



How to exhibit & The regulations

1. Deadline

Closing date for registration: 16th July (Fri) 2010

Closing date is subject to change of space availability.

2. Participation fee

CYCLE MODE international has 4 different types of stands.

"Regular stand", "MTB Outdoor Field Stand", "Bicycle Information Stand" and "Electrically assisted bicycle Stand".

Also you can choose a sponsorship and /or placing advertisements at "Organizer's stand/corner" and "Media Mix".

Please choose any type that suits your way of exposure.

CYCLE MODE 2010 Participation Fee

Exhibit category

<Regular stands>

Tokyo Venue

Number of stands	1~2	4	6	more than 8
Stand size	1 space = 3m×3m (9m ²)	6m×6m (neighboring stands)	6m×9m (independent)	9spm×Number of stands (independent)
Participation fee per one stand (Including 5%TAX)	JPY288,750	JPY231,000	JPY231,000	JPY225,750
Stand including	·white colored partition ·spotlight (electrical construction, rentals, electricity charge included) ·signboard	·white colored partition ·signboard	Space only	Space only

Osaka Venue

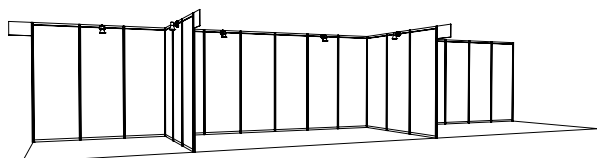
Number of stands	1~2	4	6	more than 8
Stand size	1 space = 3m×3m (9m ²)	6m×6m (neighboring stands)	6m×9m (independent)	9m ² ×Number of stands (independent)
Participation fee per one stand (Including 5%TAX)	JPY210,000	JPY126,000	JPY126,000	JPY120,750
Stand including	·white colored partition ·spotlight (electrical construction, rentals, electricity charge included) ·signboard	·white colored partition ·signboard	Space only	Space only

Remarks

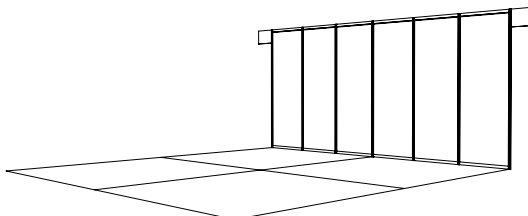
- ※Renting 3, 5 and 7 stands are not allowed to apply. More than 8 stands can be arranged in anyway as you request.
- ※Joint exhibition requires a declaration of the relationship between the two parties.
(Example: parent company and it's subsidiary, manufacturer and it's wholesaler, co-product developer)
- ※Joint exhibition without the above declaration is not allowed to apply.
- ※Upon special request on allocation such as side-by-side with a certain exhibitor, please note the name of exhibitor.
Based on the both parties' confirmation, the request is considered within possible range but overall allocation has priority.
- ※No request will be accepted after application deadline.
- ◆Remarks on Electrically assisted bicycle Stands
 - ※Only sporting bicycles can be exhibited. City cycle is not allowed to be exhibited.
 - ※A dedicated trial course is installed.
 - ※Combined exhibition with not-Electrically assisted bicycle can be accept and assignment of floor plan is possible near the dedicated test ride course.

<Stand layout>

1~2 stands



4 stands



<MTB Outdoor field stands>

Date	6thNOV, 7thNOV
Venue	Makuhari seaside park
Stand size	3m×3m
Participation fee per one stand (Including 5%TAX)	JPY262,500 (If you participate more than 4 stands in Tokyo venue,you pay only JPY94,500)
Stand including	Space only

Remarks	<ul style="list-style-type: none"> ※Free shuttle bus run between Makuhari Messe and Makuhari seaside park. (approx. 5 mins) ※Professional rider's demonstrations are scheduled at certain times, which are held even under rains. ※Helmets are to be prepared by exhibitors. ※Application for several stands is acceptable but in case of over capacity, reconsideration might be requested to applicants by the organizer.
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<Bicycle information stands>

This stand does not exhibit products but provides related information.
It consists of several zones as follows and only relevant information holders may apply.

