

The Largest Sports Bicycle Festival in Japan

CYCLE MODE[®] TOKYO 2027

Umi-no-Mori
Park

Tokyo
BIG SIGHT

17-18, April 2027

Tokyo Big Sight (East 7 Hall)/
Umi-no-Mori Park

www.cyclemode.net

Organizer
Cycle Mode International
Executive Committee



テレビ大阪

TVOSB

テレビ大阪エクスプロ



Exhibitor Information

September 1, 2026

A Dream Island for Cyclists in Tokyo Bay

the largest sports bicycle event in Japan

CYCLE MODE TOKYO 2027, will be held across two venues: Tokyo Big Sight and Umi-no-Mori Park in Tokyo Bay area. At the main venue, Tokyo Big Sight, alongside exhibitions of the latest models and gear, we will feature programs led by former top pros and coaches designed to help visitors improve their skills and discover new ways to enjoy sports cycling. In addition, we are launching a brand-new "Custom Garage Area" where visitors can bring their own bikes to experience customization firsthand. This hands-on feature allows attendees to actually try out parts and accessories. Other planned highlights include the "Bike × Travel Fair", showcasing the appeal of cycle tourism and regional travel information, and the "SHOP Area", gathering pop-up stores from renowned shops. The event will serve as a platform to propose new cycling lifestyles and ways to enjoy the sport. We invite you to leverage this opportunity to enhance brand awareness, boost sales, and connect with new customers for your products and services.



OUTLINE

CYCLE MODE TOKYO 2027

VENUE: Tokyo Big Sight(East 7 Hall)

Umi-no-Mori Park

PERIOD: April 17 (Sat.)-18 (Sun.), 2027

ENTRANCE FEE(planned):

Advance Ticket: JPY 1,500 / Combi Ticket: JPY 2,050

Walk-in Ticket: JPY 1,900 / Combi Ticket: JPY 2,450

*Admission to Tokyo Big Sight is free for visitors under 15 years old, while entering the Umi-no-Mori Park venue requires an additional fee of JPY550.

*Visitors planning to access the Umi-no-Mori Park area are required to purchase a Combi Ticket, which grants admission to both the Tokyo Big Sight and Umi-no-Mori Park venues.

SCHEDULE

Apprication starts	September, 2026
Early-Bird Application Deadline	November 30, 2026 (For details, see p.6)
Application Deadline	January 21, 2027
Floor Plan announcement	Mid-February, 2027
Installation period	April 16, 2027
CYCLE MODE TOKYO 2027 PERIOD	April 17-18, 2027
Dismantlement period	April 18, 2027 5:00pm- 9:00pm

SPONSORSHIP TIED-UP

1 Advertisements

Advertisements inside and outside halls, on the official website, sampling support to visitors, on main stage etc.

3 Campaign tied-up

Customized plans to match the corporate strategy of each company are also acceptable. Please contact the secretariat.

2 Corner sponsorship

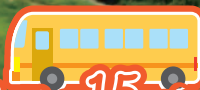
You can become a corner sponsor for a contents corner.
Scheduled contents: Main stage, Kids area, Bicycle parking lot, Pre-test ride lesson corner, etc.

"Scenery Seen Because of a Bicycle powered by diatec" in 2026

"BICYCLE SHORT MOVIE CHALLENGE powered by diatec ltd." in 2025

"Umi-no-Mori Park" Turns into a Special Test-Ride Course!

On the approximately 2.0 km on-road test track featuring a steep slope section, visitors can experience the unique features of each model—such as acceleration and hill-climbing performance—through test-riding. Furthermore, the off-road test track, where riders can experience three different surfaces (dirt, gravel, and grass), spans approximately 2.2 km—the longest in CYCLE MODE history. Attendees can test the true performance and capability of off-road bikes under conditions closely mimicking actual riding environments. As an exceptional opportunity for visitors to fully experience the appeal of the latest models, we invite you to leverage this event for your company's PR and sales promotions.


About a 15-minute
shuttle ride from
Tokyo Big Sight!


87.3%
Visitors satisfied
for the test ride
experience

Umi-no-Mori Park

Umi-no-Mori Park is located in the center of Tokyo Bay with the concept of "recycling of resources." Soil contains branches and leaves from other parks and street trees in Tokyo, and 240,000 trees have been planted throughout the park. Now, the park has valleys where rivers appear after heavy rain, and forests where you can see Tokyo Tower, Tokyo Skytree, and the Gate Bridge through the trees.



