

The Largest Sports Bicycle Festival in Japan.

# CYCLE MODE<sup>®</sup> TOKYO 2025



## 19-20, April 2025

### Tokyo Big Sight

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

Organizer  
Cycle Mode International  
Executive Committee



**Exhibitor  
Information**

August 23, 2024

# Good for the mind and health.

Two days to discover the current and future of bicycles.



## The largest sports bicycle festival in Japan "CYCLE MODE TOKYO"

At Tokyo Big Sight, "CYCLE MODE TOKYO 2025" introduce the "fun" of sports bicycles and future bicycles such as e-BIKES and future mobility etc.

Not only exhibiting the latest items or test riding the latest models, visitors can get a wealth of information on camping, fishing, picnics, camera equipment, and other topics that are highly compatible with sports bicycles on site.

Moreover, educational contents will be expanded to enhance visitors enjoyment of the ride. Former elite athletes, cycling mentors, and current athletes who are active around the world will offer their vast experience.

"Body EXPO" will be held at the same time. It provides information on how to achieve a healthier body. It aims synergistically rejuvenate both the bicycle industry and the wellness market.



## NEW PLAN

### Concurrent Events

#### Body EXPO

- The best body ever -

"Body EXPO" gathers information and items to help you maintain a healthy body. Active activities such as training, to physical care such as skin care, body composition measurement, and even mental care such as meditation. By holding this event at the same time as "CYCLE MODE", we aim to expand the bicycle market.



### WINNER'S BIKE ZONE

- From racing to competing with yourself, equipment and techniques for winners. -

"WINNER'S BIKE Zone" focuses on equipment, techniques, and knowledge to "win" in order to achieve a higher level of riding. Actual models used by current athletes are showcased. In addition, "Athlete Workshop", seminars are held by former professional athletes and popular mentors.



### BICYCLE MIX STYLE

- Double the fun by combining it with a bicycle -

This new area will enrich the cycling life for bicycle enthusiasts by offering mixture of outdoor activities. Some enjoyments will be planned for bike fans and their families.



## OUTLINE

CYCLE MODE TOKYO 2025  
VENUE: TOKYO BIG SIGHT  
(East 6 & 7 & 8 Hall)  
(The nearest station RinkaiLine :  
Kokusai-tenjijo Sta.  
Yurikamome line : Tokyo Big Sight Sta.)  
PERIOD: April 19 (Sat.)-20 (Sun.), 2025  
ENTRANCE FEE: (scheduled)  
Advance ticket JPY1,400  
WEB ticket JPY1,600 (tax included)  
Walk-in ticket JPY1,800  
\*Under 15 years old are free of charge.

## SCHEDULE

Apprication starts	August, 2024
Application Deadline	December 26, 2024
Floor Plan announcement	in February, 2025
Installation period	April 18, 2025
<b>CYCLE MODE TOKYO 2025</b> PERIOD	April 19-20, 2025
Dismantlement period	April 20, 2025 5:00pm- 9:00pm

## Sponsorship Tied-up

### 1 Advertisements

Advertisements inside and outside halls, on the official website, sampling support to visitors, on main stage etc.

### 2 Corner sponsorship

You can become a corner sponsor for a contents corner.  
Scheduled contents: Main stage, Kids area,  
Bicycle parking lot,  
Pre-test ride lesson corner, etc.

### 3 Campaign tied-up

Customized plans to match the corporate strategy of each company are also acceptable.  
Please contact the secretariat.

"Culture & GRAVEL" powered by GIRO in 2023

"Soil and Road" powered by GIRO in 2024



## Bike × Travel Fair

This is a popular area that was ranked highly in visitor surveys. Every year, visitors from a wide range of backgrounds stop by to ask about bicycle travel plans, touring tourist spots using shared bicycles, and more.



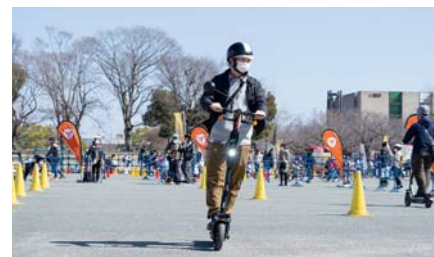
## SPORTS e-BIKE EXPO

"SPORTS e-BIKE EXPO" will showcase the appeal and performance of sports-type electrically assisted bicycles, which are not only seen as hobby tools for individuals, but also expected to see increased use in the tourism and wellness markets in recent years.



