

The Largest Sports Bicycle Festival in Japan.

CYCLE MODE[®] TOKYO 2024



6-7, April 2024

Tokyo Big Sight

www.cyclemode.net

Organizer
Cycle Mode International
Executive Committee



**Exhibitor
Information**

August 3, 2023

“Outdoors and Ride”

The largest sports bicycle festival in Japan “CYCLE MODE TOKYO”

The keyword for CYCLE MODE 2024 is "OUTDOORS & RIDE"! Pottering, camping, fishing, or other outdoor activities are familiar with cycling. The exhibition presents the activity collaboration and Leads more excitement to all bike fans for 2 days in Tokyo.

Cycle mode conveys the appeal of sports bicycles by capturing the trends in mobility and creates new contents that attract the interests of bike users as well as future cyclists.



OUTDOOR MIX Area “Bicycle x Camp”

You can experience the outdoor life with a bicycle, including a “motorcycle & camping style” at this area. Such as go camping by cycling with minimum luggage, by car with a full-fledged travel items and a gravel road / MTB, and also go fishing!



Future Mobility Zone Future transportation in an environmentally friendly

The technological innovation on transportation changes urban life and living environment more convenient to respond needs for it. The rental services of e-BIKE or electric kickboards, and various sharing services are receiving much attentions for future transportation.



This new zone aims to create a safer and more comfortable society by promoting the evolution of products, services and networks to users.

OUTLINE

CYCLE MODE TOKYO 2024

VENUE: TOKYO BIG SIGHT

(West 3 & 4 Hall and South 3 & 4 Hall)

(The nearest station

RinkaiLine : Kokusai-tenjijo Sta.

Yurikamome line : Tokyo Big Sight Sta.)

PERIOD: April 6 (Sat.)-7 (Sun.), 2024

ENTRANCE FEE: (scheduled)

Advance ticket JPY1,400

WEB ticket JPY1,600 (tax included)

Walk-in ticket JPY1,800

*Under 15 years old are free of charge.

SCHEDULE

Apprication starts

August, 2023

Application Deadline

December 21, 2023

Floor Plan announcement

in February, 2024

Installation period

April 5, 2024

**CYCLE MODE
TOKYO 2024** PERIOD

April 6-7, 2024

Dismantlement period

5:00pm- 9:00pm
April 7, 2024

Sponsorship Tied-up

1 Advertisements

Hanging banner in halls, advertisements inside and outside the venue, banner advertisements on the official website, advertisements for goods distributed at the venue, sampling support to visitors, main stage, monitors, etc.

2 Corner Sponsorship

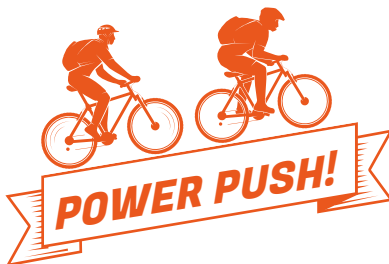
You can become a corner sponsor for a contents corner.
Scheduled contents: Main stage, Kids area, Bicycle parking lot, Pre-test drive lesson corner, etc.

3 Campaign tied-up

Customized plans that match the corporate strategy of each company is also acceptable. Please contact the secretariat.

“Gravel Bike Park powered by GIRO” in 2022

“Culture & GRAVEL powered by GIROJ in 2023



SPORTS e-BIKE EXPO

"SPORTS e-BIKE EXPO" focused on sports-type electrically assisted bicycles, attracts more interests. You can experience the fun and comfort of e-BIKES on any field, at exhibitors booths and at the test ride course with up and down.

Bike x Travel Area

"CYCLE x TRAVEL" attracts attention from a wide range of visitors, from full-scale bicycle trips to those who enjoy sightseeing rides as an activity. This is the most popular zone in the exhibition that connects cyclists with local governments and tourism organizations that are trying to attract tourists not only from Japan but also from overseas.



