

# CYCLE MODE<sup>®</sup> 5-6 March

# RIDE

## OSAKA 2022

Expo'70 Commemorative Park  
[www.cyclemode.net](http://www.cyclemode.net)  
Exhibitor info

Organizer: Cycle Mode international Executive Committee



September 20, 2021

# CYCLE MODE<sup>®</sup> The Biggest S

# RIDE

## OSAKA 2022



## Safe and enjoyable Bike Event for all bike fans

"CYCLE MODE RIDE OSAKA" is the largest sports bike festival in West Japan complexing a test ride course over 2km where you can fully experience the fun of bicycles, an exhibition area where new bicycle-related products are lined up, a zone for e-BIKE that are more accessible, and Cycle x Travel Fair where cycle-friendly municipalities from all over Japan. In addition, an "off-road course" where visitors can test riding on off-road bikes such as mountain bikes and gravel bikes, which have been attracting attention recently.

The festival will attract not only bicycle fans but also active users who want to enjoy outdoor activities and new sports. By creating new projects that take locational advantage of the Expo '70 Commemorative Park, we aim to create this festival that continues to convey the "attractiveness of outdoor".

## 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.**



**Hand disinfection with alcohol disinfectant is recommended.**



**Helmets and gloves are recommended.**



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



**Using Apps.**



**First aid room and on-site nurses**

POINT

1

## Appeal to active users through face-to-face events

It is still difficult to have face-to-face communication with users due to the ongoing COVID-19 situation. The event attracts many cyclists who are eager to try out sports bicycles by following to the safety measure by the local government.

Also co-events "OUTDOOR FESTIVAL" and "CYCLE KITCHEN" attract not only CYCLE MODE fans or bike fans but also potential bike users who are interested in outdoor activities.





# Sports Festival in West Japan



## POINT 2

### Event at a great location!

Expo '70 Commemorative Park has many facilities scattered across its vast grounds, such as "the Tower of the Sun", the adventure playground and museums, making it more and more attractive every year to families and sports enthusiasts alike.

In addition, it's a good location for cyclists to visit this event by their own bicycles because the area has excellent access to cycling spots in northern Osaka.

## POINT 3

### Stimulate the spring demand season

By holding this event in March, which is the demand season for bicycles, we aim to revitalize the industry by stimulating the purchasing motivation of users.

In addition to the on-road test ride course with an uphill section, an off-road test ride course will be set up in the lawn area to create a new cycling experience for cyclists and increase interests in the products and services of the exhibiting brands.



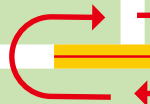
# CYCLE MODE RIDE OSAKA 2021

## PAST EVENT

### Long Test-Ride (Approx. 2.0km)



Turning point



Festival area



RIDE OUT/BMX  
Area



Long Test-Ride  
(Approx. 2.0km)

Central ent.

Banpaku Sta.

PARENTS and CHILDREN AREA

Test course for kids  
Kids riding school

Balance Bicycles  
corner

Family Bicycle  
corner



East ent.

CYCLE MODE  
RIDE  
OSAKA 2021

North Gate

Main Gate

### Gravel Bike Park

NEW

People who are interested in gravel, gravel beginners, and people who want to enjoy the outdoors and activities.



### CYCLE x Travel Area

This section introduces cycling courses spread throughout Japan, recommended sightseeing spots, and gourmet food information. While enjoying the scenery that can only be reached by bicycle, tasting local gourmet, or staying at your favorite hot spring inn, the hybrid way of enjoying "cycling" and "traveling" is expanding rapidly.



### SPORTS e-BIKE Area

We are seeing more and more sports-type electrically assisted bicycles (e-bikes) on the streets, and their evolution is unstoppable. Such as the stylish street models, for long distance rides or MTB specification, many kinds of e-bikes are attracting attention as a new genre of sports and leisure.





Co-Event

# Cycle<sup>∞</sup> Kitchen

supported by キリン 生茶



Park East Sta.