NEW Custom Garage Area

We are introducing the brand-new "Custom Garage Area" at Tokyo Big Sight, where visitors can bring their own sports bikes. Here, exhibitors can showcase custom parts and accessories, allowing attendees to try them on and experience them on their own bikes right at the venue.

Exhibitor Categories All custom products and accessories (e.g., saddles, tires, wheels, handlebar tape, lights, etc.)



Bike × Travel Fair

We are seeking exhibitors from local governments and tourism organizations to promote cycling tourism initiatives, bike-utilization tourism strategies, and the appeal of cycling races and events. This popular area serves as a wonderful meeting place where cyclists can discover new travel destinations and exciting events.

* Bundle discount available when combined with CYCLE MODE RIDE OSAKA.



SPORTS e-BIKE EXPO

Experience the diverse world of e-BIKES—ranging from city commuters to MTBs, gravel road bikes, and folding models, offering endless ways to ride—at the "SPORTS e-BIKE EXPO." On the test track at Umi-no-Mori Park, visitors can experience the full appeal of e-BIKES while feeling nature, testing their climbing and descending performance, and feeling their powerful assist capabilities firsthand.



Concurrent Events

Body EXPO - The best body ever -

"Body EXPO" gathers information and items to help you maintain a healthy body. Active activities such as training, to physical care such as skincare, body composition measurement, and even mental care such as meditation. By holding this event at the same time as "CYCLE MODE", we aim to expand the bicycle market.



1 Visitor Number

	April 25 Cloudy	April 26 Sunny	Subtotal
Adult	9,752	8,863	18,615
Under 15 years old	117	132	249
Distributors	201	186	387
Press	27	7	34
Total	10,097	9,188	19,285

2 Exhibition Scale

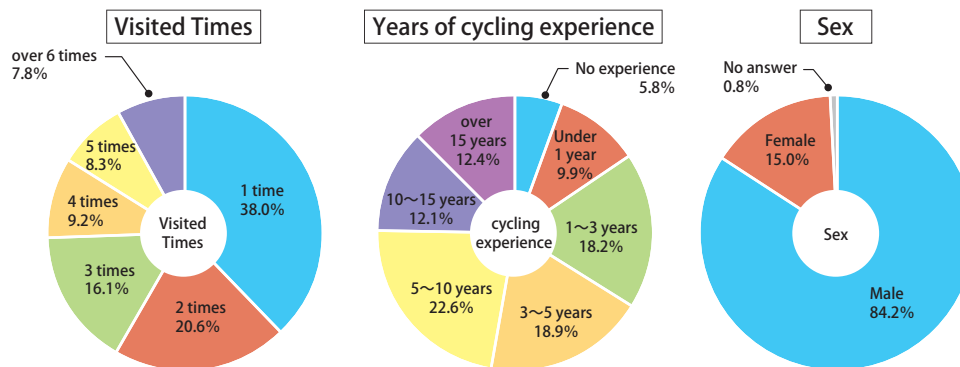
	Tokyo Big Sight
Total Scale	11,680 sqm
Number of Exhibitor	101
(Overseas Exhibitor)	23
Number of Booths	287
Number of Brands	205
Number of Exhibit bikes	382
(for Test-Ride bikes)	169

	Umi-no-Mori Park
Total Scale	18,000 sqm
Number of Exhibitor	19
Number of Booths	67

3 Visitor Analysis

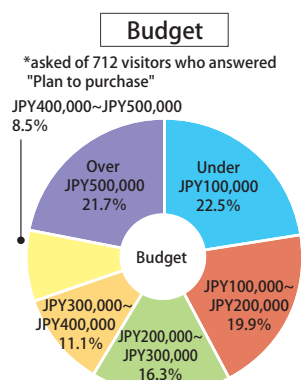
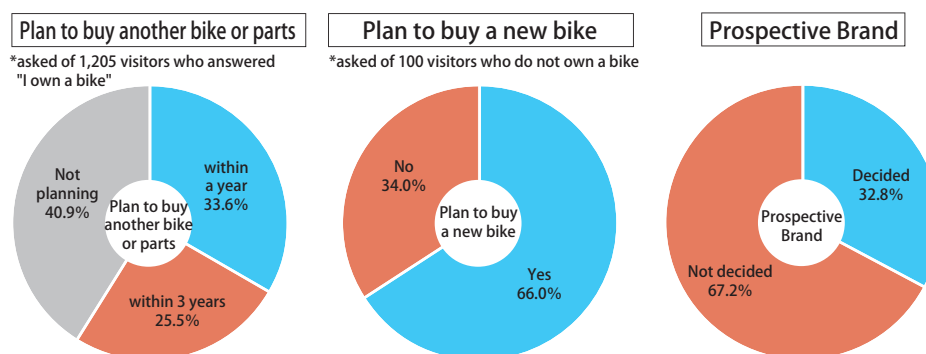
[Increase new users and existing fans]

Nearly half of the 19,285 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]

40% visitors are under consideration to buy a bike. CYCLE MODE is the best promotion field to reach people with high motivation to buy.



