



The largest sports bicycle festival in Japan.

CYCLE MODE[®] TOKYO 2023

April 15-16 Tokyo Big Sight
Sat. Sun.

www.cyclemode.net

Oranizer:  テレビ大阪 テレビ大阪エクスプロ
Cycle Mode International Executive Committee

**Exhibitor
Info**

As of August 15



Spring Sports Bicycle Festival

"CYCLE MODE TOKYO"

OUTLINE

TITLE	CYCLE MODE TOKYO 2023	ORGANIZER	Cycle Mode international Executive Committee
VENUE	TOKYO BIG SIGHT (West 3 and 4 Hall+South 3 and 4 Hall) (The nearest station : Rinkailine : Kokusai-tenjiyo Station Yurikamome line : Tokyo Big Sight Station)	EVENT SCALE	Approx. 24,520 sqm
PERIOD	April 15 (Sat.)-16 (Sun.), 2023	EXPECTED EXHIBITOR	200 companies and groups
ENTRANCE FEE (scheduled)	Advance ticket (tax included) JPY1,300 WEB ticket JPY1,500 Walk-in ticket JPY1,700 *Under 15 years old are free of charge.	VISITORS	20,152 (2022)

Special Contents

OUTDOOR MIX AREA

"CYCLE and CAMPING"

The new area where visitors can experience outdoor styles with bicycles, such as "Cycle x Camping" for a day rides with only the minimum amount of luggage, traveling or go fishing with authentic camping tools, gravel road bikes and MTBs in the car.

new!



SPORTS e-BIKE EXPO

e-BIKE EXPO is focused on sports-type e-BIKES that further expand the possibilities of cycle sports. At the exhibits and e-BIKE test-ride area, you can experience the power and the fittable for any field, also you can get a info about cargo bikes specialized for "transportation," which are increasingly used in Europe.



CYCLE x TRAVEL

The number of people who enjoy cycling while traveling as an activity is increasing these days. "CYCLExTRAVEL" where you can promote tourism like local sightseeing spots or local tournaments to visitors who are looking for ways to enjoy themselves after purchasing a sports bike.



LONG TEST-RIDE COURSE

The main content of Cycle Mode is a 1.7km-long course where you can ride in and out of exhibition halls. Exhibitors bring more than 300 test-bikes, and visitors can enjoy comparing various bicycles on the course.



ACTION STAGE

A popular program that comes with celebrities from the sports industry. Not only talk shows, an acrobatic show will be held as an exciting content for children and adults of all ages.



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 distance. Cycle Mode, the largest sports bicycle festival in Japan, has moved to Tokyo Big Sight since the previous show. Under the theme of "Playing outside" this event aims to create a great attraction for sports bicycles by combining sessions with various outdoor activities that have

a high affinity with sports bicycles, such as fishing, traveling, and camping, as well as scenes that open up the mind and body. Cycle Mode continues to provide the latest information on the bicycle industry, while establishing and expanding contents that excite visitors' interests. By appealing to children and other future users, we will continue to contribute to the further growth and revitalization of the bicycle industry. We look forward to seeing you at Cycle Mode!



SCHEDULE

Application Start	Application Deadline	Providing Floor Plan	Bringing-in Period	CYCLE MODE TOKYO 2023	Taking-out Period
August 2022	Dec. 22 2022	Early February 2023	April 14 2023	Show Period April 15-16, 2023	5:00pm-9:00pm April 16, 2023

Gravel Bike Area

Recently, the gravel scene has been attracting attention as a new way to enjoy the off-road among core fans. We will introduce the beautiful gravel bike courses and also appeal to those who have never ridden off-road to get them interested.



Urban-style Zone

At Urban-style zone featuring high-functional wear, bags, shoes, and helmets for business and daily use, providers appeal to targeting users who seek urban style about clothing and products that can be enjoyed as a fashion element along with cycling.



