Yowamushi Pedal" MAKUHARI CROSS 2019 / OFF-ROAD BIKE Test Ride Course

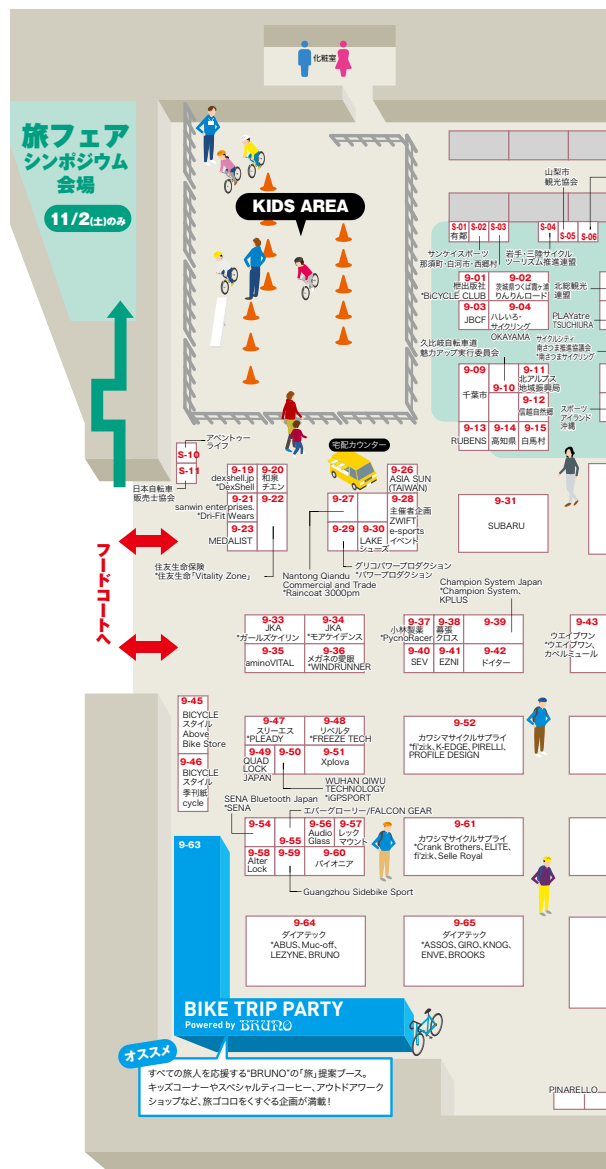
Venue: Makuhari Kaihin Park, Block G



UCI UNION CYCLISTE INTERNATIONALE JEX SERIES JAPAN CYCLOTOURISM SERIES AJOC

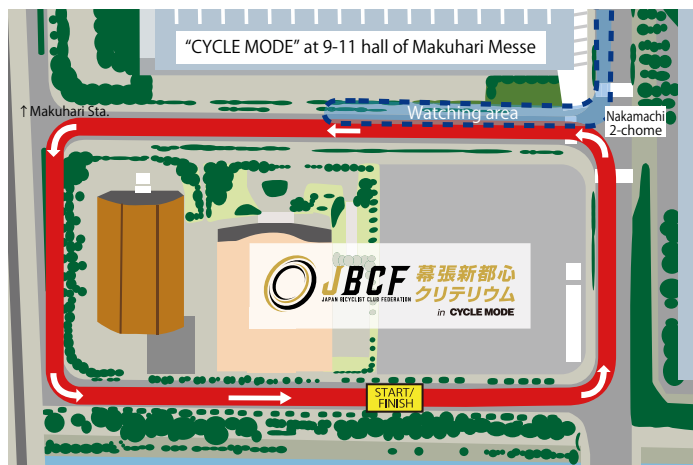
## 3 CYCLE MODE FLOOR PLAN

Venue: 9-11 hall Makuhari Messe



## 5 JBCF MAKUHARI CRITERIUM

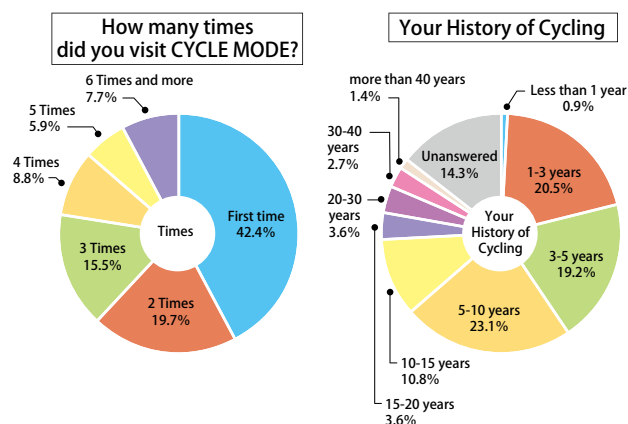
Venue: Northside of Makuhari Messe



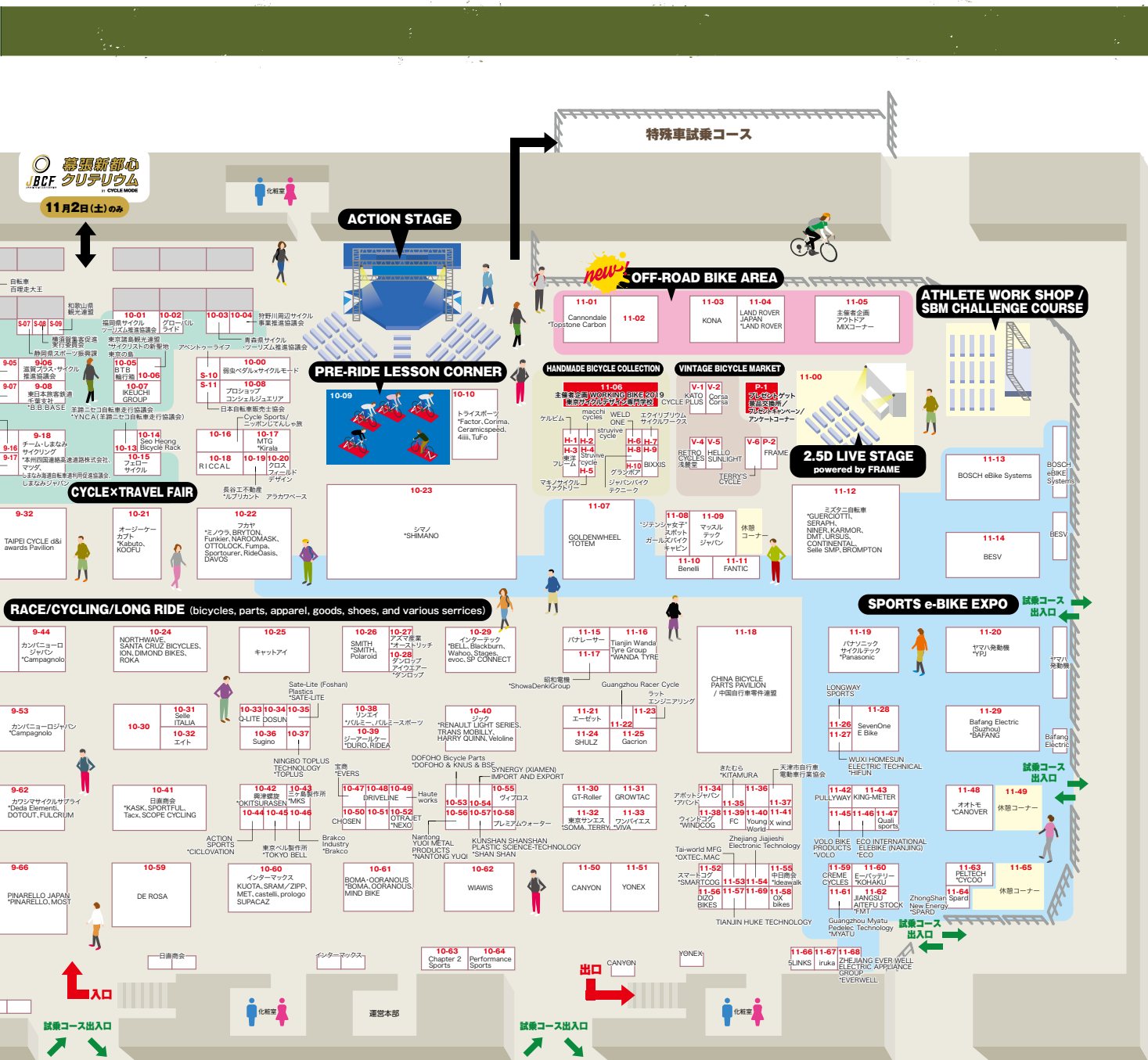
## 6 VISITOR ANALYSIS

### Increase new users and existing fans

Almost half of visitors are new, and other half are multiple visitors. CYCLE MODE is the best platform to promote your products.

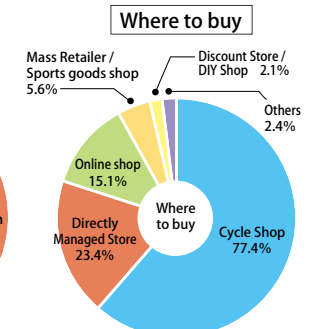
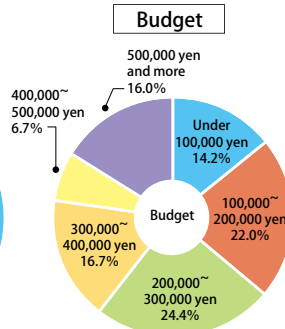
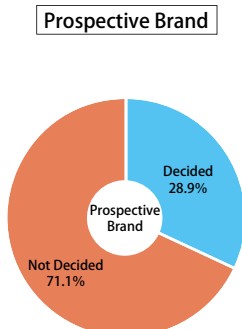
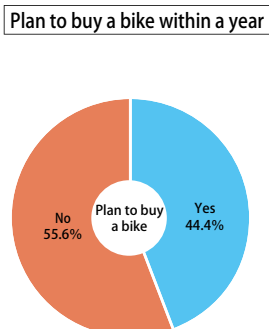
