

# CYCLE MODE<sup>®</sup> RIDE OSAKA 2024



**March 2-3**  
**Expo'70 Commemorative Park**

ORGANIZER: CYCLE MODE international Executive Committee



[www.cyclemode.net](http://www.cyclemode.net)

**Exhibitor Information**

August 4, 2023

The largest sports bicycle festival in West Japan.

# CYCLE MODE<sup>®</sup> RIDE OSAKA 2024

"CYCLE MODE RIDE OSAKA" is the sports bicycle festival held in beautiful Japanese Spring, and proposes visitors how to use and play bicycles in keeping with changes in lifestyle.

Many kinds of projects like "Sports e-BIKE zone" that is currently attracting attention, "CYCLE × TRAVEL fair" where cycle-friendly municipalities gather from all over the country, "X area" that is attractive for acrobatic action, are carried out to realize new play and find new places you want to go.

At exhibition area, you can enjoy the line up of new bikes and new products, at the test ride course with the 2 km long, you can fully experience the original joy of bicycles.

The co-sponsored events, "OUTDOOR FESTIVAL" and "CYCLE KITCHEN," attract a wide range of visitors from active users to families by showcases campers, outdoor goods or activities, stages by celebrities and various guests, or gourmet foods.

Through our events, we will convey that incorporating bicycles into daily life and play can make your life more enjoyable one.

**This is the fun  
"outside play event"  
for all bicycle fans.**





# Complex Event based on "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 "OUTDOOR FESTIVAL" and "CYCLE KITCHEN" at the same time!



# 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.



# 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.



# CYCLE MODE RIDE OSAKA 2023 POST SHOW

Co-Event

サイクル∞キッチン



EAST ENT.

Co-Event

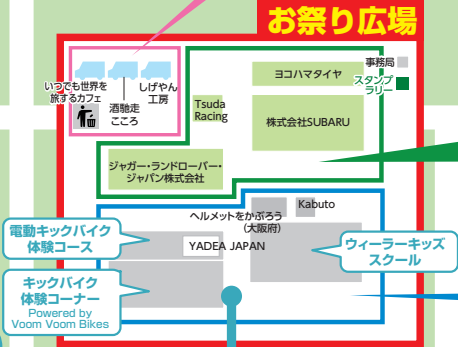
アウトドアフェス  
★ OUTDOOR EXPERIENCE ★



North Gate

CYCLE MODE RIDE OSAKA 2023

Parents & Kids Area



RIDE OUT BMX AREA

EXPO' 70 Pavilion

Main Gate

手押し区間

歩行者横断路

Long Test-Bike Course (Approx. 2.0km)



Approx. 2km Long Test-ride Course

Main Ent.

Bampaku Sta.

## SPORTS BIKE Stage

Former professional athletes, celebrities, and bicycle influencers will present the daily training methods, knowledge on public transport, efforts by companies regarding e-BIKE, equipments and ways to enjoy bicycle "travel" etc.



