

CYCLE MODE[®] RIDE OSAKA 2027



March 6 (Sat.) **- 7** (Sun.) **Expo'70 Commemorative Park**

ORGANIZER: CYCLE MODE international Executive Committee



www.cyclemode.net



The largest sports bicycle festival in West Japan

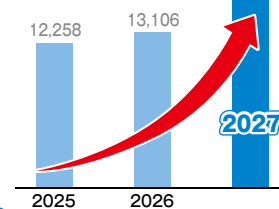
CYCLE MODE[®] RIDE OSAKA 2027



Strongly Attract Both Potential and Existing Users

We are planning a brand-new area themed around "Customization"—enhancing performance and comfort by combining a wide variety of parts—along with special interactive programs designed for cyclists to connect with fellow enthusiasts. By bringing the infinite enjoyment of cycling to life in a real-world event, we aim to maximize visitor engagement and drive strong attendance.

Number of Visitors



Rediscovering the J

The biggest "outside play event" in western Japan

As the bicycle industry navigates a wave of changes—such as currency fluctuations and rising procurement costs—providing a real, hands-on experience to directly convey the appeal of cycling to users is more essential than ever. Through the acquisition of new audiences and the stimulation of demand among existing users, this event will contribute to the continued growth and development of the industry.

In addition to our traditional attractions—such as the "Bike × Travel Area", "e-BIKE EXPO", "Long Test-ride Course", and the exhibition/shop areas—the venue will showcase the multifaceted appeal of sports cycling from diverse perspectives. These include "Customization & Repair" for long-term enjoyment, new ways to enjoy cycling combined with hobbies like gourmet food and pets, and communication that connects people through bicycles. We invite you to seize this opportunity to showcase your products and services, expand brand awareness, and drive sales.

Proposing "PLAY" as a comprehensive entertainment event

In addition to the "OUTDOOR FESTIVAL" and "CYCLE KITCHEN", we will host sports classes tailored for active demographics who represent future cyclists, along with new lifestyle proposals such as "Pets & Bicycles". By creating a space where visitors can experience the diverse and rich PLAY brought by bicycles, we aim to attract and acquire prospective users.

OutdoorFes
アウトドアフェス

マイカルのキッチン
MY CAR'S KITCHEN



OY of Sports Cycling

CYCLE MODE RIDE OSAKA 2026

POST SHOW REPORT

Co-event



East Ent.

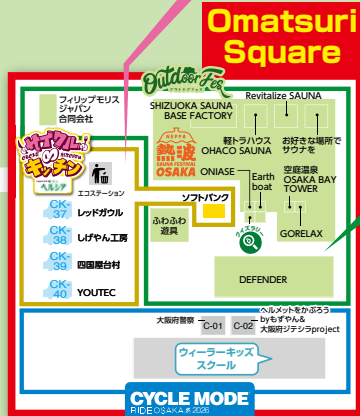


Co-event

OutdoorFes
アウトドアフェス



North gate



CYCLE MODE RIDE OSAKA 2026

2.0km Long Test-ride course



Pre-Test Ride Lesson Corner

EXPO' 70 Pavilion

Main gate

Walking Section

Pedestrian Crossing

2.0km Long Test-ride course

Main Ent.

Bampaku Sta.