## Future Mobility Zone

This zone focuses on the diversifying means of transportation. At the test-ride course for electric scooters, visitors can experience their performance and riding sensation, and by promoting the expansion of sharing service networks.



**Other contents**  
(under planning)

①Vintage BIKE Market  
④Kids ride & Kids Zone

②Handmade Bicycle Zone  
⑤Visitor Present Campaign

③Pre-test ride Lesson Corner  
⑥Cycle Start-up Corner

# 1 Visitor Number

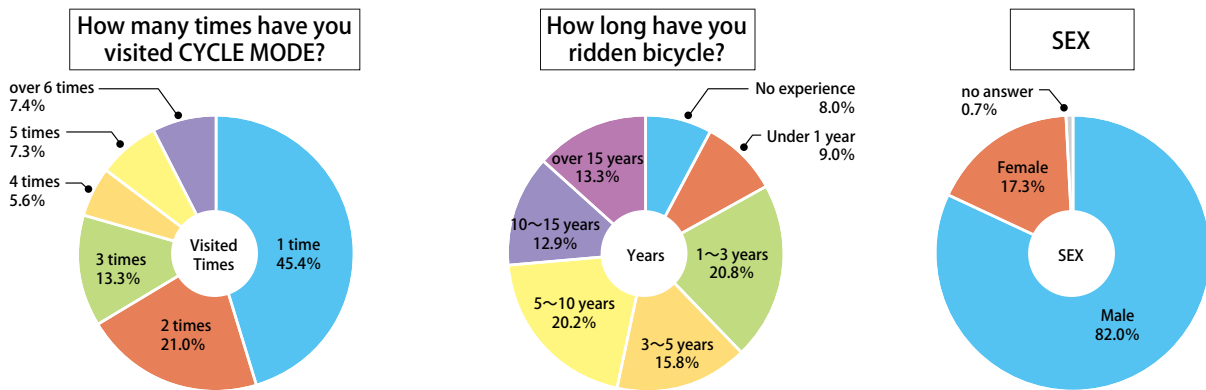
	April 6 Cloudy	April 7 Sunny	Total
Adult	10,581	10,233	20,814
Under 15 years old	196	311	507
Distributors	238	191	429
Press	50	23	73
<b>Total</b>	<b>11,065</b>	<b>10,758</b>	<b>21,823</b>

# 2 Exhibition Scale

	Tokyo Big Sight
<b>Total Scale</b>	24,520 sqm
<b>Number of Exhibitor</b>	158
(Overseas Exhibitor)	45
<b>Number of Booths</b>	402
<b>Number of Brands</b>	460
<b>Number of Exhibit bikes</b>	586
(for Test-Ride bikes)	305

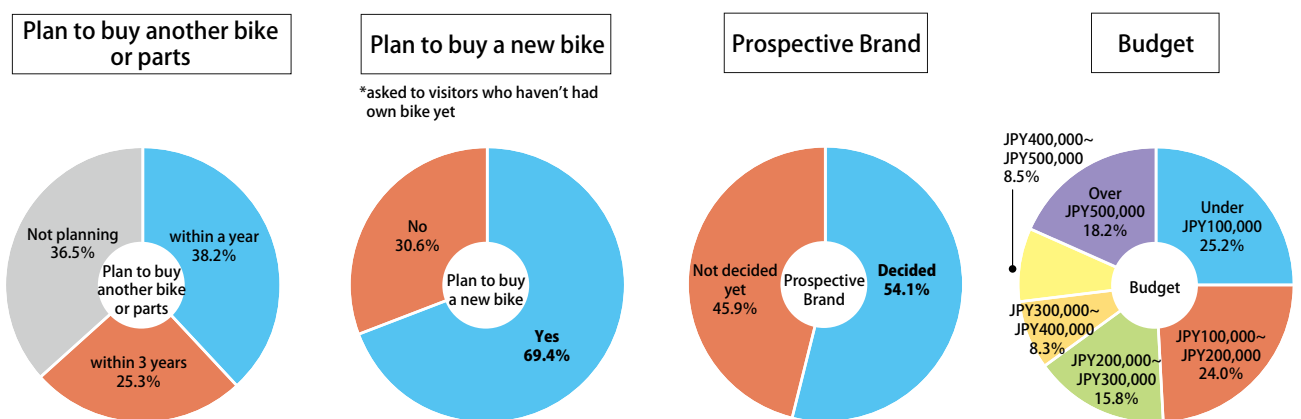
# 3 Visitor Analysis [Increase new users and existing fans]