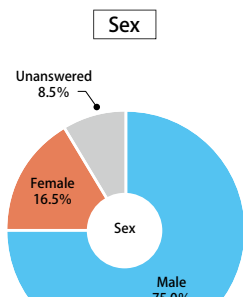






## Buyers are highly motivated and the purpose is clear.

44% visitors are under consideration to buy a bike. CYCLE MODE is the best promotion field to reach people with high motivation to buy.



\*Multipul Answer



## 1 Application Deadline

December 22 (Wed), 2021

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.

## 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 included) | Type A                                     | Type B   | Type A                                     | Type B  | JPY1,551,000 | JPY253,000 x number of booth |
|                             | JPY324,500/9sqm                            | JPY368,280/9sqm  | JPY1,034,000                               | JPY1,209,120  |              |                              |
| Included items              | System walls (white)<br>Company name board | System walls (white)<br>Company name board<br>Carpet (9 m <sup>2</sup> )<br>-Various colors available<br>LED spotlight 600W x1<br>100V power/ two sockets (up to 300W) x1<br>*Construction fee and utility fee for above electricity included<br>*For 2 booths, carpet (18sqm) and LEC 2 spotlights are included | System walls (white)<br>Company name board | System walls (white)<br>Company name board<br>Carpet (36 m <sup>2</sup> ) - Various colors available<br>LED spotlight 60W x4<br>100V power/ two sockets (up to 300W) x1<br>*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 for more than 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]

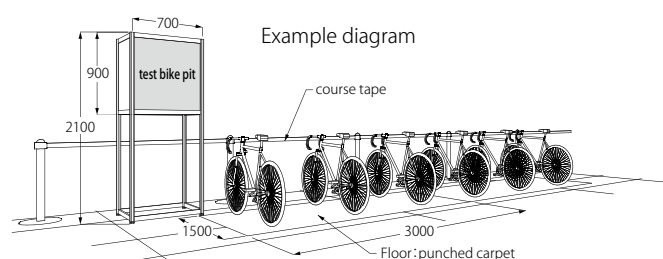
### Important notice for Electrically assisted bicycle (e-Bike)

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.