Gravel Bike Area

The gravel scene is attracting attention from core fans as a new way to enjoy off-road. We will send out its charm of the special course and the experience running around rich nature on a gravel bike by video.



Bodycare/Skin care/Hair removal Zone

In this area, visitors can learn about all kinds of body or skin care, meals to keep your performance, hair removal, products, and services.



Other contents (under planning) ① Vintage BIKE Market ② Handmade Bicycle Zone ③ Athlete Workshop
④ Pre-test ride Lesson Corner ⑤ Kids ride & Kids Zone ⑥ Visitor Present Campaign

1 Visitor Number

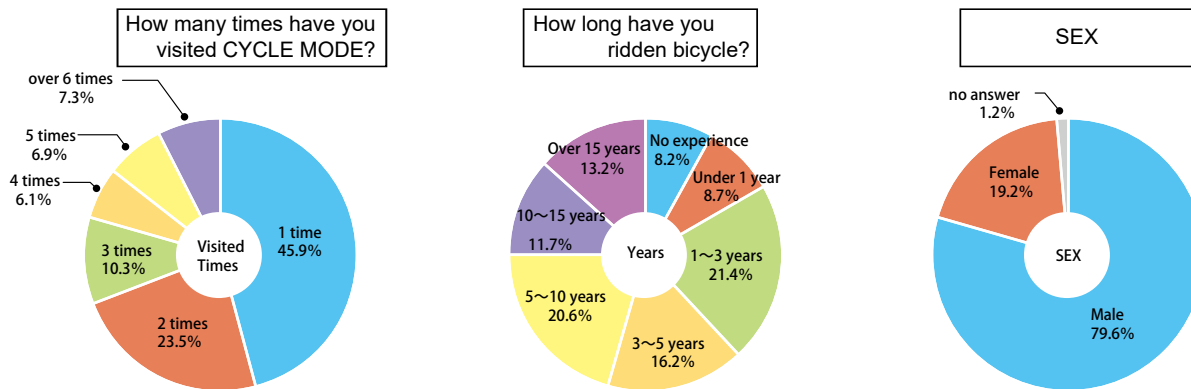
	April 15 Rainy	April 16 Sunny & Rainy	Total
Adult	11,135	11,660	22,795
Under 15 years old	145	190	335
Distributors	369	205	574
Press	65	28	93
Total	11,714	12,083	23,797

2 Exhibition Scale

	Tokyo Big Sight
Total Scale	24,520 sqm
Number of Exhibitor	142
<i>(Overseas Exhibitor)</i>	36
Number of Booths	428
Number of Brands	378
Number of Exhibit bikes	685
<i>(for Test-Ride bikes)</i>	377

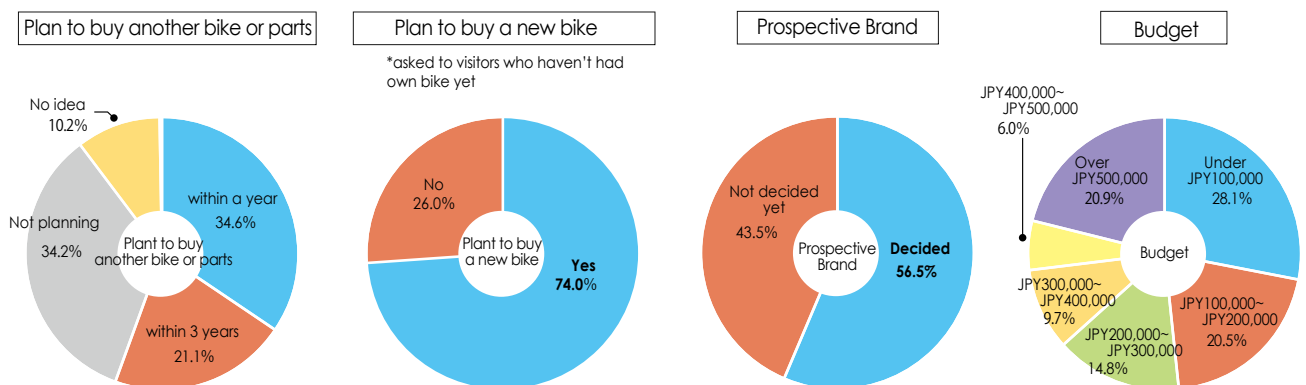
3 Visitor Analysis [Increase new users and existing fans]

Nearly half of the 23,797 visitors were new, and the other half were multiple visitors. CYCLE MODE is the best platform to promote your products.



