Exhibit Terms and Regulations

- (1) The organizer TV Osaka Expro will issue an invoice to the exhibitor according to the application form. Please remit the exhibit fee by
- (2) The exhibitor is liable for bank wiring 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.
- (5) For first time exhibitors and overseas exhibitors, your application will be confirmed upon receiving payment.

Overseas Exhibitors Within 10 business days after invoice is issued

- (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 head office.
- (2) If the exhibitor cancels or changes their application after the application deadline (Dec. 15th, 2016) 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 receives cancellation document.

Dec. 15th, 2016 - Jan. 5th, 2017	Cancellation Fee: 50% of Exhibit Fee
After Jan. 6th, 2017	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 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 wire 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:
 - -1 Payment of exhibition fee is not completed by Jan. 6th. 2017. -2 If the exhibitor does not begin load-in by 8:00AM on Mar. 4th
 - 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 advisement

<Date of Acceptance for Document Regarding Cancellation/Change of Application>

- * The head office may assess the bicycle you will be exhibiting. If this is your first time to participate, please contact the head office in advance. If the organizer deems your exhibit product to not be congruent with above criteria, they may request you remove the item
- * If you will be exhibiting a bicycle with no breaks on both or one of the tires, please have signage stating "You cannot ride this bike on public roads in Japan". These bikes are prohibited from being lent out
- * If you will be exhibiting foreign cargo, please adhere to necessary custom procedures. Any exhibit items that will be depleted or processed on-site must be domestic cargo.

3. Space Assignment

The head office will assign booth locations, taking into account the exhibition size, exhibition product, and frequency of using test-ride course. 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 owners lifestyle or unique characteristic
- -3 Innovative technique or idea is incorporated
- -4 Safety is guaranteed
- (2) Main Items that are Exhibited
- 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 school, sports team, sports event, service, facility information, tourism and traveling

- Goods related to transportation such as cars
- Body care goods
- (3) Sale of products

Sale of products within the booth is allowed. However, please fill in the form accordingly and submit to the head office. If you have not registered beforehand, sales will not be permitted. If you are selling food and beverages, you will need to submit with health department etc. separately.

*The term "sales" 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

- (1) Resale, 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 the exhibit. 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

In the event of a natural disaster or force majeure, etc., the organizer may be forced to cancel or suspend the exhibit. In such a situation, the organizer will refund the exhibit fees to the exhibitors, after deducted the preparatory expenses and cancellation fees for venue. In such situations, the organizer cannot be responsible for the exhibitors' costs and losses.

(5) 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.

(6) 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

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. In case there are actions seriously damaging the trust of the
- 7. When the rules and agreements outlined in this document and the exhibition manual are violated. When the organizer deems that there is an act that inconveniences attendants or other exhibitors, or is disruptive of the exhibit operation, the organizer reserves the right to immediately terminate the contract.

(7) Jurisdiction

If any disputes arise over this agreement, the Osaka District Court will be the first court of jurisdiction

CYCLE MODE OSAKA 2018

 $3/3_{\text{sat}} \cdot 4_{\text{sun}}$ **Expo '70 Commemorative Park**

Organizer: CYCLE MODE international Executive Committee





www.cyclemode.net





CYCLE MODE **OSAKA 2018**

Various items will be on display, including sports bike brands supported all over the world, frames and parts that are used in races, the latest cycling wear and highly functional bags. Test ride the latest models at a 2.2km long course set at an amazing location with a great view of the "Tower of the Sun". Test ride bikes for each brand are available in the tent area, and "Team Keep Left" zone will advocate cycling mannerism, and a kids school will be set up to see those great smiling faces.

Professional road athletes will be on our special stage to host talk shows

as well. So much fun contents to enjoy!

CYCLE MODE RIDE OSAKA is a bicycle entertainment show that takes all of these cyclist's desires into consideration and presents the fascinating world of sports bikes.

RIDE POINT

Attract Cyclists & potential users!

Co-events, "Cycle Kitchen" and "OUR-DOOR FESTIVAL" produced by Television Osaka will be attracted potential users who are interested in Out-door activities. It would be a good chance to meet vour future customers!!

New Trend Area "EXPO CITY"

The new trend area "Expo City" welcomed 24,000,000 visitors in last year.

Osaka is trying to attract International Exposition in 2025, and it is good timing that people know about Osaka and the park.