New Products Zone *new!*

Crowdfunding is increasingly being used by startup companies releasing innovative products and services in the cycle sector. We are looking for exhibitors of original bicycles and items created through the use of crowdfunding, and other products that improve the world with their ideas.



Planned Contents

1. Vintage Bike Market

Treasure hunting area for core fans.

2. Handmade Bicycle Zone

Builders' competition.

3. Athlete Workshop

Pro-athletes teach the secrets of performance improvement.

4. Test Ride Lesson Corner

Lectures on operation and riding posture for road bike beginners.

5. Kids Area

Learn the manners and rules that children need to know here.

Last Show Report 2022 at Tokyo Big Sight

1 The number of Visitors

	Apr. 2 (Sat) Fine	Apr. 3 (Sun) Rain	Sub-total
Adult	10,322	8,579	18,901
Under 15 yrs old	425	312	737
Dealers	249	181	430
Press	61	23	84
Total	11,057	9,095	20,152

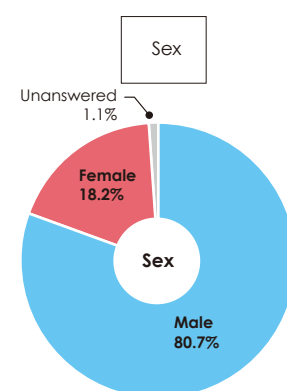
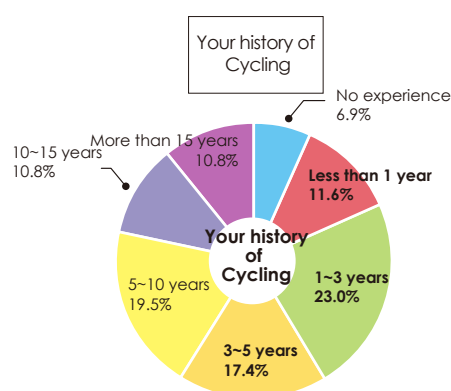
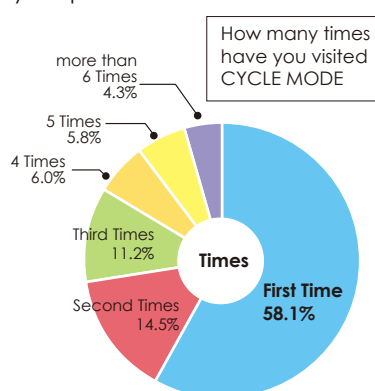
2 Event Scale

	Tokyo Big Sight
Exhibition Space	24,520Sqm
No. of Exhibitors	133
(from Overseas)	1*
No. of booths	395
Exhibited Brands	258
Exhibited Bikes	730
(Test-bikes)	343

* The Japanese government had the strong measure for entry Japan to prevent the pandemic of COVID-19. Therefore overseas exhibitors could not participate in the show 2022 except one company who has an agent in Japan.

3 Visitor Analysis [Increase new users and existing fans]

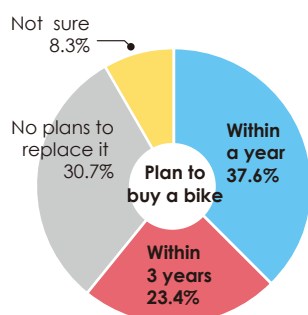
Almost half of visitors are new, and other half are multiple visitors. CYCLE MODE is the best platform to promote your products.



Buyers are highly motivated and the purpose is clear.

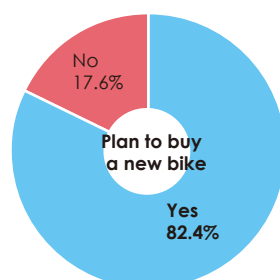
82% visitors are under consideration to buy a bike. CYCLE MODE is the best promotion field to reach people with high motivation to buy.