Long Test-ride Course



Scenery Seen Because of a Bicycle



Test-ride course for off-road bikes

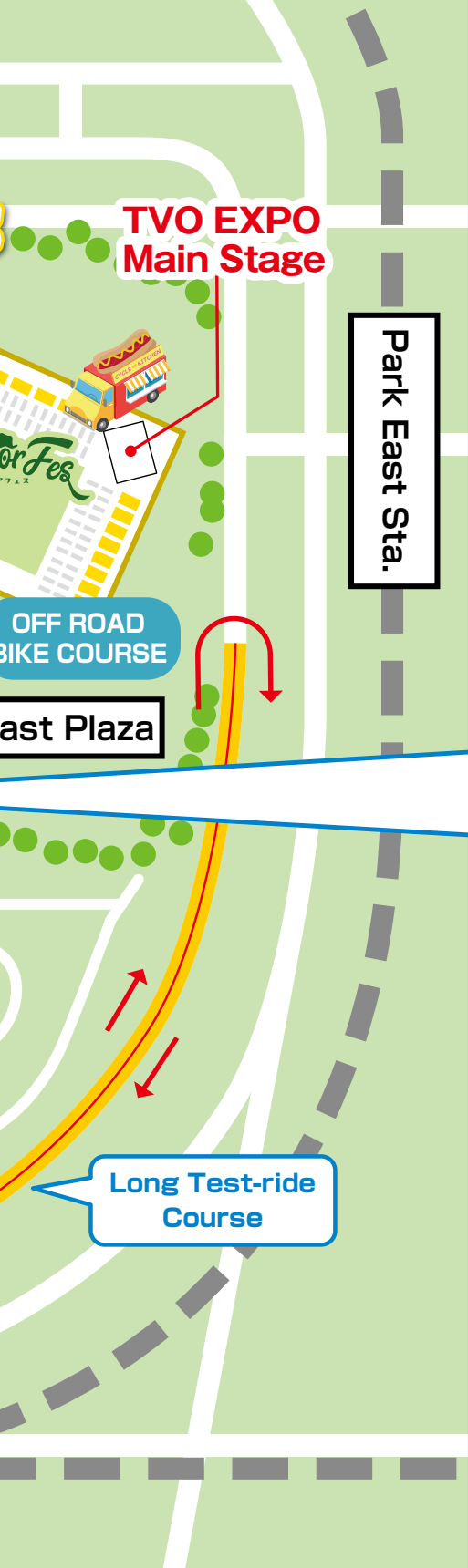


Bike x Travel Area



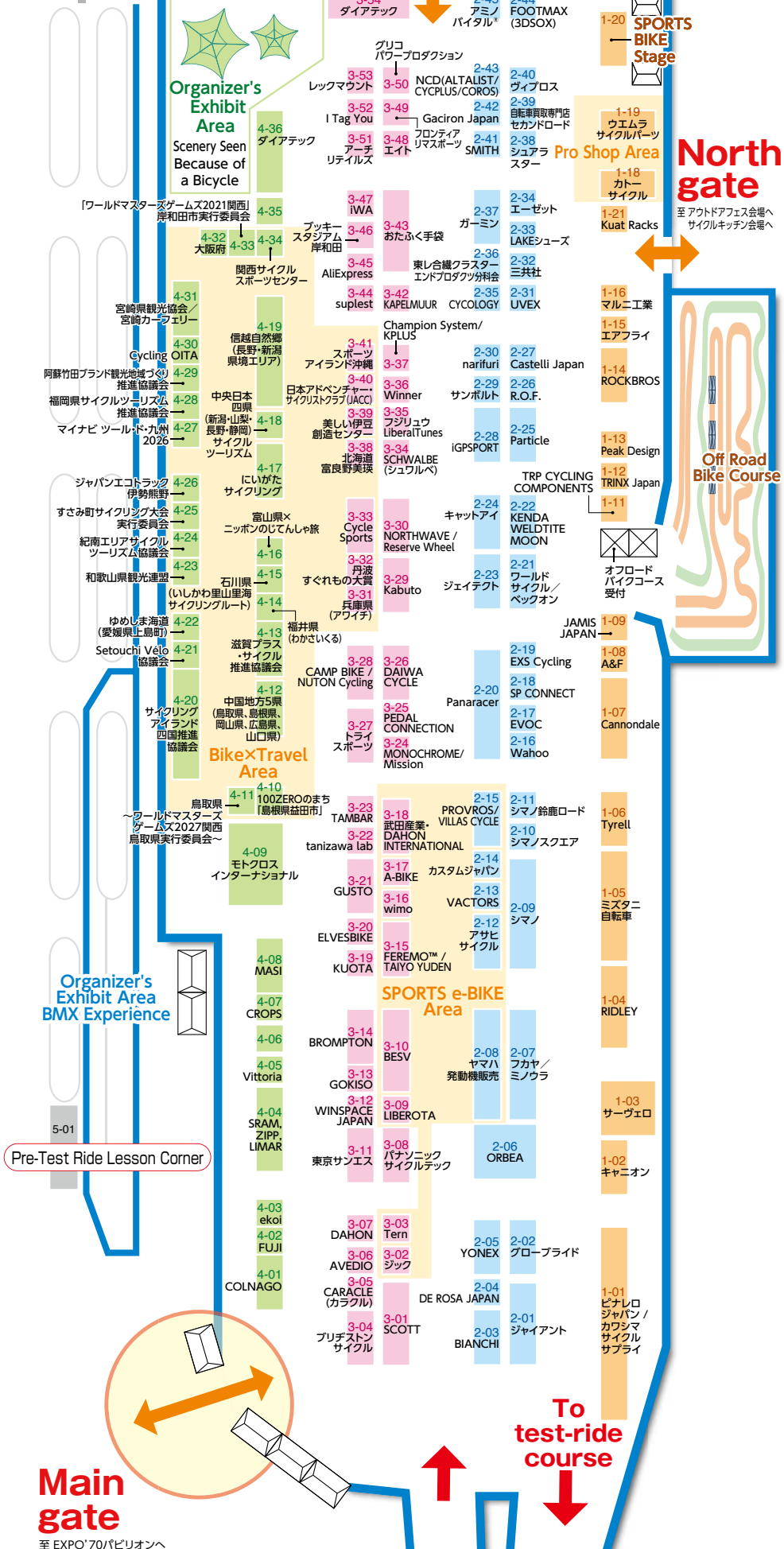
Osaka Prefecture Osaka Jites





CYCLE MODE RIDE 2026 AREA MAP

至 公園東口
ゲート



