



CYCLE MODE
international
2014

10th
Anniversary

The biggest B to C Cycle show in Japan
Discover Excitement and Fun!
The ALL-New Sports Bicycle Festival

11 / 7 Fri **8** Sat **9** Sun

TOKYO / MAKUHARI MESSE

www.cyclemode.net

For Additional Information

Cycle Mode international Head Office

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Cycle Mode welcomes its 10th year and looks forward to create the new standard style

The bicycle industry has steadily developed over the years, and the speed in which trends change is accelerating. In response, bicycle fans are constantly searching for new ways to enjoy bicycles, and therefore expectations for CYCLE MODE increase every year.

Envisioning CYCLE MODE ten years from now, we believe now is the time to go back to our origin.

“I want to go = Created an appealing event”

“I’ m glad I went = Increase in visitor satisfaction”

“I want to ride more = Drive purchase activity”

Our strategy will be based on achieving these three fundamental ideas, and aim to steadily increase the satisfaction of both visitors and exhibitors.

As Japan’ s largest bicycle entertainment show, CYCLE MODE will continue to spread trends, and maintain its powerful identity as it enhances the possibilities of sports bicycles, and contributes to the development of the bicycle industry and its stimulation.



EVENT OUTLINE

Name: CYCLE MODE international 2014	Admission: 1,100 Yen (advance) / 1,300 Yen(wale-up)
Venue: Makuhari Messe (Hall 1,2,3,4)	Organizer: Cycle Mode international Executive Committee (TV Tokyo Corporation/ TV Osaka,inc/TVO EXPRO Ltd.)
Data: 7.Nov.2014 (Fri) 10:00 ~ 18:00 8.Nov.2014 (Sat) 10:00 ~ 18:00 9.Nov.2014 (Sun) 10:00 ~ 17:00	Exhibition space: TOKYO about 27,000 square meters plus Yasuragi mall
	Estimate of Exhibitors: 200 companies or groups
	Estimate of Visitors: 35,000people ※The numbers above don` t include exhibitors, Cycle Mode staff or re-entry visitors.

Cycle Mode 2013 Statistics

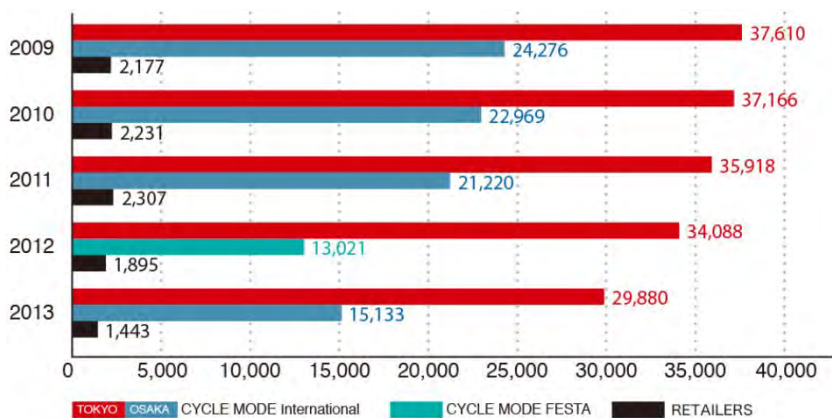
Scale of the Event

Venue	TOKYO	OSAKA
Exhibition space	27,000 square meters	14,392 square meters
Number of exhibitors	174	65
(exhibitors from overseas)	19	-
Number of booths/spaces (exclusive of food booths)	639	284
Number of models	530	197
Number of bicycles (including the ones with only frames)	1,058	473
(Number of bicycles for trial ride)	446	240