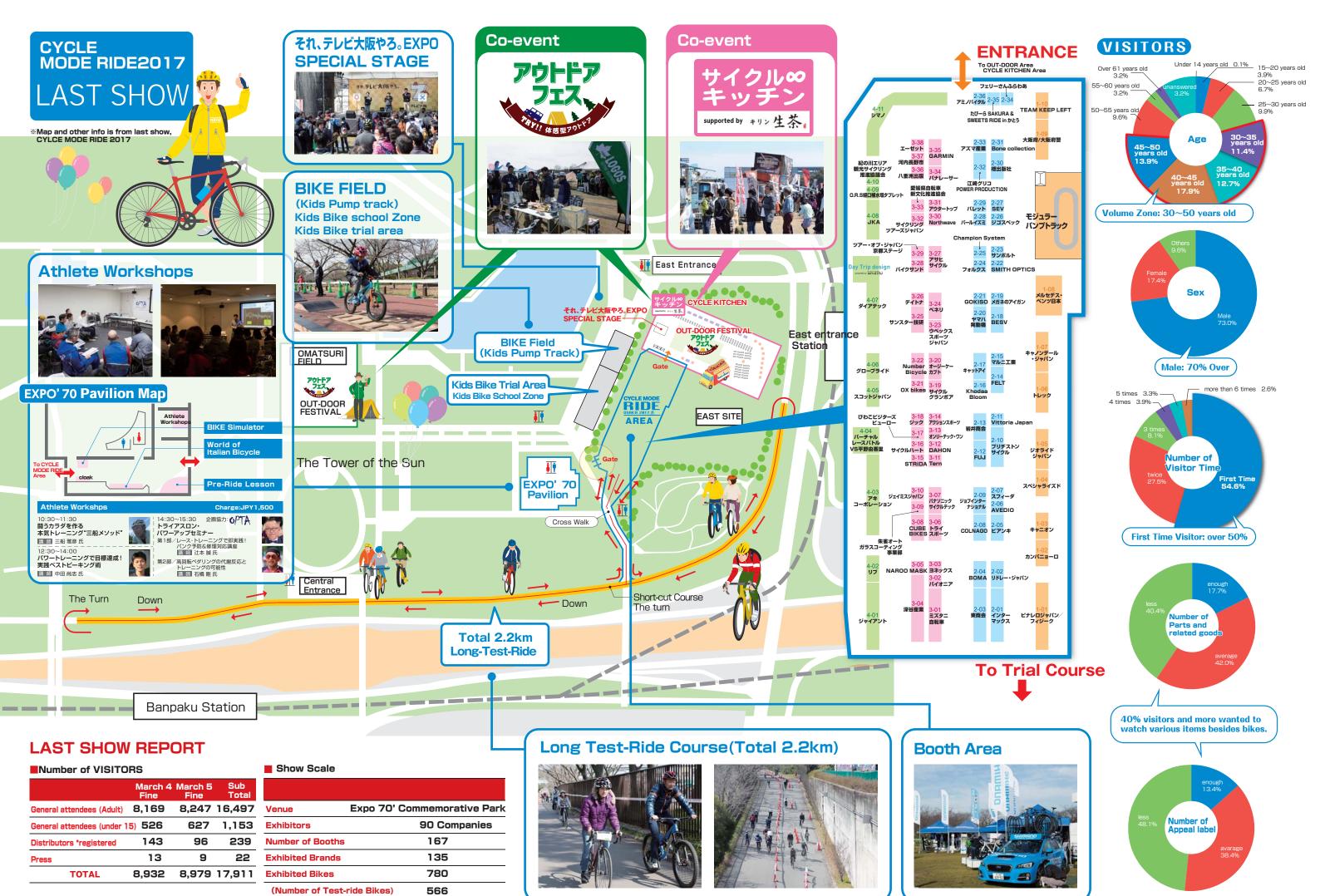
Expand Bike fans

RIDE POINT

Promotion Brands during **Demand Season!**







DETAIL

Name: CYCLE MODE RIDE OSAKA 2018 Period: March 3&4, 2018 9:30am-5:00pm Venue: Expo70' Commemorative Park

Organizer: Cycle Mode International Executive Committee

(TV Osaka, Inc / TVO Expro Ltd.)

Ticket: Advanced ticket JPY900, Walk-in JPY1,200

*Free for 13 years old and under and members of TEAM KEEP LEFT

BOOTH CHARGE

Exhibit Space

Booth size	1Booth=W3.5m×D3.5m(12.25㎡)
Space Charge	JPY148,000- + tax
Included items	Space Only

^{*}You can apply for 2 booths and more, but secretariat may ask you to change the

number of booth when space are fully booked.
*Secretariat provide each exhibitor one parking space by free for installation of bikes and exhibit items. Please contact secretariat in advance

*Do not have any promotion out side of your booked space. *The test ride course opens even it is a rainy day. However, organizer have 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 is requested to keep bikes and related equipments in strage.