Plan to buy another bike or parts

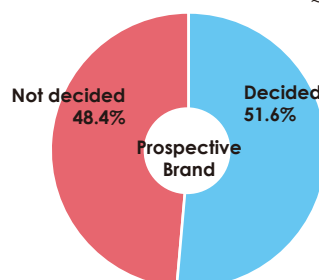


Plan to buy a new bike

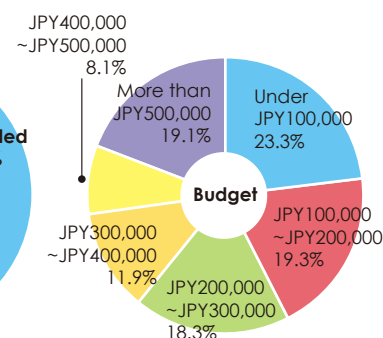
*asked to visitors who haven't had own bike yet



Prospective Brand

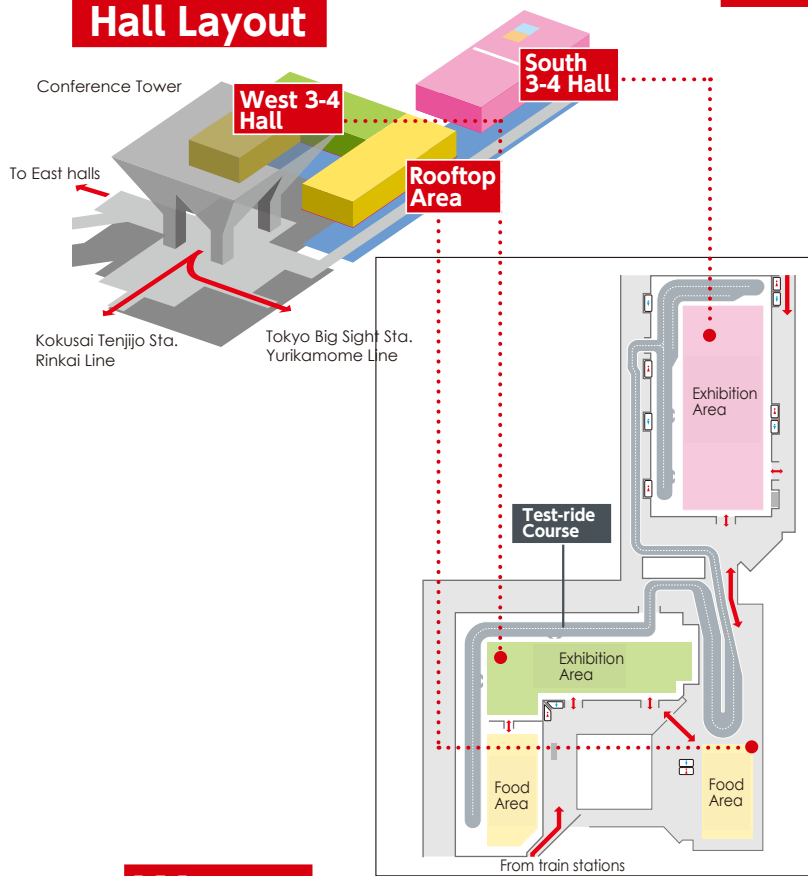


Budget

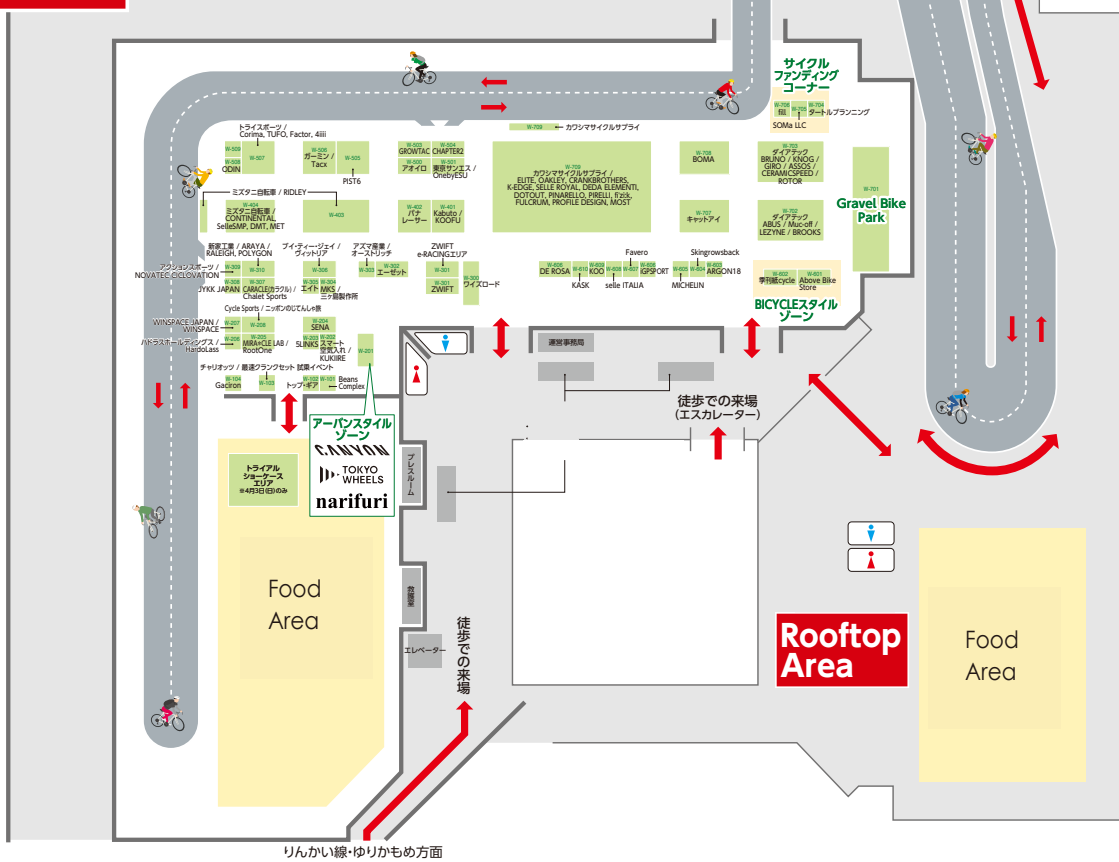


4 Floor Plan (CYCLE MODE TOKYO 2022)