Tent Area

Hilltop Plaza



運営本部

4 Exhibition Hall Floor plan 2026

Umi-no-Mori Park

On-Road Course
Off-Road Course



Tokyo Big Sight: East 7 Hall



1 Application Deadline

Early-Bird Application Deadline: November 30(Mon), 2026

*Early-Bird Discount apply only to exhibitors booking 4 or 6 booths.

Application Deadline: January 21(Thu), 2027

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

How to book your space

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

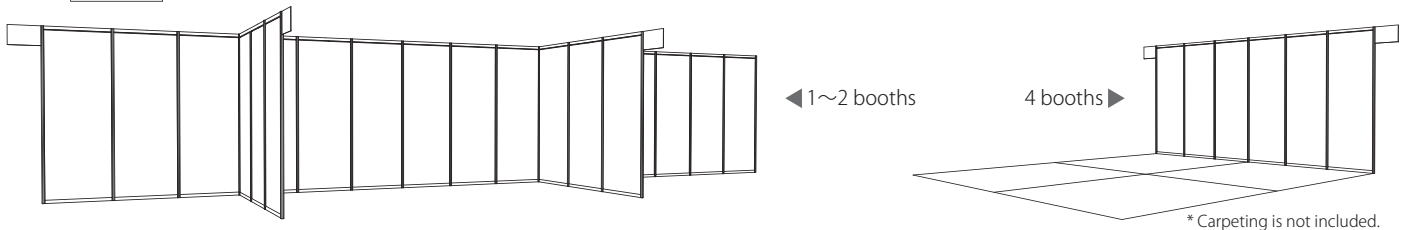


Booth Application

2 Booth Charge

*all cost of below includes consumption tax.

A type



Booth charge (General Booths, SPORTS e-BIKE EXPO & Bike × Travel Fair & Custom Garage Area)

Number of booth(s)	Booth size	Booth charge		Included items
1~2 booth(s)	3m×3m(9sqm) per booth	A type	JPY368,500 x number of booths	System walls (white) Company name board
		B type	JPY415,800 x number of booths	System walls (White) A company name board One LED Spotlight 60W One outlet (100V/up to 300W) *Construction fee and utility fee for above electricity included. *For 2 booths, 2 LED Spotlights are included.
4 booths	6m×6m, three side open	A type	JPY1,232,000	System walls (white) Company name board
		B type	JPY1,430,000	System walls (White) A company name board 4 LED Spotlights 60W One outlet (100V/up to 300W) *Construction fee and utility fee for above electricity included.
6 booths	6m x 9m	JPY1,848,000	JPY1,772,100	Space only
8 booths or more	9sqm x number of booths Island booth	JPY289,300 x number of booths		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.

Depending on the layout, 4-booth spaces may not adjoin other exhibitors' booths.

No system panels are provided along the aisle sides.

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 SPORTS e-BIKE EXPO

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".

Umi-no-Mori Park

This area is reserved exclusively for companies handling complete bicycles that will use the test-ride course. Both on-road and off-road courses are available. Please note that the exhibition fee will vary depending on the number of your booked space at the Tokyo Big Sight venue.

	1-2 booths at Tokyo Big Sight	More than 4 booths at Tokyo Big Sight
Exhibit Fees	JPY165,000/ booth(tax incl.)	Up to 2 booths free of charge
Early-Bird Application	JPY110,000/ booth(tax incl.) *Early bird discounts apply to a maximum of 2 booths. Regular rates apply for 3 or more booths.	
Additional Booths	JPY165,000/ booth(tax incl.)	From 3 booths onward: JPY110,000/ booth(tax incl.)
Booth space	1 booth: 3.5 m(W) × 3.5 m(D) (12.25 sqm)	

NOTES:

- Exhibiting only at Umi-no-Mori Park is not permitted.
- This is a tent-only area, and only the space will be provided.
- Promotions outside the booth area are not allowed. Please ensure compliance for safety within the venue.
- In principle, the test-ride course will operate even in rainy conditions. However, in the event of natural disasters such as typhoons, strong winds, or heavy rain, the organizer may cancel operations at their discretion.
- If the weather improves during opening hours, the test-ride course may resume. Please follow the instructions of the secretariat.
- In the event that Umi-no-Mori Park or the test-ride course is canceled due to bad weather or other circumstances, exhibition fees will not be refunded.
- The organizer is not responsible for any expenses or damages incurred by exhibitors.