In the event of cancellation or termination by bad weather, organizer accepts no liability for any loss resulting from that.

*For exhibiting any vehcle, exhibitor charge extra for grass protecting. Please contact secretariat in advance.

Suggestion for Co-exhibitors

Please show clearly the relationship between main exhibitor and co-exhibitors. 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 participatn can display 2 brand name

[Bicycle×travel] **Bicycle information 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.

Booth size	1Booth=W3.0m×D3.0m (9m²)	
Space charge	JPY98,000 + tax	
Included items	Space Only	

^{*} Exhibitor need to ready a tent or apply rental equipment because of exhibit in the outside

However, original bicycles and products which promote your team activity are allowed.

* Sales of goods such as books, catalog and beverage are allowed. (Please let me know in advance if you exhibit beverage, you may need the notification.)

Exhibit regulations is the same as normal booth regulations.

Co-sponsored Tie-up

Organizer suggests any special promotion program to Co-sponsored companies like collaborated event, sampling at the entrance, advetizement on event map, at CYCLE MODE parking lot, inside of Expo 70' hall, at TEAM KEEP LEFT booth.

Please feel free to ask secretariat for your special advertisement in this event.



Ex) in 2017 "Day Trip design"

Deadline November 30, 2017 In case of fully booked, secretariat close the acceptance of application.

How to apply Please send the application form by fax or email to secretariat after confirmation of regulation.

SCHEDULE

Application Deadline

Annoucement of layout

Installation



Dismantlement

November 30th

the end of

March 3 & 4

<Osaka Mono-rail>

March 4th

January

March 2nd

<Osaka Subway>

PROMOTION

CONTACT

*Last show result

Television Osaka CM 15sec about 500 times News REAL·やすとものどこいこ!? etc. Osaka Subway, Osaka mono rail, Transit AD

CYCLE SPORTS, BICYCLE Club. Magazine, free paper

Oishii-Osaka

JR west Japan Mainichi newspaper, HOT PEPPER,



CYCLE MODE OSAKA OFFICE 1-2-15, Otemae, Chuo-ku, Osaka TEL: +81-6-6947-0284 FAX: +81-6-6944-9912 E-mail: cycle@cyclemnode.net

CYCLE MODE RIDE OSAKA 2018

*Please keep a copy for your reference

Application date: **APPLICATION FORM**

I agree to the terms and conditions in Exhibitor Information and apply as follows.

Evh	ihitor	Info	rmation
	ווטונטו	IIIIU	ıııauuı

Company					
	Title		Name		
Representative					
A -1 -1				TEL	
Address				FAX	
	Dept.	Niews	□Mr. □Ms.		
Contact Person	Title	Name			
	E-mail				

2. Public Inquiry *This information will open to the public

2.7 done induity . The internation will open to the papie.					
Exhibitor Name					
URL	http://				
E-mail					

3. Application Details

Number of Booths	¥148,000(tax not incl.)	×	booth(s)	Exhibit Fe	ee ¥	(tax not incl.)
Exhibit Item *Please tick	□Bicycle/Flame→	Number of Bicycles on Display		Nu	imber of Flames on Display	
appropriate items	□Parts □Related equip	ments 🗆 Wea	r/Cloths	□Eyewea	r/Helmets/Shoe	es
	□Food/Supplement □	Others()
Number of Brands						
Other Requests						

4. Test-ride Bikes

Number of Test-Ride Bikes Total → (Number of electrically assisted bikes 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 (Fill in below if you are exhibiting through distributor)

Company		Invoice to	Exhibit	or/ Distributor	Doc	uments to	Exhibitor/ Distributor
Address	Ŧ				TEL		
Addicas					FAX		
	Dept.		Nomo	□Mr. □Ms.			
Contact Person	Title		Name				
	E-mail						

CYCLE MODE OSAKA Head Office (TVO Expro Ltd.) 1-2-15, Otemae, Chuo-ku, Osaka 540-0008 Japan Application Deadline Nov. 30, 2017

TEL:+81-6-6947-0284 FAX:+81-6-6944-9912 E-mail:cycle@cyclemode.net

	受付日	受付番号
For Use by Head Office		

請求書No.	請求日	入金日

Related product of bicycle such as bicycle and components are not allowed to display.