Off-road Bike Area

West Plaza

Kids riding school



Kids Bike Area

Balance Bicycles corner  
Powered by  
Voom Voom Bikes

Family Bicycle  
Corner

RIDE OUT / BMX  
Area

## CYCLE MODE RIDE 2021 Event Map

North Gate

To CYCLE x Kitchen event



Powered by  
GIRO



4-14 Gravel  
Bike Park

4-13 ダイアテック

4-12 白馬村

4-11 クロスビー  
プランニング

4-10 和歌山県  
観光連盟

4-09 道南バス・サイクル  
推進協議会

4-08 中国地方5県  
(鳥取、島根、岡山、  
広島、山口)

5-01 オーシーケー  
技研

5-02 ヤマハ発動機

3-32 lovell

3-31 KODAK Lens

3-28 パワー  
スポーツ

3-27 PREMIUM  
WATER

3-25 ハマリの  
健康食品

3-24 インターテック

3-23 Cycle Sports /  
じてんしゃ

3-22 スポーツアイランド  
沖縄

4-07 サイクリング  
アイランド  
四国推進協議会

4-06 エーゼット

4-05 タートル  
プランニング

4-04 スマートコグ

4-03 CARACLE  
(カザグル)

4-02 トライ  
スポーツ

4-01 LOUIS  
GARNEAU

3-30 グリコ  
パワードアクション

3-29 ウベックス  
スポーツ  
ジャパン

3-26 ガーミン

3-24 インターテック

3-23 Cycle Sports /  
じてんしゃ

3-22 スポーツアイランド  
沖縄

3-21 SCHWALBE  
(シュワルベ)

3-20 オーシーケー  
カブト

3-19 鹿児島県  
大阪事務所

3-18 スポーツコミッション  
沖縄

3-17 スポーツアイランド  
沖縄

3-16 キャットアイ

3-15 メリダジャパン

3-14 ワールドマスタースゲームズ2021  
関西大阪府実行委員会・岸和田市

3-13 油研

3-12 ヴィプロス

3-11 ヤマハ発動機

3-10 朱雀オート  
ガラス

3-09 コーティング  
事業部

3-08 SUNKS

3-07 シック

3-06 CROPS

3-05 ARAVA /  
RALEIGH

3-04 arteciclo  
(BIXIS JAPAN)

3-03 東商會

3-02 Panasonic

3-01 フカヤ

2-28 アミノバイタル

2-27 カベルミュール

2-26 ウベックス

2-24 SMITH

2-23 ドイター

2-20 Winner

2-18 ジゴスベック

2-19 ウィンクレル

2-17 CRAFT

2-16 モトクロス  
インターナショナル

2-15 シマノ

2-14 BESV

2-13 パナレーサー

2-12 SANTILLO  
CICLI  
(サンティッロ  
デクリ)

2-11 ヨネックス

2-10 corratic  
FOCUS

2-09 Tern

2-08 FUJI

2-07 BREEZER

2-06 DAHON

2-05 GS  
BMC

2-04 LOUIS  
GARNEAU

2-03 アクション  
スポーツ

2-02 フタバ商店

2-01 ミスター  
自転車

1-14 Riding  
Lesson  
Corner

1-13 ヒコみづの  
ジュエリー・カレッジ  
自転車メンテナンス  
コース

1-12 FOOTMAX  
(3D SOX)

