



CYCLE MODE[®] RIDE OSAKA 2023

March 4 - 5
Expo '70
Commemorative Park

ORGANIZER: CYCLE MODE international
Executive Committee



www.cyclemode.net

**Exhibitor
Information**

In the past two years, bicycles have received even more attention from many people as a means of leisure and transportation to avoid the "crowd" caused by the Covid-19.

"CYCLE MODE RIDE OSAKA" is an event and sports bicycle experience festival that proposes lifestyles and ways of playing in response to these changes in daily life.

There is a test-ride course of more than 2 km where visitors can fully experience the fun of bicycles. At an exhibition area, you can find new bicycle-related products, e-BIKE Zone for sports that are now attracting attention, and a Cycle x Travel Fair where bicycle-friendly municipalities from across Japan.

The co-sponsored events, "Outdoor Festival" and "Cycle Kitchen," attract a wide range of visitors from active users to families by providing campers, outdoor goods, activities, and gourmet foods.

As lifestyles become more diverse, we will convey through our events that incorporating bicycles into daily life and play can make life more enjoyable.



This is a safe and fun "outside play event" for all bicycle fans.



Countermeasures for COVID-19

The Cycle Mode Executive Committee will hold the exhibition with the following policy 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.**



Complex Event based on the theme of "PLAY"



Sports bicycles transform any space like mountain side or urban area into a playground. It has a high affinity with outdoor genres such as camping and fishing, as well as cycling and long rides.

We aim to attract active users by holding "OUT DOOR FESTIVAL" and "CYCLE KITCHEN" at the same time!



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.



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.



Helmets and gloves are recommended.



Using Apps.



First aid room and on-site nurses.

CYCLE MODE RIDE

OSAKA 2022

POST SHOW

CO-EVENT

CYCLE ∞ KITCHEN

supported by キリン 生茶



CO-EVENT

OUTDOOR FES.

アウトドアフェス

★ TRY!! 体感型アウトド★



49 京都府コー
どうぶつえん
スタンプラリー

50 ヨコハマタイヤ

51 ダイハツ工業
株式会社

52 株式会社SUBARU

53 ジャガーランドローバー
ジャパン株式会社

事務局

S TURKA

酒粕走ころ

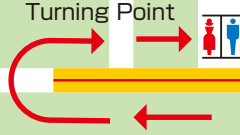
Kids Bike Trial

Kids Riding School

Festival Area

Parents & Kids Area

Long Test-Ride
(Approx. 2.0km)



Central sta.

Long Test-Ride
(Approx. 2.0km)

RIDE OUT
BMX Area

EXPO' 70
Pavilion

CYCLE MODE RIDE
OSAKA 2022

Central Gate

North Gate

East Ent.

Banpaku Sta.

SPORTS BIKE Stage ^{NEW}

Influencers will share their fascination with bicycles, such as bike washing or daily training methods. A stage is set up for any type of cyclists can participate in.



Gravel Bike Park

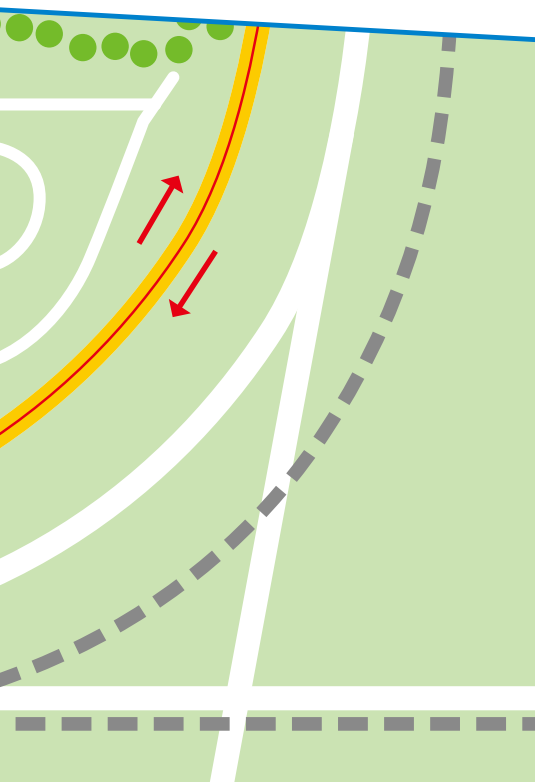
The area is for people who are interested in gravel, MTB, or just want to enjoy the outdoor activities. Some talk shows will be held in this area to introduce the "the fun of gravel and MTB" to all kinds of bicycle fans.