[Buyers are highly motivated and the purpose is clear.]

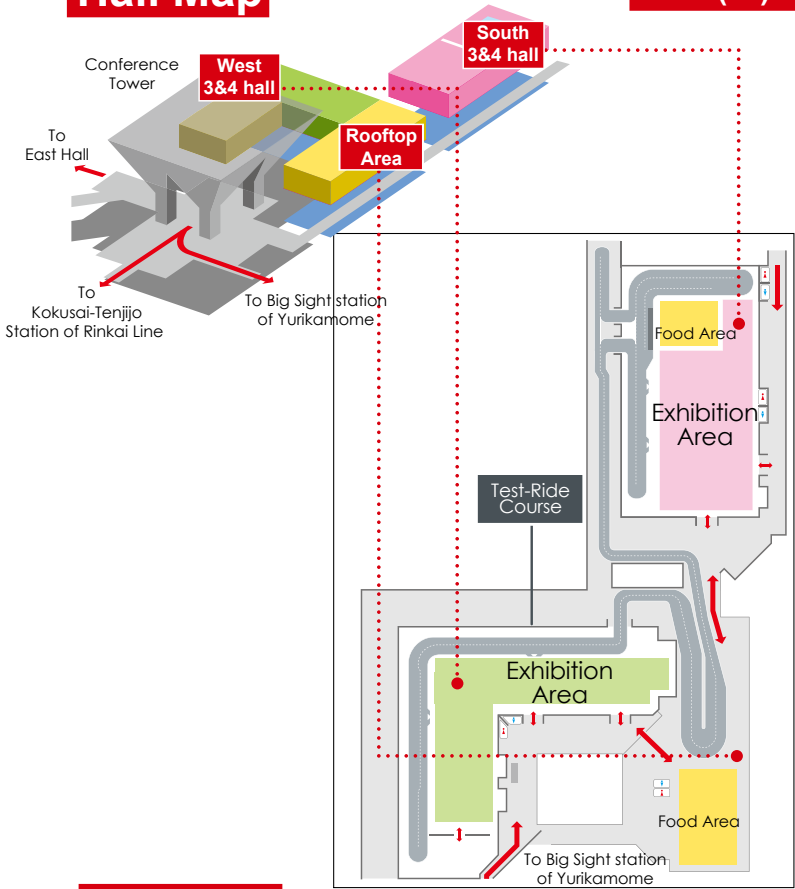
34% visitors are under consideration to buy a bike. CYCLE MODE is the best promotion field to reach people with high motivation to buy.