- 1) Bicycle related events and clubs to carry out PR activities and solicit new member.
- 2) Bicycle related schools and seminars to carry out PR activities.
- 3) Introducing various cycle routes and resting spots as well as accommodation for cyclists.
- 4) Promotion of online services for cyclists.

Tokyo Venue

Stand size	2m×2m
Participation fee (Including 5%TAX)	JPY112,000
Stand including	·White colored partition ·Table (1,800mm×450mm) ·2 folding chair ·Plug (500w)

Osaka Venue

Stand size	2m×2m
Participation fee(Including 5%TAX)	JPY70,000
Stand including	·White colored partition ·Table (1,800mm×450mm) ·2 folding chair ·Plug (500w)

Remarks	<p>Please note these additional regulations to others.</p> <ul style="list-style-type: none"> ※A multiple stands application is not acceptable. ※No exhibition of bicycles, their mechanical parts and other related products is allowed, but it is possible to exhibit those items only for team activity PR such as original bicycle or uniform. ※No books, catalogues, food and beverage to be sold. ※No sampling except leaflets and advertisement materials.
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3. Media Mix

Media Mix including media exposure, site advertisement, events and stands enhances the impact on exhibitors' brand exposure and the ability to pull in more guests to their stands.

[Planned Items]

Media advertisement	Advertisement at venue	Advertisement on handouts	Sponsorship of organizer's stands and corners
<ul style="list-style-type: none"> · Web banner advertisement at official website top page · Magazine advertisement on official guide book. 	<ul style="list-style-type: none"> · Tapestry advertisement at the lobby · Event stage advertisement · Stage wide screen advertisement · Banner advertisement at each stand · Resting space advertisement <p style="text-align: right;">etc.</p>	<ul style="list-style-type: none"> · Pass Holder for retailers and media relatives · Advertisement on a bag for visitors <p style="text-align: right;">etc.</p>	<ul style="list-style-type: none"> · Cycle wear fashion show · Preliminary briefing for test ride corner · Lady's information corner · "Team Keep Left" stand (Manner edification) · Casual Mode Collection <p style="text-align: right;">etc.</p>

●Cases might happen where organizer cancels or does not take all advertisements as above.

4. Exhibitor application

Understanding this terms and conditions, please apply from this website.

<http://www.cyclemode.net/exhibition>

※ Accepting applications will start from mid April.

5. Terms of Payment

- (1) Invoice is made by the secretariat and sent to the exhibitor when the application form received. Stand charge should be paid by the end of August.
- (2) Wire transfer charges are to be borne by the exhibitor.
- (3) Your payment is requested to transfer into the designated bank account addressed in the invoice.
- (4) Stand contract shall be concluded only when the organizer confirmed remittance of the full amount of stand charge.
- (5) Please be aware that in case of no confirmation of payment by the due date without prior notification, the exhibitor application is not accepted.

6. Cancellation

- (1) Should the exhibit be not allowed to cancel the application. However it may be accepted if the organizer accepts the submission of the cancellation by paper.
- (2) Should the exhibit or pay the cancellation fee for any reason.

Cancellation charges will apply as below;

Time of application to 31st MAY(Mon) 2010···No charge

to 16st JULY(Fri) 2010···50% of the invoiced charge

after 1st AUG (Sat) 2010···100% of the invoiced charge

- (3) Under no circumstances will exhibition charge be reimbursed after the payment is settled.

7. Assignment of stands

Secretariat reserves all rights about stand assignment considering exhibition volume, exhibiting products and frequent use of test ride course.

8. Exhibitor's meeting

There will be an exhibitor's meeting in Tokyo and in Osaka in late August.

Announcement of floor layout plan and promotion plan is made at the meeting.