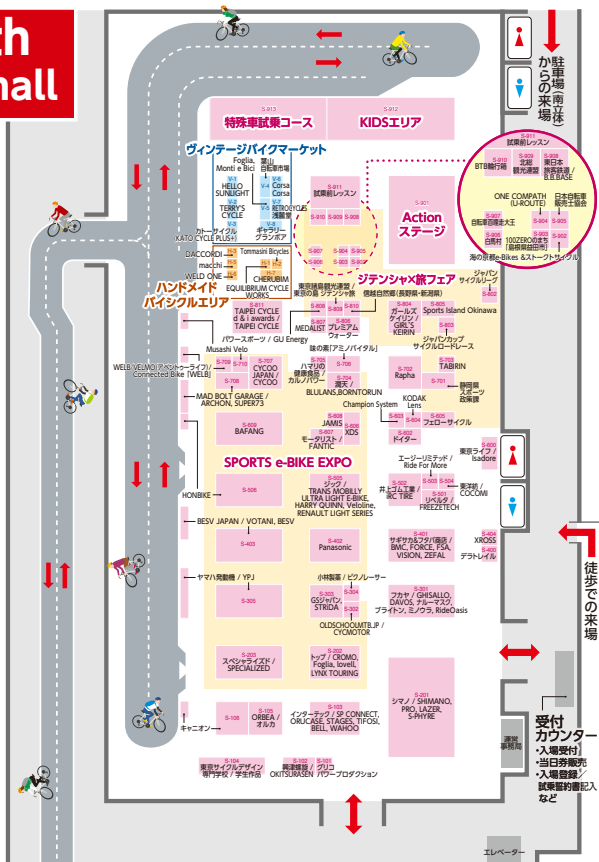
Hall Layout



**West
3-4 hall**



South 3-4 hall



1 Application Deadline

December 22(Thu), 2022

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

How to book a space

Application accept at CYCLE MODE web site, <https://www.cyclemode.net/exhibition/>
Please understand the regulation before you apply for a booth.