Nearly half of the 21,823 visitors were new, and the other half were multiple visitors. CYCLE MODE is the best platform to promote your products.



## [Buyers are highly motivated and the purpose is clear.]

38% visitors are under consideration to buy a bike. CYCLE MODE is the best promotion field to reach people with high motivation to buy.

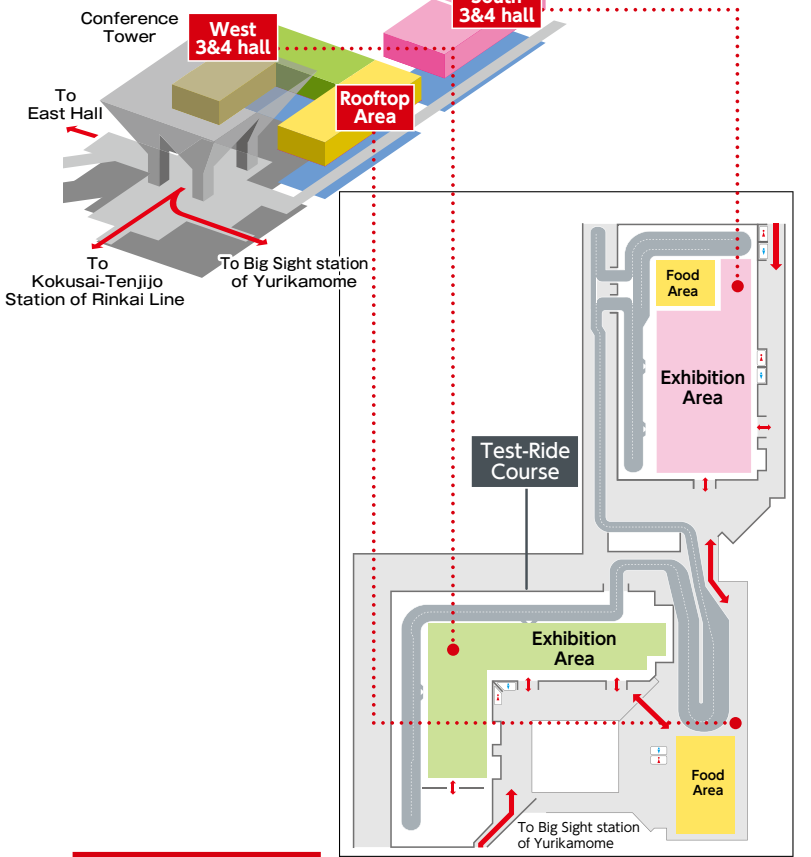


# 4 Exhibition Hall Floor plan 2024

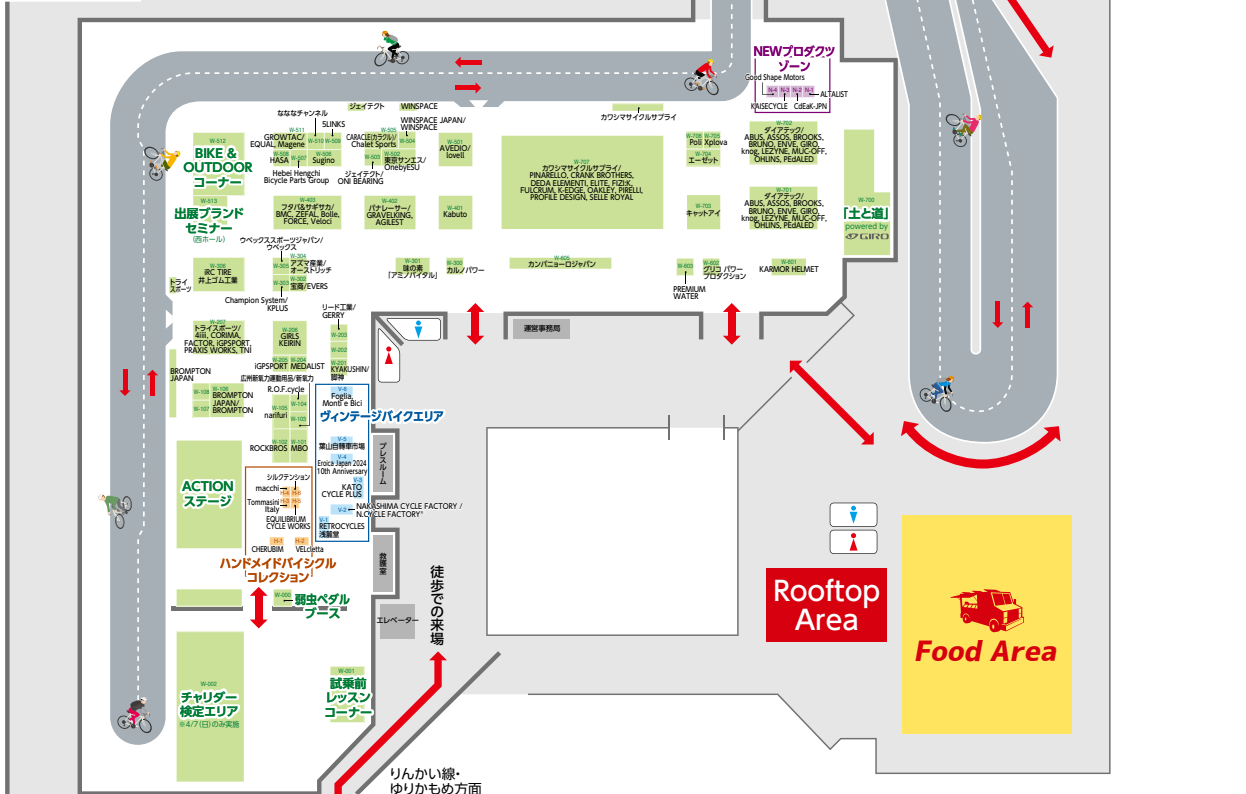