9. Schedule

Tokyo Venue	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	22:00	24:00	
3th NOV(Wed)											organizer set-up	delivery		24h set-up available for onlypermitted exhibitors				
4th NOV(Thu)	delivery													24h set-up available for onlypermitted exhibitors				
5th NOV(Fri)	delivery		set-up		SHOW HOURS													
6th NOV(Sat)	Entry for exhibitors 8:00~		SHOW HOURS															
7th NOV(Sun)	Entry for exhibitors 8:00~		SHOW HOURS										removal					

Osaka Venue	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00			
11th NOV(Thu)						organizer set-up		delivery			※not allow to stay after 17:00							
12th NOV(Fri)	delivery													※not allow to stay after 20:00				
13th NOV(Sat)	Entry for exhibitors 8:00~		SHOW HOURS															
14th NOV(Sun)	Entry for exhibitors 8:00~		SHOW HOURS										removal					

Outdoor field	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00
6th NOV(Sat)	set-up		SHOW HOURS							removal					
7th NOV(Sun)	set-up		SHOW HOURS							removal					

※Changes might occur. The confirmed schedule will be notified in "Exhibitor Manual" that is distributed at the exhibitors' meeting.

10. Electrical installation and Facilities for water supply and drainage in a stand

(1) Electrical construction

1. Application for an electrical use

The power of ceiling area lighting in the exhibition hall is average 400lux in Osaka, average 500lux in Tokyo. When you'd like to have electrical power in your stand, you need to apply for it by an application from you'll have later. For the package type, 1 to 2 stands, exhibitors, 1 spotlights for each system panel plus its equipment fee/usage fee are already include in stand charge. However if you need more spotlights and other facilities, you need to apply and pay for it.

2. Electrical mainline construction charge

The specified company is going to wire electricity mainline to the required place from exhibitor, and set the switch. Here is the Charge list. Please pay your fee according to the power you require.

●Electrical mainline construction charge(tax include, both for Tokyo/Osaka)

Installed capacity	mainline construction charge	Installed capacity	mainline construction charge
1W~1KW	JPY 8,400	2.1KW~3KW	JPY25,200
1.1KW~2KW	JPY16,800	3.1KW~4KW	JPY33,600

※ For more than 4KW, 8,400 yen for every additional 1KW. Same rate for single-phase 100v, single/three phase 200V.

3. Second work registration and fee

The electricity mainline second work construction the electrical work from approved switch to your stand, must be arranged by exhibitors and pay for the service. If you need such construction work, please apply for registration separately.

4. Electrical power rate

Exhibitors will be charged ¥1,260 (tax include) for each 1 KW

Outside regular hours power supply, 24 hours power/power for overtime, will be changed additionally.

5. Supply electrical mode

We can offer only these 3 electrical modes.

<For Tokyo venue>

<For Osaka venue>

AC Single-phase 100v 50Hz

AC Single-phase 100v 60Hz

AC Single-phase 200v 50Hz

AC Single-phase 200v 60Hz

AC Three-phase 200v 50Hz

AC Three-phase 200v 60Hz

(2) Use of water supply and drainage should be requested prior to the application. There are cases where such facilities installations are not possible due to the stand location. The cost of this installation is charged to the exhibitors.

11. Invitations and budes

The secretariat prepares invitation tickets, exhibitor budes and constructor budes, which will be distributed as described below. For additional tickets and budes, the exhibitor must apply in writing to the secretariat.

	Free of charge					additional
	less than 4stands	6 or 8stands	10~19stands	more than 20stands	Bicycle Information Stanc	
Invitation Ticket	50×Number of stands	200sheets	250sheets	300sheets	15sheets	JPY500 per sheet
Exhibitor budge	5×Number of stands	30sheets	40sheets	50sheets	5sheets	JPY300 per sheet
Constructor budge	5×Number of stands	30sheets	40sheets	50sheets	5sheets	Free of charge

※ Invitation ticket, Exhibitor and Constructor budes are valid for both Tokyo and Osaka venue.