CYCLE x TRAVEL Area

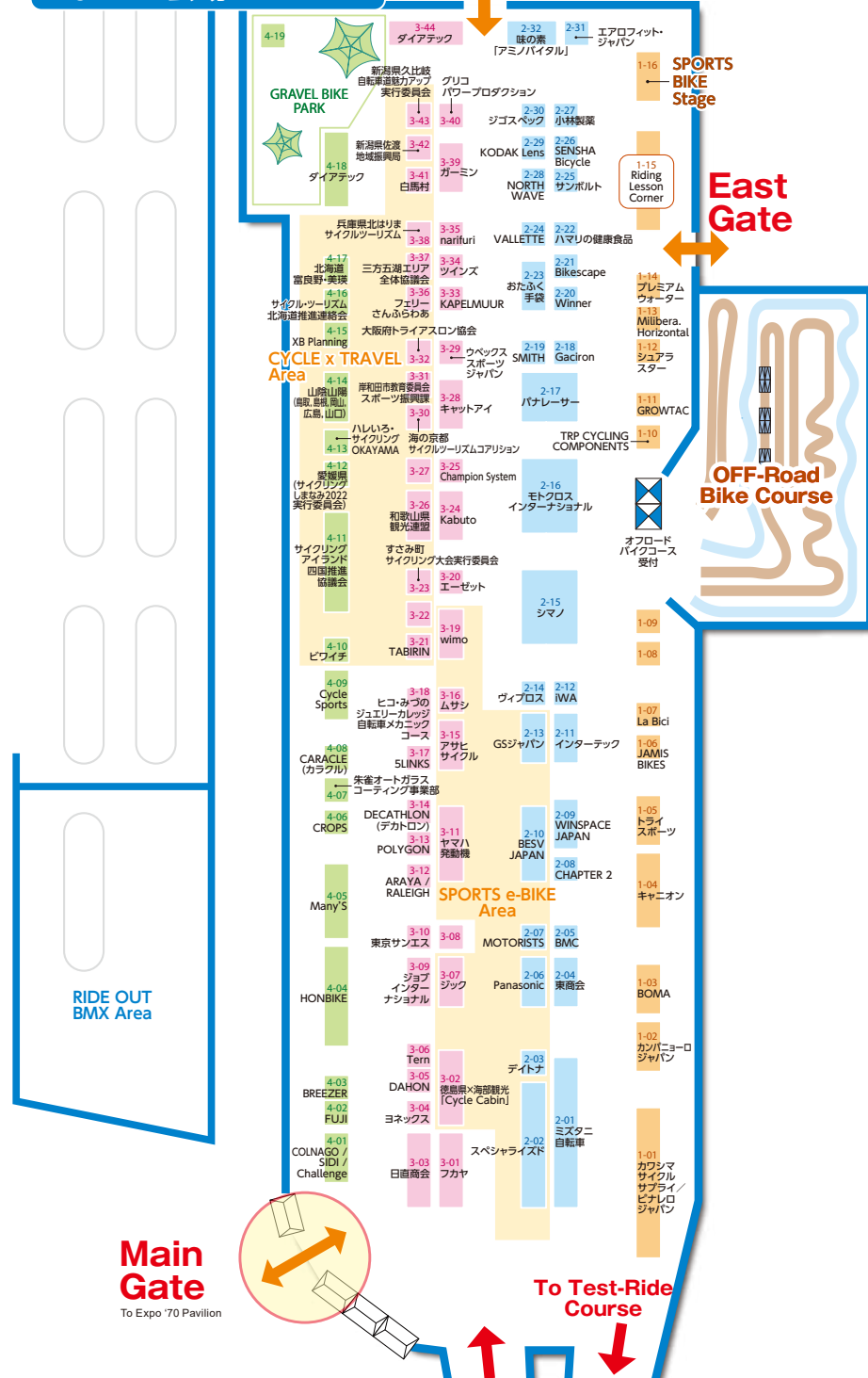
This section introduces cycling courses spread throughout Japan, recommended sightseeing spots, and local gourmet foods. While enjoying the scenery that can only be reached by bicycle, tasting local gourmet, or staying at your favorite hot spring inn, the hybrid way of the pleasures with "cycling" and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