LAST SHOW REPORT

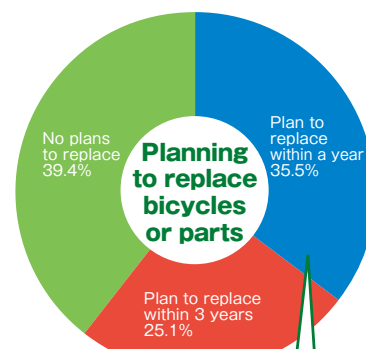
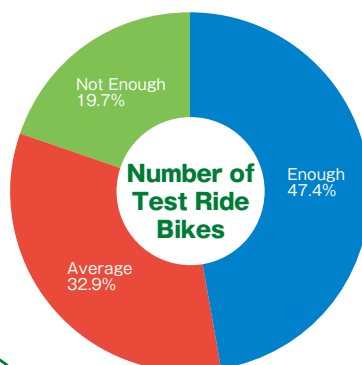
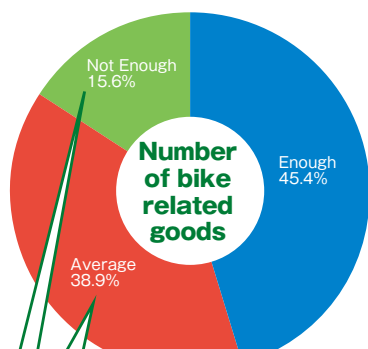
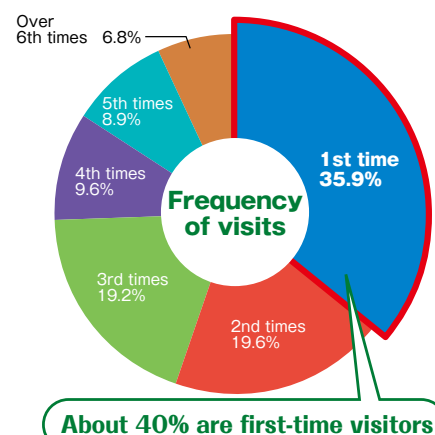
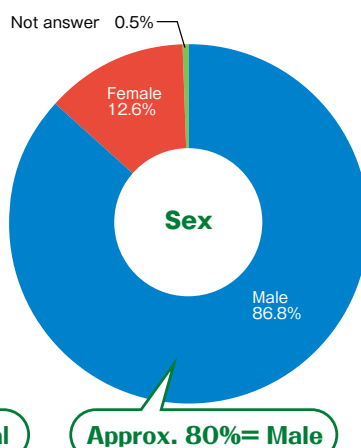
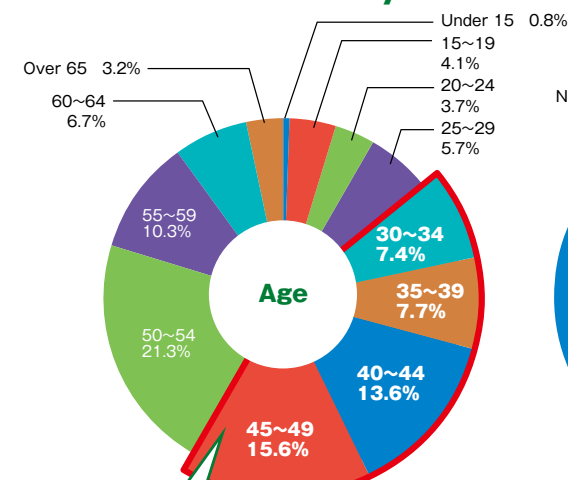
2026 Visitor Number