※ Exhibitor and Constructor budes are provided based on the larger number of stands applied.

※ Invitation tickets are provided total amount of pieces when applying for both Tokyo and Osaka venue.

※ Neck strap can be borrowed for free.

12. Terms of exhibit

(1) Bicycles

Bicycles, which meet the following conditions, can only be exhibited.

1. Sports and pleasure
2. Expressing one's lifestyle
3. Innovative technique and idea
4. Safety

Any bicycles that the organizer recognizes improper can be removed from the stand after commencement of the site and the organizer will not refund the stand rental fee.

(2) Main Exhibits

- Sports bicycle with the organizer's permission
- Items related to bicycle
- School and miscellaneous information
- Related facility information

※All goods imported as items to be given away in Japan cannot be re-shipped in cases containing bonded items.

Separate export arrangements and documentation are necessary. These consumable items are treated as domestic Japanese cargos.

(3) Sales of merchandise

At the exhibition, sales of merchandise are in principle not allowed. However, as a special exception, following items are not within this restriction.

※Giving away promotional items or products can be indicated as sales of merchandise, and the secretariat will not be responsible for any trouble of this action.

1. Catalogue
2. Novelties
3. Books, audio and visual products(e.g. DVD)
4. Food and beverage(required a separate application)
5. Other items which are admitted by the secretariat

(Remarks)Sales of merchandise are not allowed in the section of Bicycle Information Stand.

(4) Alcohol sales of merchandise and sampling

No alcohol is allowed into the venue. This is strictly prohibited for exhibitors and visitors at the venue.

(5) Distribution of goods

Exhibitors may freely distribute catalogs, pamphlets, product samples, etc. within their stands. However, promotional activities in the passageways and public spaces are not allowed. Any goods that the organizer recognizes as improper can be removed from the stand after commencement of the site and the organizer will not refund the stand rental fee.

(6) Volume Restrictions for Microphones and Audio Visual Equipment

The use of microphones and Audio Visual equipment must comply with the conditions below.

1. Speakers for microphones installed in stands must face the inside of the stand.
2. Volume must be 70 dB or less, measured 2 m from the front of the stand. Where there are complaints from nearby exhibitors, the volume must immediately be lowered as directed by the organizer.

13. Use of tents

Where a tent is to be used as part of a stand's decoration, use a fire proof tent with a label from the Japan Fire Retardant Association (JFRA) or proof that it complies with equivalent or more stringent fire prevention standards. Exhibitors using other tents may be instructed to remove them by the fire department.

14. Exhibitor's room

Exhibitor's room is available on chargeable basis. However, the number of room is limited. There is no place for store and meeting on both venues.

1. Date of rooms available···From the previous day of the show to the end of the show
2. Time of rooms available···According to the entry time for exhibitors on each venue

15. Test Ride

Please handle Test Ride requested by guests at your own discretion. However, please make sure that the activity must be conducted under the following guideline and not to cause any accident during the exhibition.