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 × Travel Fair" 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 185,900
RIDE OSAKA Bundle Discount	JPY 148,500 * Application to RIDE OSAKA is required.
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 + Umi-no-Mori Park

Tokyo Big Sight

Floor Area(sq.m)	East Exhibition Hall 7: 11,680 sqm
Ceiling Height(m)	10~13m
Floor Load(t/sqm)	5t/sqm
Anchor bolt	Available

Umi-no-Mori Park

Address	3-3 Umi no Mori, Koto-ku, Tokyo 135-0066 Japan
Access by Public Transportation	By Toei Bus Route 波01: Tokyo Teleport Station → Umi-no-Mori Park(approx. 15 min.)
Access During CYCLE MODE	Shuttle Bus Service A shuttle bus will operate from Tokyo Big Sight East Halls to Umi-no-Mori Park (approx. 10 min.)
Area	approx. 60 hectares
Parking	Capacity: 268 vehicles (including 6 spaces for disabled persons) Hours: 9:00 a.m.~5:00 p.m. Fees: Weekdays: JPY500/ entry Weekends & holidays: JPY1,000/ entry

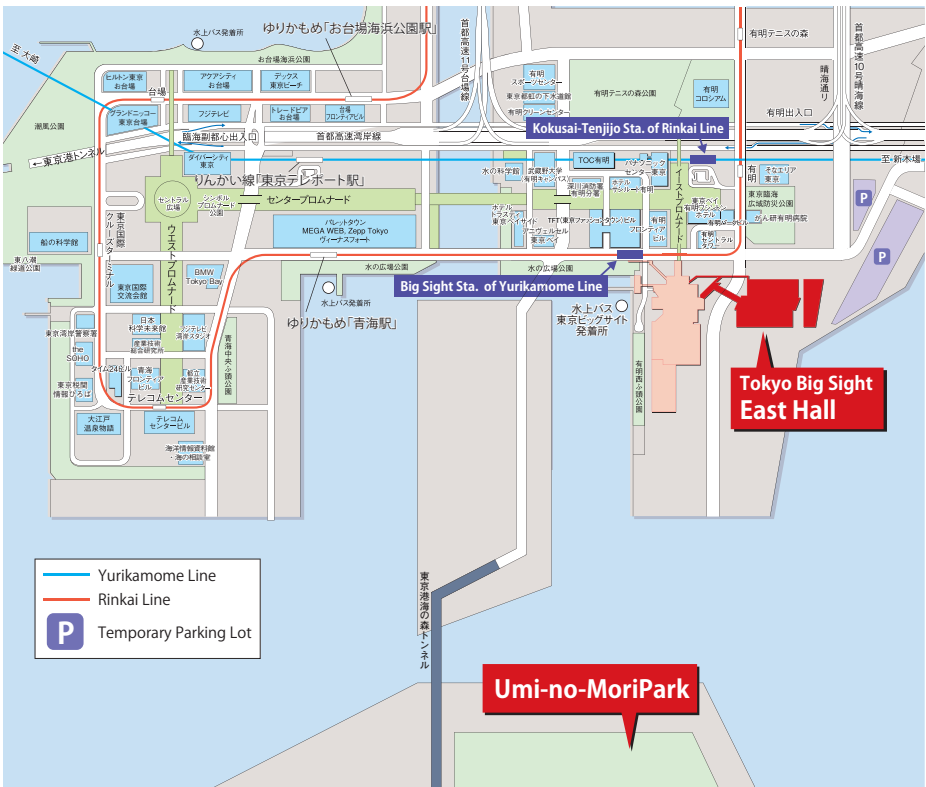


Exhibit Fee and Regulations

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 (January 23, 2026) 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)

January 22 - February 5, 2027	Cancellation Fee 50% of Exhibitor Fee
After February 6, 2027	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 February 5, 2027.
- ② If the exhibitor does not begin load-in by 12pm on April 16(Fri), 2027 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 mid- 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 Jan. 21, 2027	100%	Feb. 21 - Mar. 13, 2027	35%
Jan. 22 - Feb. 6, 2027	65%	Mar. 14 - Mar. 26, 2027	25%
Feb. 7 - Feb. 20, 2027	50%	After Mar. 27, 2027	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.)
1-1-7, Otemae, Chuo-ku, Osaka
TEL. +81-6-6947-0284 E-mail: cycle@cyclemode.net
Registration No.: T6120001104848

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