1-10 GROWTAC

1-09 CITROËN

1-08 CHAPTER2  
BIKES

1-06 PIRELLO  
JAPAN

1-05 ジェイミス  
ジャパン

1-04 塩野自転車

1-03 キヤニオン

1-02 BOMA

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## Event Report

### Last Event Scale(2021)

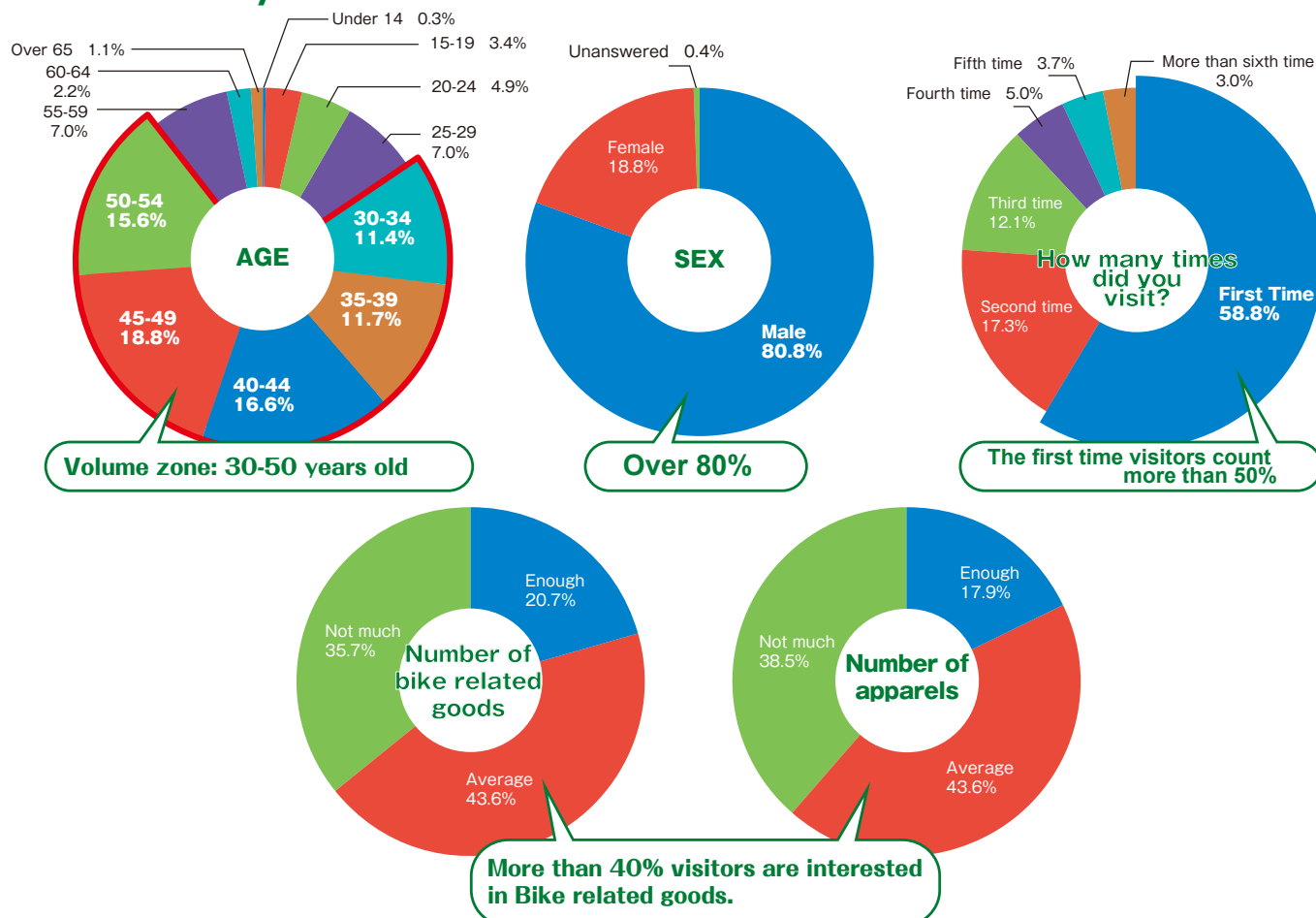
CYCLE MODE RIDE VISITOR NUMBER

	July 24(Sat) Sunny	July 25(Sun) Sunny	Sub Total
Adult	4,402	3,643	8,045
Under 15 yrs old	118	156	274
Dealers	120	125	245
Press	13	8	21
Total	4,653	3,932	8,585

EVENT SCALE

	OSAKA Expo '70 Commemorative Park
Venue	East Area (30,000m <sup>2</sup> ) +Expo '70 Pavilion
Number of exhibitors	85 companies and groups
(overseas exhibitors)	1 company
Number of booths	156 booths
Number of Brands	201 brands
Number of Exhibit bikes	502
(Number of Test Bikes)	327

### Visitor Analysis



### Publification and Promotion

Television Osaka TV Commercial 15" Approx. 300 times  
 Traffic AD Osaka Metro-Osaka Monorail etc.  
 Magazines CYCLE SPORTS, Seasonal CYCLE

<Osaka Metro>



<TV Osaka CM>



## SCHEDULE

Application  
Deadline



Dec. 22, 2021

Announcement  
for layout



Early February,  
2022

Installation  
day



March 4, 2022

**CYCLE MODE  
RIDE  
OSAKA 2022**

**5&6 March**

Dismantlement



March 6, 2022

## OUTLINE

Exhibition: CYCLE MODE RIDE OSAKA 2022  
Period: 9:30am~5:00pm on March 5 (Sat.)- 6 (Sun.), 2022  
Venue: Expo '70 Commemorative Park  
Organizer: Cycle Mode Osaka Executive Committee  
(TV Osaka/ TV Osaka Expro Ltd.)