	March 7th Sunny	March 8th Sunny	Subtotal
Adult	6,538	5,681	12,219
Under 15 years old	160	243	403
Dealers	113	351	464
Press	14	6	20
TOTAL	6,825	6,281	13,106

2026 Show Scale

	Expo' 70 Commemorative Park
Area total	37,200 sqm
Number of Exhibitors	149 Companies and Groups
(Overseas exhibitors)	3 Companies
Number of booths	242 booths
Number of brands	252 brands
Exhibited bikes	863
(for Test-bikes)	557

2026 Visitor Analysis



2026 Promotion

Television	TVCM 15 sec. x approx. 300 times
Radio spot	FM Osaka
Traffic AD	Osaka Metro, Osaka monorail, Station posters, etc.
Maganize	"Cycle Sports" "Seasonal CYCLE", etc.

<Osaka Metro, Osaka Monorail>



<TVCM>



SCHEDULE

Application
Deadline



Dec. 4, 2026

Announcement
for Floor plan



Late Jan., 2027

Bring-in



Mar. 5, 2027

CYCLE MODE
RIDE OSAKA 2027

Mar. 6(Sat.) -7(Sun.)

Taking-out



Mar. 7, 2027

OUTLINE

Exhibition: CYCLE MODE RIDE OSAKA 2027
Period: 9:30am-5:00pm on 6 (Sat.) & 7 (Sun.) March, 2027
Venue: Expo'70 Commemorative Park
Entrance fee: Advance ticket JPY900 Walk-in ticket JPY1,200 (Scheduled)
*Free for children under 15 years old. *Park entrance fee is not included.
Organizer: Cycle Mode international Committee (TV Osaka/ TV Osaka Expro Ltd.)

BOOTH CHARGE

General Booth

Booth size	1 booth=W3.5m×D3.5m (12.25m)
Booth charge	JPY 198,000 (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).

Co-sponsored Tie-up Program

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, or inside of Expo' 70 pavilion etc.

Please consult with the secretariat for your special advertisement in this event.

Example for 2026
"Scenery Seen Because of a Bicycle"



Bike x Travel Bike information Booth

Exhibit Category

- ①Local 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	JPY152,900 (tax included)
Included item	Space only

- * Exhibitor needs to bring your own 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 through the web application system.
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

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

Contact

Secretariat of CYCLE MODE

ATTN: Aoi Yuasa (Ms.) & Kanae Yoshitomi (Ms.)

E-mail: cycle@cyclemode.net

1-1-7, Otemae, Chuo-ku, Osaka 540-0008 Japan

Phone: +81-6-6947-0284



Application Deadline December 4, 2026

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

TERMS AND CONDITIONS

1. Payment

- (1) The organizer TVO Expro will issue an invoice to the exhibitor according to the application form. Please remit the exhibit fee by deadline below.
- (2) The exhibitor is liable for bank transfer fee.
- (3) Please refer to the invoice for bank account information.
- (4) If your payment has not been confirmed by deadline, your application will automatically be canceled, but the cancellation fee is charged.
- (5) For first time exhibitors and overseas exhibitors, your space will be secured upon receiving payment.

Payment Deadline	Within 10 business days after invoice is issued
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- (6) For companies that apply after the application deadline, the exhibition contract will be deemed to have been concluded at the time of application. In the event of cancellation, a cancellation fee will be charged in accordance with these regulations.

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 organizer.
- (2) If the exhibitor cancels or changes his application after the application deadline (Dec. 5, 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 organizer receives a cancellation document.

<Acceptance for Document Regarding Cancellation/Change of Application>

December 5, 2026 - January 4, 2027	Cancellation Fee: 50% of Exhibit Fee
After January 5, 2027	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 organizer will refund the difference. In this case, the exhibitor will be liable for all bank transfer fees.
- (4) The organizer 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 January 29, 2027.
 - 2 If the exhibitor does not begin load-in by 8:00am of March 6, 2027 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 organizer will assign booth locations in consideration of account the exhibition size, exhibit products and frequency of using test-ride course and announced in late January. 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 organizer 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 organizer 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 exhibiting 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 organizer. 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 or 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, 2026	100%	Feb. 9- Feb. 18, 2027	35%
Jan. 1- Jan. 18, 2027	65%	Feb. 19- Mar. 4, 2027	25%
Jan. 19- Feb. 8, 2027	50%	After Mar. 5, 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 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.