North Gate

To Outdoor Festival and
CYCLE x Kitchen event



Sports e-BIKE, which have attracted great attention with the release of new models from many brands, are becoming increasingly popular as a new genre of sports and leisure that can be enjoyed on paved roads and off-road.



This is a dedicated course where you can compare and contrast the ride with off-road bicycles like mountain bikes, e-MTBs and Gravel bikes. You can try these new genre on the special course, which are very popular mainly in Europe and the United States.



RIDE OUT is now popular as a new culture in the United States and everywhere in the world. A riding school will be opened during the event and you can experience wheelies and tricks using big wheel BMX and freestyle BMX.



EVENT REPORT

2022 SHOW REPORT

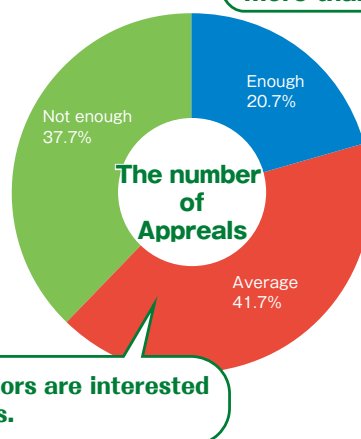
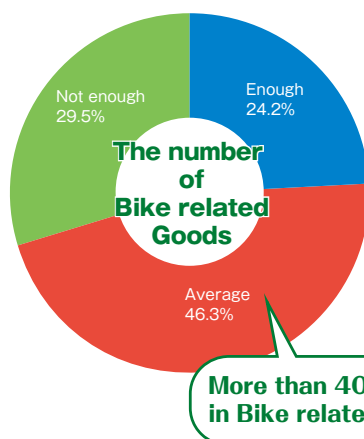
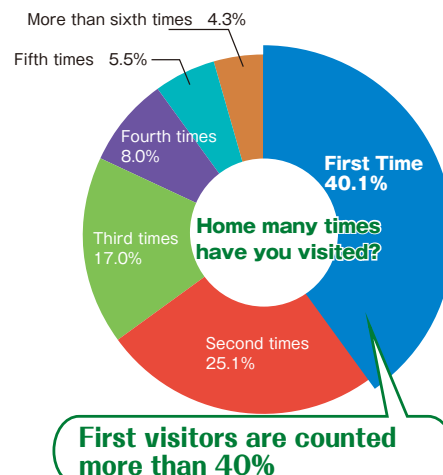
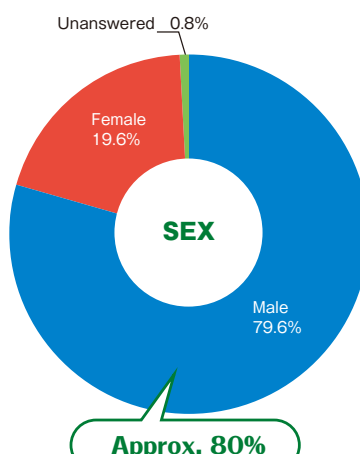
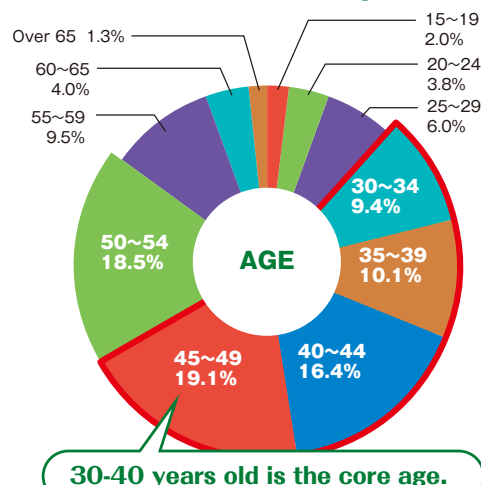
Visitors for CYCLE MODE RIDE