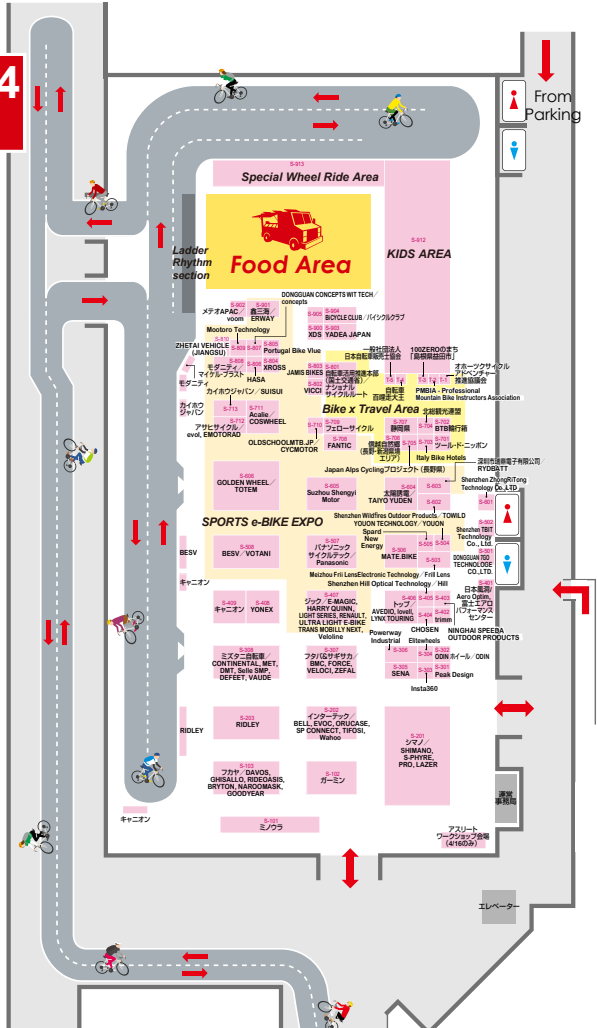
4 Exhibition Hall Floor plan 2023

Tokyo Big Sight: West 3&4 hall and South 3&4 hall

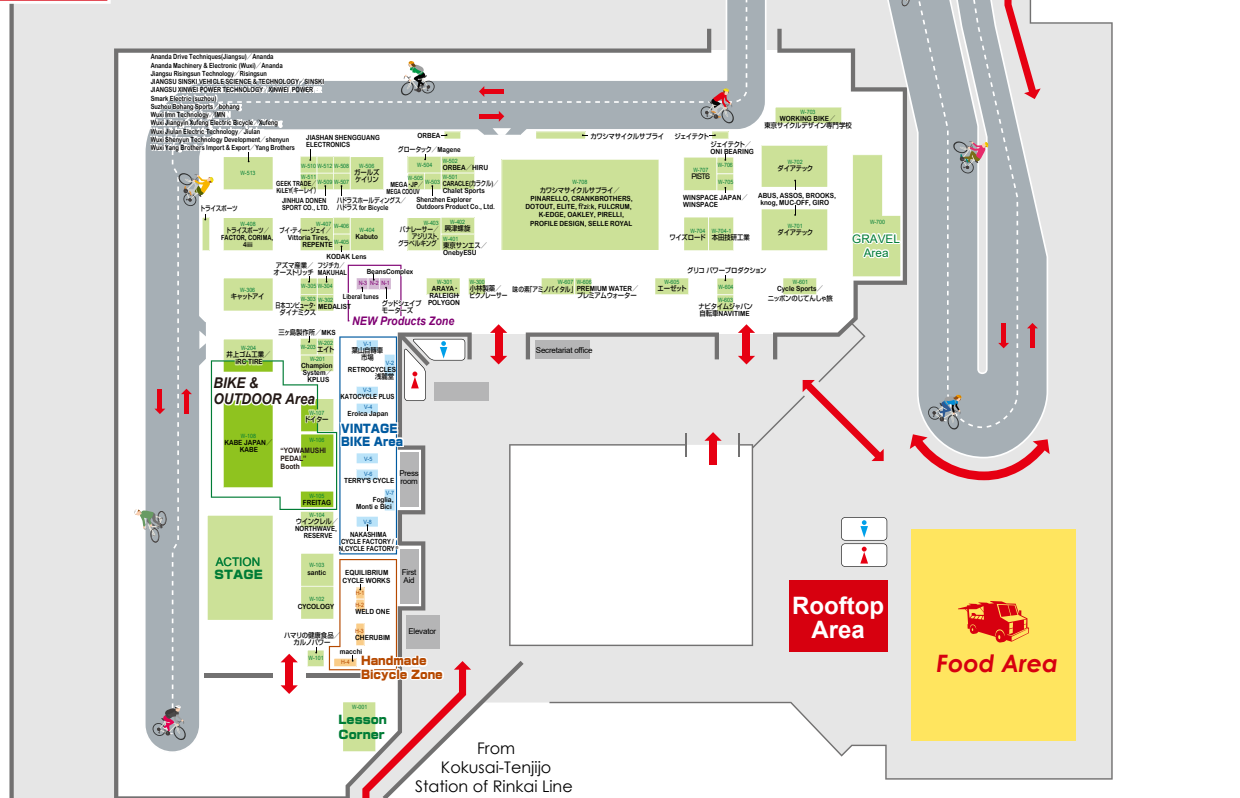
Hall Map



South 3&4 Hall (4F)



West 3&4 Hall (4F)



Regulations / Exhibitor Application Submission

1 Application Deadline

December 21 (Thu), 2023

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

How to book your space

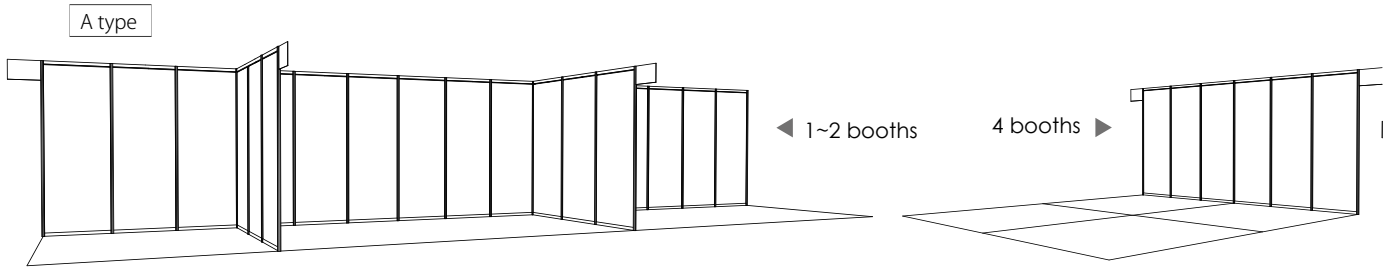
Application accept at CYCLE MODE web site, <https://www.cyclemode.net/exhibition/>
Please understand the regulation before you apply for a booth.



Booth Application

2 Booth Charge

*all cost of below includes consumption tax.



Booth charge for CYCLE MODE Tokyo 2024

Number of booth(s)	1~2 booth(s)		4 booths		6 booths	8 booths or more
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	JPY1,706,100	JPY278,300 x number of booths