2 Booth Charge

CYCLE MODE TOKYO 2023

all cost below includes the consumption tax.

Number of booth(s)	1~2 booth(s)		4 booths		6 booths	more than 8 booths
Booth size	3m×3m(9sqm) per booth		6m×6m, three side open		6m x 9m	9sqm x number of booths Island booth
Booth charge	A type	B type	A type	B type	JPY1,551,000	JPY253,000 x number of booths
	JPY324,500 x number of booths	JPY368,280 x number of booths	JPY1,034,000	JPY1,209,120		
Included items	System walls (white) Company name board	System walls (White) a Company name board Carpet (various color available) One LED Spotlight 60W One outlet (100V/up to 300W) *Construction fee and utility fee for above electricity included. *For 2 booths, carpet=18sqm and 2 LED Spotlights are included.	System walls (white) Company name board	System walls (White) a Company name board Carpet (various color available) 4 LED Spotlights 60W One outlet (100V/up to 300W) *Construction fee and utility fee for above electricity included.	Space only	Space only

NOTES:

Only exhibits that have completed or wish to complete a contract with a sales agent or distributor in Japan will be accepted. Exhibits of products not planned for sale in Japan, please consult with the secretariat in advance.

Exhibitors are not allowed to exhibit 3, 5 or 7 booths. 8 booths or more booths can be freely selected.

If you have a company that you would like to place nearby, please submit the name of that company to the applicant by application deadline. We will allocate as much as possible after confirming agreement from both companies.

Exhibitor Name

Name on the floor layout will be [Exhibitor name] + [Brand Name]. The number of brand name displayed depends on the number of booths.

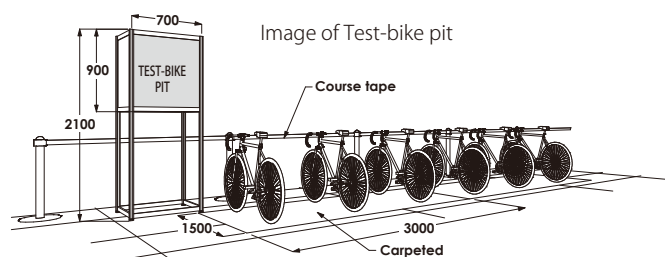
IMPORTANT NOTICE FOR e-BIKE

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 can not used for test-rides, and must be clearly labeled "Evaluation pending" .

[About a Test-bike pit]

To promote smooth and efficient test-ride operations, "test-bike pit" will be sold to exhibitors of general booth with test-ride bicycles or e-BIKE booths.

PIT SIZE	3m wide×1.5m long
PIT UNIT	General booths or e-BIKE booths 50% of Type A Unit price per booth
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. They 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 the local tournaments.

(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.

BOOTH SIZE	2m×2m
BOOTH CHARGE	JPY 143,000
INCLUDED ITEMS	System walls(white) / a punch carpet / a table (1,800mm×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.

* all info on this page is as of August 2022, it may change without any notice.

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.



Using Apps

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



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.



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.



Helmets and gloves are recommended.