	March 5th (Sat.) Sunny	March 6th (Sun.) Sunny and Cloudy	Sub Total
Adult	5,808	4,532	10,340
Under 15 years old	167	221	388
Dealers	158	133	291
PRESS	8	3	11
TOTAL	6,141	4,889	11,030

SHOW SCALE

	Expo'70 Commemorative Park
Venue	East Plaza(37,200sqm)+Expo '70 Pavilion
The number of Exhibitors	104 Companies and Groups
(Overseas exhibitors)	1 Company
The number of booths	172
The number of brands	180
The number of Exhibited bikes	599
(Bikes for test-ride)	404

2022 Visitor analysis



More than 40% visitors are interested in Bike related goods.

PROMOTION

Television	TV Commercial 300 times
Traffic AD	Osaka Metro, Osaka Mono-Rail
Magazines	"CYCLE SPORTS", "Seasonal CYCLE"

Osaka Metro



TV Commercial at TV Osaka



SCHEDULE

Deadline for Application

Announcement for Layout

Installation day

CYCLE MODE RIDE OSAKA 2023

Dismantlement

March 4 (Sat.) and 5 (Sun.)

December 9 (Fri.) 2022

Late January 2023

March 3 (Fri.) 2023

March 5 (Sun.) 2023

OUTLINE

Exhibition: CYCLE MODE RIDE OSAKA 2023
Period: 9:30am~5:00pm on March 4(Sat.)- 5(Sun.), 2023
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 (Scheduled)
※Free for children under 15 years old

BOOTH CHARGE

General booth

Booth size	1 booth=W3.5m×D3.5m(12.25m)
Booth charge	JPY169,730 (tax included)
Included items	No equipment, 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.

*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 strage.

*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 protection. Please contact secretariat in advance.

Attention for Co-exhibitors

Please show clearly the relationship between the main exhibitor and the 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 consult with the secretariat for your special advertisement in this event.

[Gravel Bike Park powered by GIRO]



[Cycle×travel] Bicycle information booth

Target

① Local government and tourism organization which aim for region promotion throughout cycle tourism and cycle competition which focus on sports bicycle.

②Travel agency which organizes bicycle tour 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. Please send the application form to the secretariat by email.
2. Secretariat will reply on you after your application is accept.
3. Please also send the brochure of exhibit items if you are a first time applicant.

Application deadline December 9, 2022

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

Application

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

Contact

Secretariat of CYCLE MODE

ATTN: Aoi Yuasa (Ms.) E-mail: cycle@cyclemode.net

1-2-15, Otemae, Chuo-ku, Osaka 540-0008 Japan

Phone: +81-6-6947-0284 FAX: +81-6-6944-9912

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 (Dec 10, 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 receives a cancellation document.

<Acceptance for Document Regarding Cancellation/Change of Application>

Dec 10, 2022 - Jan 9, 2023	Cancellation Fee: 50% of Exhibit Fee
After Jan 10, 2023	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, 2023.
 - 2 If the exhibitor does not begin load-in by 8:00AM on Mar 4th 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 owner 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 December 31, 2022	100%	Feb. 11- Feb. 20, 2023	35%
Jan. 1, 2023- Jan. 20, 2023	65%	Feb. 21- Feb. 28, 2023	25%
Jan. 21- Feb. 10, 2023	50%	After March 1, 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 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. <CYCLE x TRAVEL> 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 9, 2022

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