1. You have to sign on a written oath for test ride at the place issued a pass.
A test ride pass will be issued only to the person who is over 140cm in height. However, we will also arrange a "Kids area" for the children who are not meeting the above requirements.
Therefore, we will be issued for a children's test ride pass and you can use at the "Kids area" only.
2. The exhibitors providing Test Ride bicycles are responsible to conduct through study of the test ride course and to give a guest a clear instruction of how to conduct the Test Ride.
3. A request for the test ride can be made by a guest directly at your stand or you can encourage guests to use the service. Please note that the first thing you should check is whether the guest has a "test ride pass" issued by the organizer, which is a written proof to show that the guest has signed a pledge. If the guests do not hold valid passes, please encourage them to come either to the reception desk at the hall entrance or the operation headquarters to sign the pledge. Please make sure that you do not let any guest without the pass go for a test ride.
4. When you let a guest enjoy a test ride, please make sure that, first, you check with the guest about his bicycle experience in the past and, secondly, that the guest is fully briefed on the use of "gears" and "brakes". This will not only prevent an accident but also prevent any unnecessary damage on your bicycles. Although the organizer has taken out insurance, it is not covering any damage on your products or any accident caused by improper maintenance of the products.
5. Once a guest has gone for a test ride, he might not be able to find the stands when he wishes to return a bicycle to your stand. In order to avoid any confusion, please make sure that all the bicycles used for a test-ride should carry something that clearly states the number of your stand. The organizer will also assign coordinators who help the guests return the bicycles, and they will be guiding the guests where to return the bicycles based on the stand numbers stuck on your products. In addition, it is your responsibility to tell the guests some of the characteristics of your stands so that the test rider can easily find your stand.
6. Please make sure that the test riders are informed that they are only allowed to ride on a bicycle in the designated course and, otherwise, they are expected to dismount and push to maneuver the bicycle.
7. Should any test-ride bicycle not be returned to your stands for a prolonged time, please do bring that to our staff's or the organizer's attention, as it might be a sign of a potential trouble.
8. We will not accept any test-ride requested from an individual who obviously appears to be drunk. Also, please refrain from allowing a test ride to any person who is too inexperienced in riding a bicycle, who insists on testing a particular bicycle which is not fitting to their body size, or who is sensed with any hazardous sign by the exhibitors. And, please do not forget that the maintenance of your bicycles is of your own responsibility.
9. Should any accident or injury happen, please do inform the nearest site attendant of the accident as soon as possible. We have clinical nurses on call at the organizer's office. Due to the facility management system, please do not call an ambulance at your discretion.
10. Test Ride of special types of bike; recumbent, tandem and small wheeled bike is only allowed in the area designated by the organizer.
11. Please disseminate the above guideline to your stand staff and make sure that everyone fully understands it.

16. Other regulations

(1) Resell, exchange a stand

Exhibitors cannot resell, transfer and exchange a stand between exhibitors or the third parties.

(2) Responsibility

1. Exhibitors should observe the term of participation on CYCLE MODE international.

2. While every reasonable precaution is taken with regard to ground security, the organizer accept no responsibility for any losses or damages which may be fallen the person or property of the exhibitor regardless of course. The exhibitor is responsible for securing insurance coverage against all risks associated with participation in the exhibition including accident. The organizer is not liable for any damage, loss, distress or harm caused to any person or to any person's property on the ground regardless of cause. Coverage should be for the duration of the exhibition and should include the following; exhibits and other items located in the stands, Public liability, Third party liability.

(3) Inspection

The fire department, police department and health center reserves the right to inspect the Hall during the show.

(4) Cancellation or Changes of the Exhibition

In the event of natural disasters, force major etc, the organizer may be forced to cancel or make changes to the Exhibition. In these cases the organizer is not responsible for any loss incurred as a result and any exhibitor's request for the cancellation of participation or the reduction of numbers of stands will not be accepted. The organizer will refund stand application payments in the event the exhibition is cancelled; however the exhibitor must bear any cost incurred during the preparation period.

(5) Agreement

All exhibitors agree to comply with the exhibition conditions in good faith.

(6) Cancellation of the contract and rejection of the exhibition

The organizer reserves the right to restrict or prohibit the exhibition. In such below cases, the exhibition fee will not be refunded.

1. Overdue for the payment
2. Exhibiting improper items in a stand
3. Performing the prohibited action during the show.
4. Exhibiting for improper aim
- 5 No usage of a stand
6. Against the term of participation
7. Against the exhibitor's regulations

The secretariat is also entitled to reject the contract that could compromise the smooth running of the exhibition.

(7) Trial jurisdiction

Disputing the right obligation may be caused from this contract, the Osaka district court is made a first trial jurisdiction.