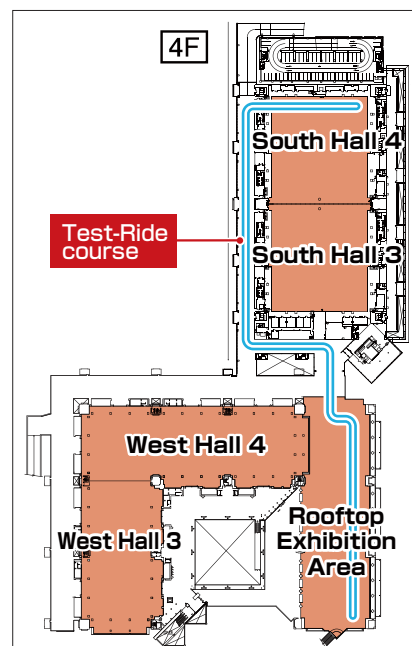
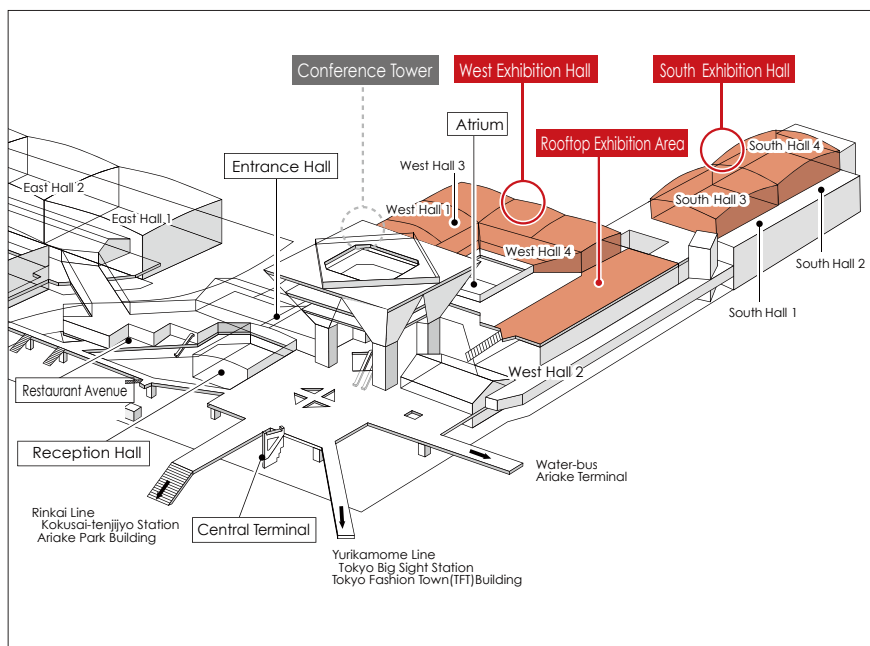
We will thoroughly guide visitors to bring their own helmets and gloves to the venue.

NOTE:

Japanese government have had a measure for border control as of August 2022 to prevent a pandemic of Covid-19. Please confirm the policy and apply for Visa or necessary procedures early. Secretariat issues the invitation letter for the Visa to exhibitors only. Exhibitors who need the invitation letter are requested to submit several documents.

Tokyo Big Sight West hall / South hall / Rooftop area

Hall Layout



Exhibition Hall

Floor Area(sqm)	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/sqm)	2 t/sqm
Anchor bolt	Available

Area map



Exhibit Fee and Regulations

1. Terms and 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 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, 2022) 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, 2022 - January 20, 2023	Cancellation Fee 50% of Exhibitor Fee
After January 21, 2023	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 (Fri.), 2023
② If the exhibitor does not begin load-in by 12pm on Apr. 14 (Fri), 2023 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 February.

5. Main provisions for exhibits and displays

- (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. Others

- (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, 2022	100%	March 1 - March 20, 2023	35%
Jan. 1 - Jan. 31, 2023	65%	March 21 - April 5, 2023	25%
Feb. 1 - Feb. 28, 2023	50%	After April 6, 2023	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

Secretariat of CYCLE MODE (TVO Expro Ltd.)
1-2-15, Otemae, Chuo-ku, Osaka
TEL. +81-6-6947-0284 E-mail: cycle@cyclemode.net

Application at
www.cyclemode.net/english/exhibition/