	JPY356,950 x number of booths	JPY405,108 x number of booths	JPY1,137,400	JPY1,330,032		
Bundle discount	Exhibitor who applied for CYCLE MODE RIDE Osaka 2024 and applied for CYCLE MODE Tokyo before Dec. 21 can receive 10% discount .					
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 can not select 3, 5 or 7 booths. 8 and 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 on the application. We will allocate as much as possible after confirming agreement from both companies.

[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 for the applicant.

Exhibiting only in the test bike pit is not allowed.

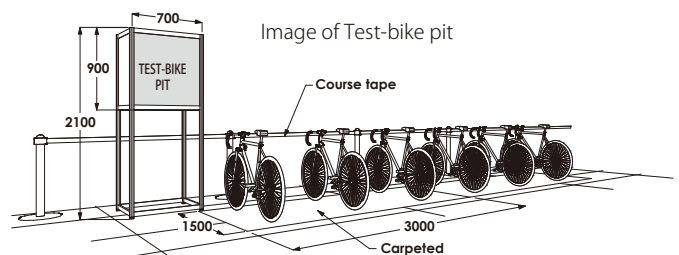
There are no accessories except signboard for the test bike pit.

Exhibitor Name

Name on the floor layout will be [Exhibitor name] + [Brand Name].
The number of brand name you can display 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".