## Gravel Bike Park

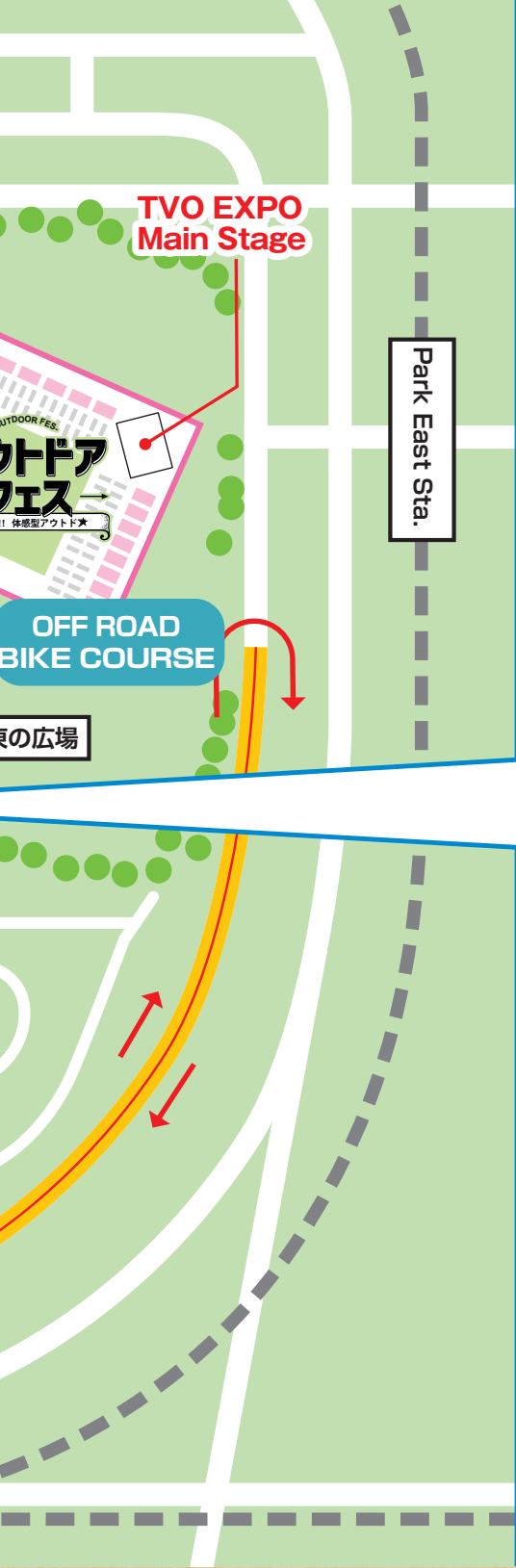
The area is for people who are interested in gravel bike, just started gravel bike, or just want to enjoy the outdoor activities. This project zone presents "fascination of gravel" and the "Shinetsu area" where has several courses.