### [About the Test Bike Pit]

To promote smooth and efficient test-ride operations, "test-bike pits" will be sold to exhibitors of general booth with test-ride bicycles or electrically assisted bicycle booths.

| Size           | 3m wide x 1.5m long   |
|----------------|---|
| Unit price     | General booths or electrically assisted bicycle booths<br>Type A Unit price per booth x 1/2 |
| Included items | Signboard for the test bike pit   |



### Notes

- The location of each company's pit will be determined by the organizer in consideration of the work efficiency of the applicant.
- Exhibiting only in the test bike pit is not allowed.
- There are no accessories except signboard for the test bike pit.
- The signboard will be clearly marked with the applied company name logo or brand logo and cannot be constructed by exhibitors themselves.
- Exhibitors are required to dispatch their own staff to lend out bicycles for test ride.

### The Bicycle Information Zone

This is an area for exhibitors other than bicycle-related products, mainly for the purpose of providing information. ①~⑤ can be applied for this zone.

This zone will be in the organizer's project "Cycle x Travel Fair" or in the adjacent area.

- ① Local governments, tourism organizations, travel agencies, etc. related to cycle tourism.
- ② Promote bicycle events, activities of clubs and organizations, and recruit members.
- ③ PR for bicycle-related schools and workshops.
- ④ Introduction of touring routes, rest areas, and accommodations.
- ⑤ PR for bicycle-related Internet services.

**[The Information Booth]** This is a booth where operation staff can distribute flyers to customers and directly promote to visitors.

| Size of booth                       | 2m x 2m   |
|-------------------------------------|---|
| Unit price per booth (tax included) | JPY 143,000   |
| Included items                      | System walls(white) / a punch carpet / a table (1,800mm x 450mm) / two folding chairs |

### Notes

- Exhibitors are not allowed to apply more than one booth.
- Bicycles, parts, and other related products are not allowed to be displayed. However, products such as the team's original bicycles and jerseys that are part of the team's PR activities may be displayed.
- Please do not sell documents, catalogs, foods, and drinks.



## About countermeasures for COVID-19

The Cycle Mode Executive Committee will hold the exhibition 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 Local Government and the Convention & Tourism Bureau.



### Wearing masks and taking temperature

All visitors, exhibitors, and management staff will be required to wear masks, and their temperatures will be checked upon entry. Please refrain from coming if you have a fever of 37.5 degrees Celsius or higher, or if you have symptoms of a cold. Please refrain from talking loudly or with your mask off.



### Distribution of rubber gloves to those who test drive.

If you do not have gloves, we will distribute the rubber gloves.



### Hand disinfection with alcohol disinfectant is recommended.

Set up disinfectant at the entrance of the venue, patrol cleaning and disinfection of common areas, and frequent hand washing and disinfection are recommended.



### Using Apps

Registration recommended to the application "COCOA"; Contact-Confirming Application provided by the government.



### Helmets and gloves are recommended.

We will thoroughly guide visitors to bring their own helmets and gloves to the venue.