* all info on this page is as of August 2023, it may change without any notice.

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 "Bike x Travel Area" or in the adjacent area.

(1) Local governments, tourism organizations, travel agencies, and 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.

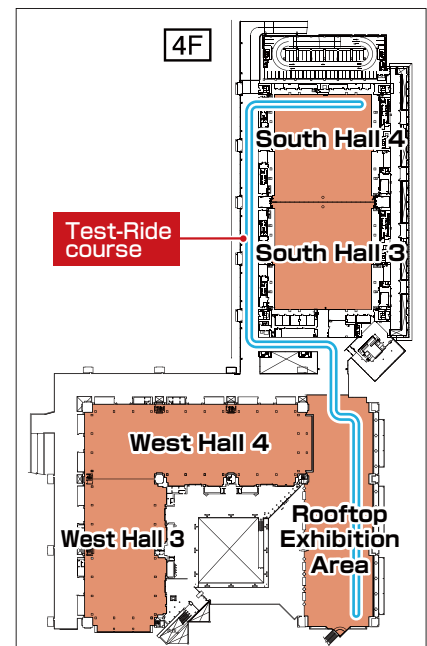
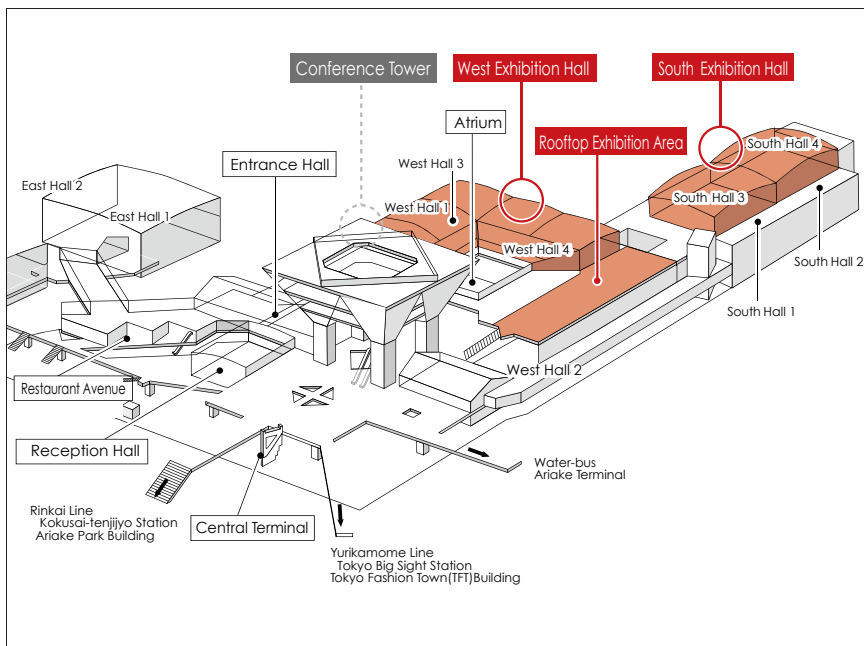
BOOTH SIZE	2m×2m
BOOTH CHARGE	JPY 164,450
INCLUDED ITEMS	System walls(white) / a punch carpet / a table (1,800mm×450mm) / two folding chairs

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 can be displayed.
- Please do not sell documents, catalogs, foods, and drinks.

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. The exhibitor will also be charged the cancellation fee based on the policy.
(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. 22, 2023) 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 22, 2023 - January 19, 2024	Cancellation Fee 50% of Exhibitor Fee
After January 20, 2024	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 19 (Fri.), 2024.
② If the exhibitor does not begin load-in by 12pm on April 5 (Fri), 2024 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, 2023	100%	March 1 - March 20, 2024	35%
Jan. 1 - Jan. 31, 2024	65%	March 21 - March 29, 2024	25%
Feb. 1 - Feb. 29, 2024	50%	After March 30, 2024	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/