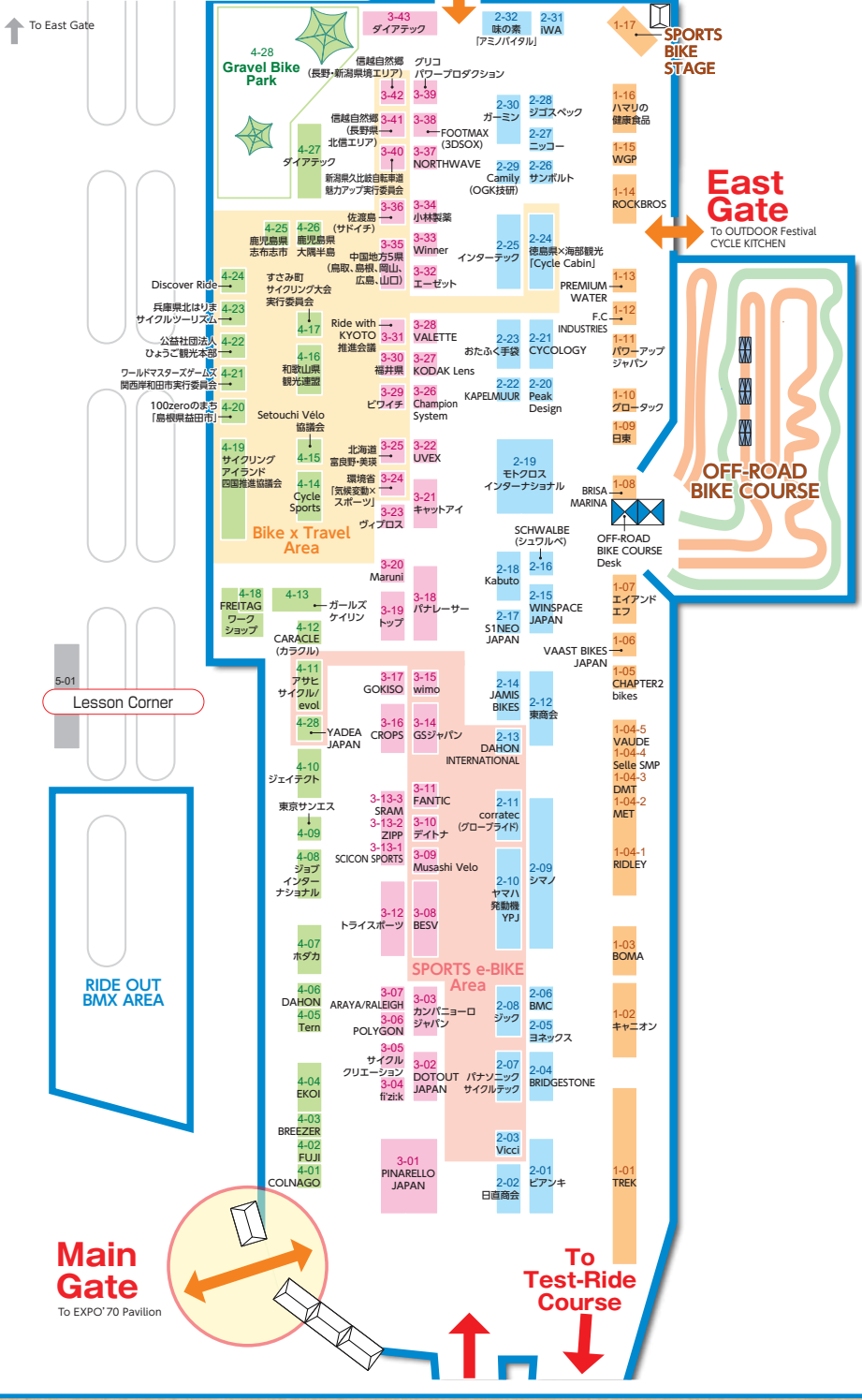
## Bike x Travel Area

This section introduces cycling courses spread throughout Japan, recommended sightseeing spots, and local 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.





# CYCLE MODE RIDE 2023 AREA MAP



## SPORTS e-BIKE Area

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.



## Off-Road Bike Course

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 / BMX Area

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.



# LAST SHOW REPORT

## 2023 SHOW REPORT

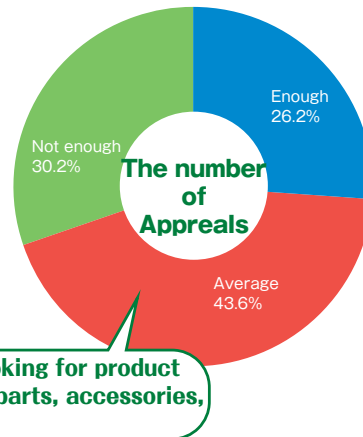
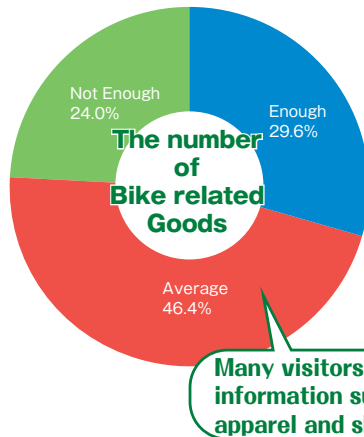
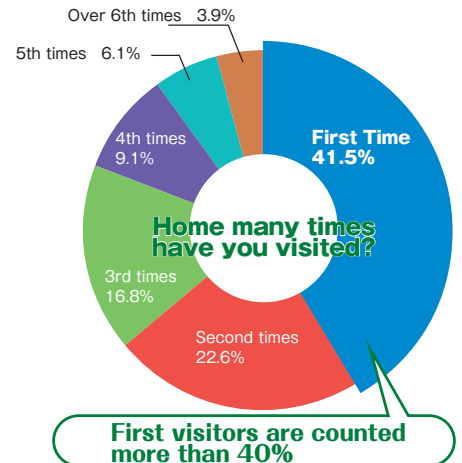
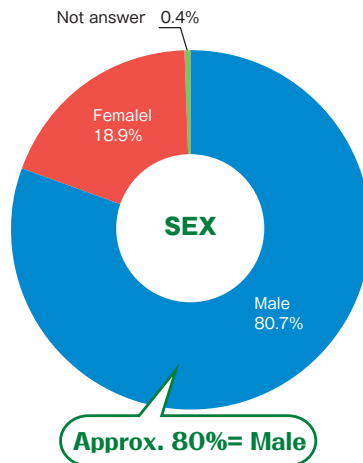
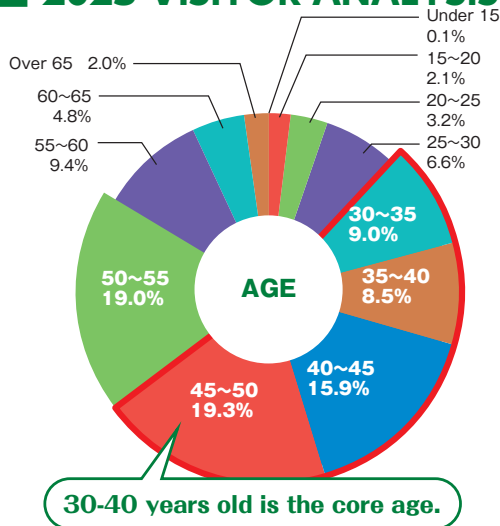
### VISITOR OF CYCLE MODE RIDE