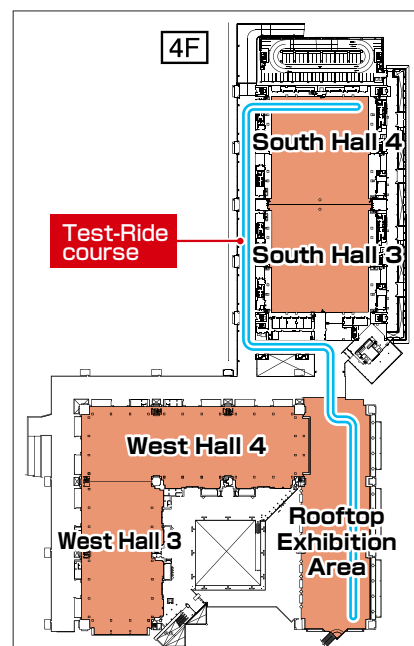
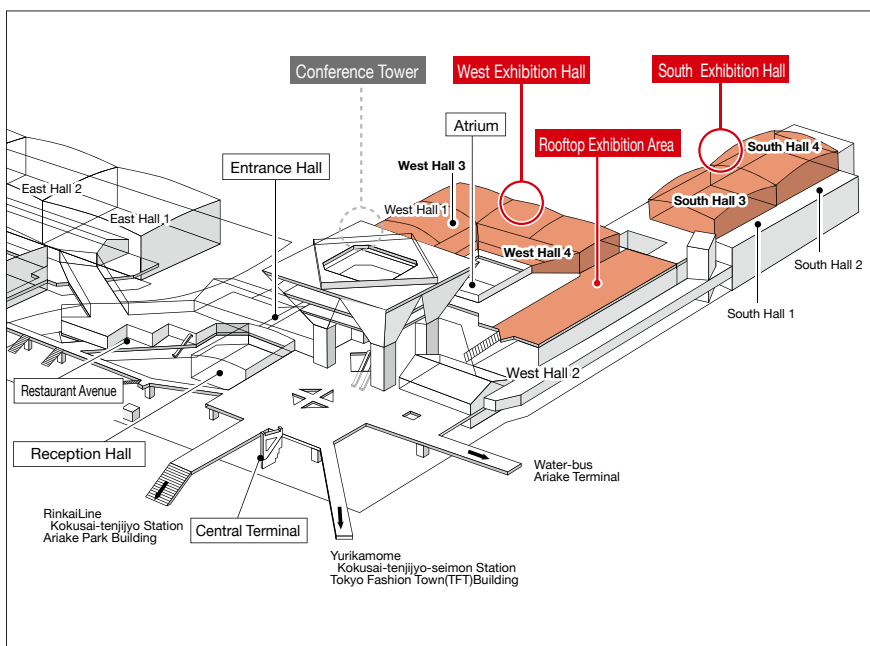


### Establishment of first aid room and on-site nurses

A first aid room staffed by nurses will be set up to deal with those who become ill or unexpectedly injured during the event.

## Tokyo Big Sight West hall / South hall / Rooftop Area

### Hall Layout



### Exhibition Hall

|                               |                                    |
|-------------------------------|------------------------------------|
| Floor Area(sq <sup>m</sup> )  | West Exhibition Hall 3: 4,680 sqm  |
|                               | West Exhibition Hall 4: 6,840 sqm  |
|                               | South Exhibition Hall 3: 5,000 sqm |
|                               | South Exhibition Hall 4: 5,000 sqm |
|                               | Rooftop Exhibition Area: 3,000 sqm |
| Ceiling Height(m)             | 13-18m                             |
| Floor Load(t/m <sup>2</sup> ) | 2 t/sqm                            |
| Anchor bolt                   | Available                          |

### Map





# 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 |
|---------------------|--|

- (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 be automatically 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, 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 approves cancellation document.

### 〈Date of Approval for Cancellation/Change of Application〉

|                                      |  |
|--------------------------------------|--|
| December 23, 2021 - January 21, 2022 | Cancellation Fee 50% of Exhibitor Fee  |
| After January 22, 2022               | 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 20 (Thu.), 2022  
② If the exhibitor does not begin load-in by 12pm on Apr. 1st (Fri), 2022 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 late February.

## 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 have a plan 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

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

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.

|                          |      |                           |     |
|--------------------------|------|---------------------------|-----|
| Before December 31, 2021 | 100% | March 1 - March 20, 2022  | 35% |
| Jan. 1 - Jan. 31, 2022   | 65%  | March 21 - March 28, 2022 | 25% |
| Feb. 1- Feb. 28, 2022    | 50%  | After March 29, 2022      | 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 includes 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.

### CONTACT

Cycle Mode international Head Office  
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Space at

[www.cyclemode.net](http://www.cyclemode.net)