



# CYCLE MODE<sup>®</sup> Online

**New period: March 5(Fri)-31 (Wed.) , 2021**

**~~February 10(Wed)-21(Sun.) , 2021~~**

## CYCLE MODE ONLINE INFORMATION

The Cycle Mode Executive Committee



テレビ大阪

TV O<sup>B</sup>

テレビ大阪エクスプロ

December 10, 2021



## About CYCLE MODE ONLINE

Under Covid-19, we need to act avoiding congestion and taking precautions such as wearing masks at any events such as test-riding or races where many people gather. As a new information tool from companies to users, any ONLINE events are paying attention to aim getting new fans or value a relationship with long-term fans.

The Cycle Mode Executive Committee also aims to attract more people to the real events " CYCLE MODE RIDE Osaka" and to get more people interested in sports bicycles. That's why, we have decided to hold CYCLE MODE Online.

In this project, during the spring demand season, CYCLE MODE Online is a good chance for your handle brands to appeal to new users who want to ride sports bicycles and cyclists who are waiting for the arrival of the ride . CYCLE MODE aims at raising interests in sports bicycles by introducing useful information along with video contents through Online.

Thank you for your consideration.

# FUN & RIDE

The Sports bike festival

## CYCLE MODE®

**CYCLE MODE Online**

Period : March 5- 31, 2021

(27 days)

Purpose : New user acquisition

Attraction of real events

Expected access : 100,000 users

**CYCLE MODE RIDE**  
OSAKA 2021

Period : July 24-25, 2021

Visitor Target :

- Cyclists (Kansai Area)

- Potential users

Expected visitors : 15,000

**CYCLE MODE**  
TOKYO 2021

Period : April 1-3, 2021  
Visitor Target :  
**CANCELLED**

- Cyclists (Kanto Area)

- Potential users

Expected visitors : 25,000

### ■ Purpose of CYCLE MODE Online

Business opportunities to promote your brands

Synergistic effects between the online and real exhibition

Approach to cyclists regardless time and place



### ■ Contents

1. Brand introduction matched visitor's lifestyle
2. Brand history
3. Brand promotion with brochures and videos
4. Introduction of outdoor fields and usage situation
5. Holding online seminar matched the purpose of using bicycles
6. Present campaign (planning)

It will be developed as the useful online site where visitors can search for brands. Exhibitors can promote your brands through photos and videos, and also upload brochures.



Register your products, PR materials and Videos



Online technical seminars by exhibitors



Online seminars by related companies or associations



## ■ Outline

- 【 Period 】 from 10:00am on March 5(Fri.)  
To 5:00pm on March 31 (Wed.), 2021
- 【 Fee 】 Free, Registration required
- 【 Visitors 】 General Users
- 【 Exhibitors 】 Bicycle-related companies, Service providers,  
Local governments, Tourist organizations
- 【 Organizer 】 Cycle Mode International Executive Committee

## ■ Schedule

Early December, 2020  
February 12(Fri.), 2021

February 26(Fri.)

March 5(Fri.)  
March 31 (Wed.)

Application Starts  
Application Deadline  
Company Information  
Registration  
Information Registration  
Deadline  
Open  
Close

## ■ Registration

1. Please apply for the URL below.  
<https://forms.gle/Zw9sp8DLhR45rXPF9>
2. Invoice will be issued after application. (Excludes applications for both Tokyo and Osaka)
3. Please pay the exhibition fee within 10 days after issuing the invoice.
4. You can not cancel after the 8<sup>th</sup> days after you applied for the online exhibition. The exhibition fee you paid is not refunded.
5. After confirmation your payment, you can register your information on the site since late January.
6. Please register your information by February 26th.

## Participation Fee

Online Exhibition

Regular Exhibition Fee

JPY120,000 (+tax)

☐ Basic Menu

1. Company info / PR text
2. Exhibit item select, Search hashtag registration
3. Brand registration (logo, brand history, images photos, up to 5)
4. Download PDF (up to 3)
5. Video (up to 1) ☐ — You can get visitor's email address.

Exhibitor applied for TOKYO

Online Exhibition Fee

JPY30,000 (+tax)

Exhibitor applied for OSAKA

Online Exhibition Fee

JPY80,000円 (+tax)

Exhibitor applied for TOKYO and Osaka

Online Exhibition Fee

Free

Option fee

Top page 【 Big 】  
Banner

JPY120,000 (+tax)

Content : Your banner will be displayed  
in the middle of the top page.  
Size : I will let you know it later.  
Number of banner : 10 exhibitors

Add Brand page  
JPY30,000 (+tax) / page

How to submission : I will let you know it  
later.