	March 4th Sunny	March 5th Sunny	total
Adult	6,765	6,232	12,997
Under 13 years old	257	394	651
Dealers	152	141	293
Press	5	3	8
<b>TOTAL</b>	<b>7,179</b>	<b>6,770</b>	<b>13,949</b>

### CYCLE MODE RIDE SCALE

	Expo' 70 Commemorative Park
会場	37,200mf +Expo'70 pavilion
出展者数	115 Companies and Groups
(うち海外出展者)	1
出展小間数 (飲食出展は含まず)	194 booths
出展ブランド数	219 brands
出品自転車数 (フレームのみを含む)	899
(うち試乗車数)	547

## 2023 VISITOR ANALYSIS



**Many visitors are looking for product information such as parts, accessories, apparel and shoes.**

## PROMOTION

Television TVCM 15 sec. x approx. 300 times  
 Traffic AD. Osaka Metro, Osaka monorail, etc.  
 Magazines "SPORT CYCLE", "Seasonal CYCLE"  
 WEB "cyclo wired.jp", "cyclesports.jp", "SmartNews"

<Osaka Metro, Osaka Monorail>



<TV CM at Television Osaka>



## SCHEDULE

Application  
Deadline

Announcement  
for Floor plan

Bring-in

**CYCLE MODE  
RIDE OSAKA 2024**

Taking-out



Dec. 8, 2023



Late Jan., 2024



March 1,  
2024

March 2 (Sat.) & 3 (Sun.)



March 3,  
2024

# OUTLINE

Exhibition: CYCLE MODE RIDE OSAKA 2024  
Period: 9:30am-5:00pm on 2 (sat.) & 3 (sun) March, 2024  
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(12.25㎡)
Booth charge	JPY179,850 (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]

### Bike x Travel Bike information Booth

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(9㎡)
Unit charge	JPY130,900 (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 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 Deadline December 8, 2023

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

# 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		
	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.				
Address				TEL	
				FAX	
Contact Person	Dept.		Name	<input type="checkbox"/> Mr. <input type="checkbox"/> 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	¥179,850 (tax incl.)	×	booth(s)	Exhibit Fee	¥	(tax incl.)
Exhibit Items <small>*Please tick appropriate items</small>	<input type="checkbox"/> Bicycle/Flame →	Number of Bicycles on Display		Number of Flames on Display		
	<input type="checkbox"/> Parts <input type="checkbox"/> Related equipments <input type="checkbox"/> Wear/Clothes <input type="checkbox"/> Eyewear/Helmets/Shoes <input type="checkbox"/> Food/Supplements <input type="checkbox"/> 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	<input type="checkbox"/> ¥130,900/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	<input type="checkbox"/> Mr. <input type="checkbox"/> 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 8, 2023**

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