Entrance fee: Advance ticket JPY1,000  
Walk-in ticket JPY1,300  
Free for 15 years old and younger

## BOOTH CHARGE

### General exhibit space

Booth size	One booth=W3.5m×D3.5m (12.25m)
Unit charge	JPY169,730 (tax included)
Included item	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 pavilion, at TEAM KEEP LEFT booth.

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

"Gravel Bike Park powered by GIRO"  
in 2021



### [Cycle×travel] Bicycle information booth

#### Exhibit target

- 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	One booth=W3m×D3m (9m)
Unit charge	JPY114,400 (tax included)
Included item	Space only

\* Exhibitor needs to ready a tent or apply for rental equipment because exhibit space is outside.

\* Exhibitor can NOT apply for more than 2 booths. When you need 18 sqm and more, please apply for the general exhibit space in the left part.

\* 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 for general booth.

### How to book a space

1. Access to CYCLE MODE RIDE official website (<https://www.cyclemode.net/ride/>)
2. Apply for a space through website. You will receive a contact from the secretariat after the application was accepted.

### Application

<https://www.cyclemode.net/ride/>

### Contact

#### Secretariat of CYCLE MODE

E-mail: [cycle@cyclemode.net](mailto:cycle@cyclemode.net)  
1-2-15, Otemae, Chuo-ku, Osaka 540-0008 Japan  
Phone: +81-6-6947-0284 FAX: +81-6-6944-9912

### Deadline December 22, 2021

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



# Exhibit Terms and Regulations

## 1. Payment

- (1) The organizer TVO 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 be automatically 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 (Dec 23, 2021) for unforeseen reasons, cancellation fees will apply as below according to the date of acceptance.

### <Acceptance for Document Regarding Cancellation/Change of Application>

Dec 23, 2021 - Jan 21, 2022	Cancellation Fee: 50% of Exhibit Fee
After Jan 22, 2022	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 20th, 2022.
  - 2 If the exhibitor does not begin load-in by 8:00AM on Mar 5th 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.

## 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) The secretariat may check the details of the bicycles to be exhibited at the time of application. If you are a first-time exhibitor, please contact the secretariat in advance. The organizer may ask you to remove your exhibit if the organizer judges that it does not correspond to the above. Please note that the exhibition fee will not be refunded in such cases.

- (4) If you will be exhibited a bicycle without brakes on both wheels or one wheel, please be sure to clearly state that it is "prohibited to ride on public roads in Japan." In addition, it is strictly forbidden to allow anyone to test ride any of the above bicycles.

### (5) 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.

- (6) If you wish to exhibit foreign cargo, please complete the prescribed customs clearance procedures before exhibiting. In particular, exhibits that are to be used up or processed on the spot must be domestic cargo.

## 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.

Before Dec 04, 2021	100%	Jan 14 - Feb 25, 2022	35%
Dec 5 - 24, 2021	65%	Feb 26 - Feb 28, 2022	25%
Dec 25, 2021- Jan 13, 2022	50%	After Mar 01, 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 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 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.



## 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		
	□Mr. □Ms.				
Address				TEL	
				FAX	
Contact Person	Dept.		Name	□Mr. □Ms.	
	Title				
	E-mail				

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

Exhibitor Name	
URL	http://
E-mail	

## 3-1. Application Details \*10% Consumption tax is included in below cost.

General Exhibit Space	¥169,730 (tax incl.)	×	booth(s)	Exhibit Fee	¥	(tax incl.)
Exhibit Items *Please tick appropriate items	□Bicycle/Flame →		Number of Bicycles on Display		Number of Flames on Display	
	□Parts □Related equipments □Wear/Clothes □Eyewear/Helmets/Shoes					
	□Food/Supplements □Others ( )					
Number of Brands						
Other Requests						

## 3-2. &lt;CYCLE x TRAVEL&gt; Only below ① or ② are able to apply for this booth.

Bicycle Info Booth	□¥114,400/booth	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.
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## 4. Test-ride Bikes

Number of Test-Ride Bikes	Total	→ (Number of electrically assisted bicycles 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 (Please fill out the form below if you are exhibiting through a distributor)

Company			Invoice to	Exhibitor/ Distributor	Documents to	Exhibitor/ Distributor
Address	〒				TEL	
					FAX	
Contact Person	Dept.		Name	□Mr. □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  
 December 22, 2021

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