Video data distribution  
JPY50,000 (+tax) / session

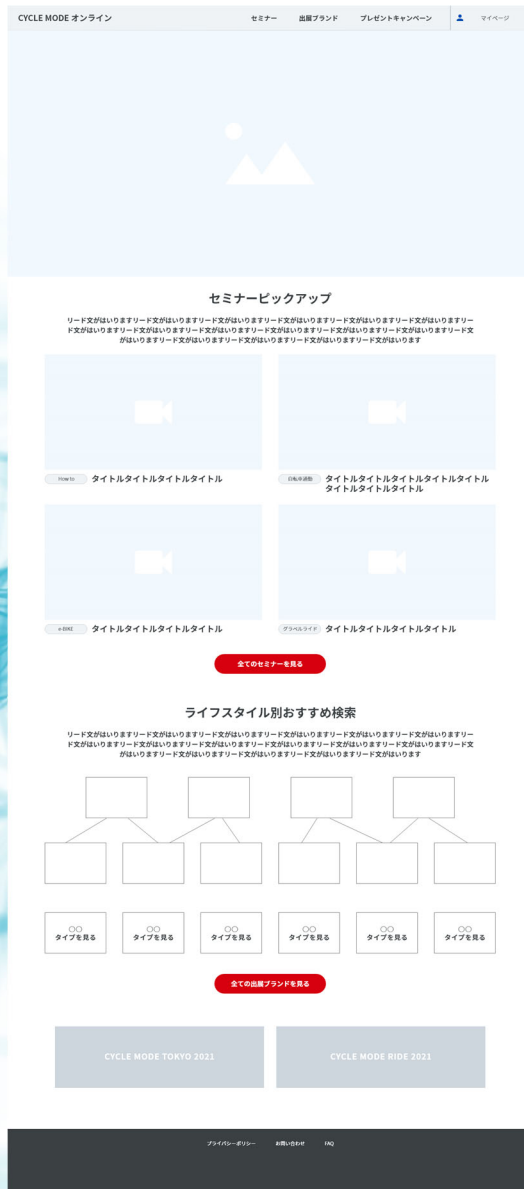
Content : the video date will be set up  
on your page.  
How to submission : I will let you know it  
later.  
time : around 20 minutes

Additional download PDF  
JPY 30,000 (+tax) / item

Content : Download page will be set  
up on your page,  
How to submission : I will let you know it  
later.

Application Deadline February 12(Fri.), 2021

## Site: Top page



## Exhibitor page

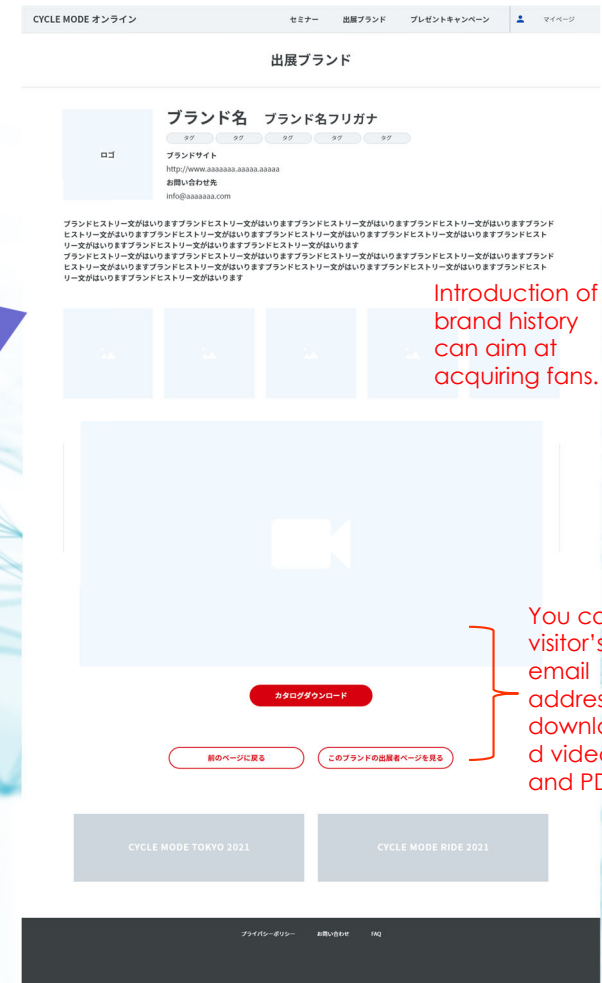
### Basic Menu

1. Company info / PR text
2. Exhibit item select, Search hashtag registration
3. Brand registration (logo, brand history, image(jpg) up to 5)
4. Registration of your exhibit brand name



## Brand page

1. Brand image photo
2. Brand name
3. Select 5 hashtag for search
4. Introduction brand history and philosophy
5. Product photo and image photo(up to 5)
6. Download PDF (up to 3)
7. Promotion video (up to 1)



Introduction of brand history can aim at acquiring fans.

You can also list your handling brands besides exhibiting brands

You can get visitor's email address who downloaded videos and PDF.

**Application for the online exhibition →**

<https://forms.gle/Zw9sp8DLhR45rXPF9>



**← Application for the additional option**

<https://forms.gle/nCFMgEXcQy97Xhky7>

**Application Deadline**

February 12(Fri.), 2021

**Contact**

  
テレビ大阪エクスプロ

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