



# CYCLE MODE<sup>®</sup> international 2012

The Biggest B to C Cycle show in Asia

Venue: Makuhari Messe

+Outdoor Field Makuhari Kaihin Park MTB Course

Date: November 2-4, 2012 Friday-Sunday

## -Type of Exhibit-

### ① General exhibit booths

Exhibit booths for company of bicycles and related items

Finished products, frames, parts, tools, accessories

(helmets, cycle computers, lights, etc.) apparel, supplements and others.

### ② Electrically assisted bicycle booths

Exhibit booths for exhibit and test-ride of electrically assisted bicycles.

Note: Only merchandise that has passed "The Model Certification Test" by the Japan Vehicle Inspection Association may be exhibited.

### ③ Outdoor field special booths

Bicycle for off-road test-ride rental booths at Makuhari Kaihin Park Mountain Bike Course adjacent to Tokyo venue (Makuhari Messe).

### ④ Bicycle information Zone

Exhibit booths for exhibits other than bicycle products, mostly for providing information. Planned assembly zone grouping is as follows. (The zone is classified into the following two types, depending on the presence or absence of PR staff. Please check the Exhibit Fees and Regulations.)

- 1) PR for bicycle event circle/group activities and membership
- 2) PR for bicycle schools and related seminars, etc.
- 3) Information on touring routes, rest stops, and accommodations
- 4) PR for bicycle-related internet services

### ⑤ Advertising sales

Providing advertising spaces where high-exposure brand appeal is possible.

<Planned contents>

- Official homepage/top page ads
- Official homepage banner ads
- Ads in official guidebook
- Exterior ads the venue (including ads on event stage walls)

### ⑥ Sponsor booths / area support

Cooperation on Contents at the sponsor plan areas.

Brand exposure, merchandise, service PR, etc.

<Planned contents>

- Beginner's School Zone
- girl's bike cabin (information area for women)
- TEAM KEEP LEFT booth (Promotion of adherence to traffic rules and manners)
- Triathlon Zone
- Handmade Bicycle Zone, etc.

### ⑦ Campaign tie-up

We provide consultation on customized plans that match the corporate strategies.

Notes:

\*For fees, terms, and various provisions regarding the above sales, please see attached "Exhibit Fees and Regulations".

\*This is not a sales event. As a rule, exhibited items and service cannot be sold.

\*Exhibit will be accepted after payment of the exhibit fee is verified.

\*Under any circumstances, exhibit fees are not refunded for cancellation after the exhibit has been accepted.



# 2012Event Outlines

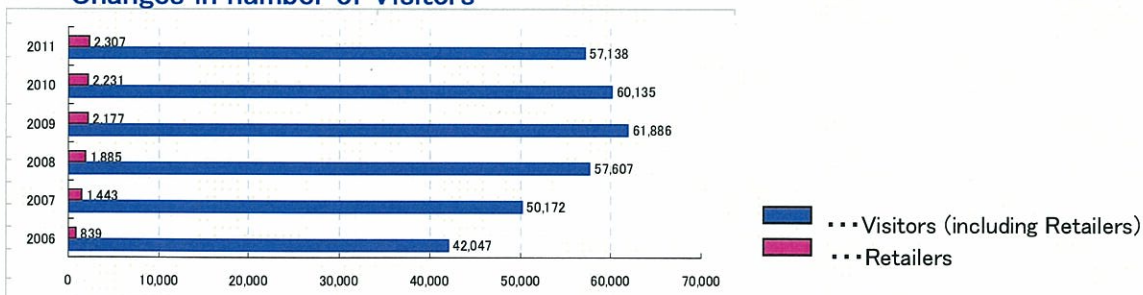
	TOKYO Venue Only
Exhibition Space	33,750m <sup>2</sup> +Yasuragi Mall
Estimate of Exhibitor	180 companies /groups
Estimate of Visitors	40,000 people
Admission	JPY 1,000(Advance) / JPY 1,200(Walk-up) High-school student or under/Free(Student ID is requierd) Ladies Ticket JPY 500 (Walk-up ticket only for 2-3 Nov.)
Supporter (Plan)	Ministry of Economy,Trade and Industry/Ministry of Land,Infrastructure,Transport and Tourism/Chiba prefecture/Osaka prefecture/Chiba city/Osaka city/Sakai city Japan Bicycle Promotion Institute/Bicycle Association Japan/ Japan Cycling Federation/Japan Triathlon Union/Japan Mountain Bike Association/Nihon Keizai Shimbun,Inc./bayfm, and more.
Organizer	Cycle Mode International Executive Committee (TV Tokyo Corporation /Television osaka,Inc / Industrial Trade Promotion Ltd.)

## 2011 Actual Data

	TOKYO	OSAKA
The number of exhibitors	174 companies / groups	99 companies / groups

Number of Visitors	TOKYO				OSAKA		
	4 Nov.(Fri.) Sunny	5 Nov (Sat.) Sunny	6 Nov (Sun.) Cloudy, rainy	Total	2 Nov (Sat.) Sunny	13 Nov (Sun.) Sunny	Total
General visitors (Adults)	7,821	12,448	11,971	32,240	10,081	9,088	19,169
General visitors (High-school student or under)	239	502	927	1,668	557	822	1,379
Distributors (registrants only)	1,150	289	233	1,672	312	323	635
Media	235	66	37	338	25	12	37
<b>Total</b>	<b>9,445</b>	<b>13,305</b>	<b>13,168</b>	<b>35,918</b>	<b>10,975</b>	<b>10,245</b>	<b>21,220</b>

### Changes in number of Visitors



### Visitors background