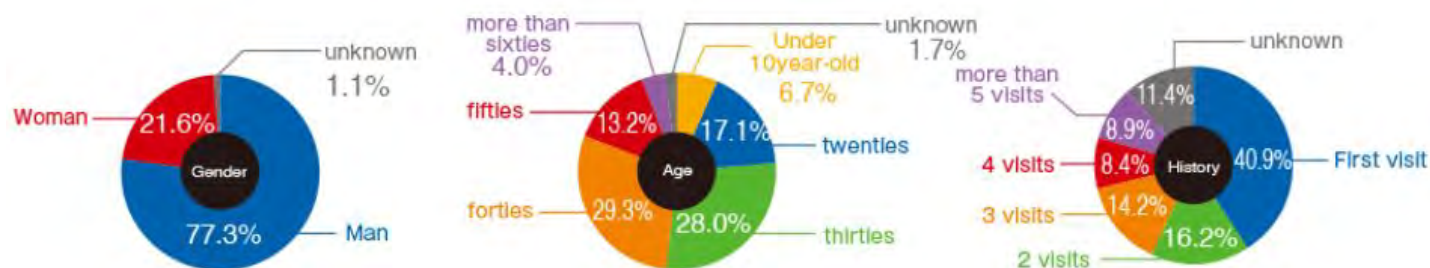
Number of visitors

	TOKYO				OSAKA		
	11/2(sat)	11/3(sun)	11/4(mon)	Total	11/9(sat)	11/10(sun)	Total
Adults	9,382	9,198	7,718	26,298	6,534	6,885	13,419
High school students or under	603	865	835	2,303	497	812	1,309
Retailers	428	289	340	1,057	142	244	386
Press	117	51	54	222	13	6	19
Total	10,503	10,403	8,947	29,880	7,186	7,947	15,133

Change in number of visitors



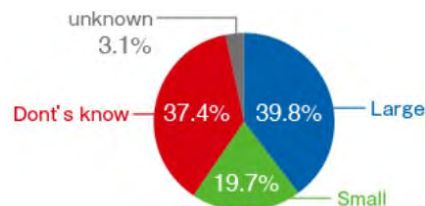
Visitors background (Excerpt from visitors questionnaire.)



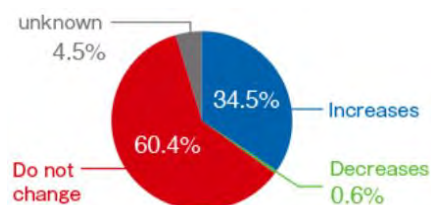
Do you think Cycle Mode has an buying behavior?

(Excerpt from visiting distributors questionnaire.)

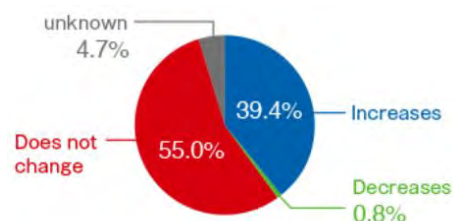
The number of customers who purchase after seeing Cycle Mode is:



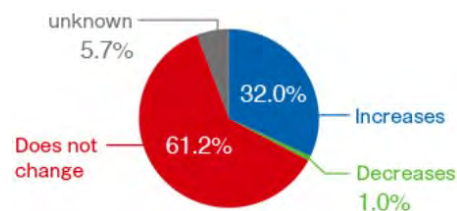
After Cycle Mode, the number of customers:



After Cycle Mode, purchases by existing customers:



Because of Cycle Mode, the sales:



Type of Exhibit

Exhibitors,sponsors,advertisements,tie-ups and others

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.

*Please see "Exhibit Fees and Regulations" for more information.

3

Bicycle Information Zone

-Information booth: with PR staff
-Bicycle life introduction corner: without PR staff
Exhibition area for those not exhibiting bicycle related products, mainly focusing on presenting information.
There are two types of booths depending on if you have PR staff present or not.
To exhibit at this area, the content you provide must be one of the following:

1. PR or increase memberships for bicycle events and activity groups
2. PR for bicycle related schools or lectures
3. Introducing touring routes, lodging, break locations etc.
4. PR for bicycle related internet service etc.

*Please refer to "Fees and Regulations" for more details.

4

Advertisement / Media plan

Purchase advertisement space in locations other than your booth to promote your brand/ products.

- Hanging banner within exhibition site
- Outdoors ad within exhibition site
- Ad in official guidebook
- Ad on top page of official website
- Banner on official website
- Race event ad outside of exhibition site

5

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)

6

Campaign tie-up

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

note:

*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 officially accepted after payment of the exhibit fee is confirmed.

*Exhibit fees are non-refundable under any circumstances after the exhibit has been officially accepted.

General exhibit booths / Electrically assisted bicycle booths

One booth
*furniture, equipment etc. are not included



Two booth
*furniture, equipment etc. are not included



Four booths
*furniture, equipment etc. are not included



More than six booths
*original decoration by exhibitor



Bicycle Information Zone



Advertisement / Media plan



Schedule ※Note : This schedule may change without notice.

Deadline for application

July. 16(Wed). 2014

*Payment must be complete within 10 days after the date of the invoice issuance.

Deadline for documents

September Mid

Installation of exhibits

Nov.5

CYCLE MODE 2014

Nov.7 - 9

Dismantlement of exhibits

**Nov.9.
17:00-21:00**