Tokyo Big Sight: West 3 & 4 Hall and South 3 & 4 Hall

## Hall Map

## South 3&4 Hall (4F)



## West 3&4 Hall (4F)



# 1 Application Deadline

**December 26 (Thu), 2024**

In case the spaces are fully booked, the application is closed earlier.

## How to book your space

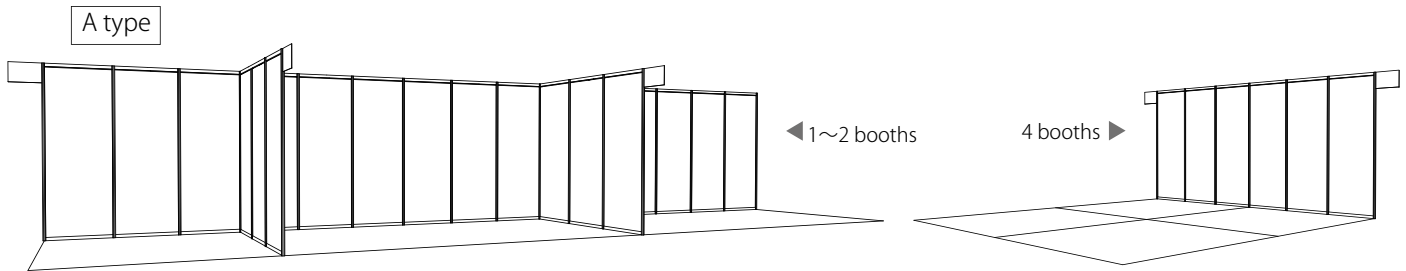
Application accept at CYCLE MODE web site, [www.cyclemode.net/english/exhibition/](http://www.cyclemode.net/english/exhibition/)  
Please understand the regulation before you apply for a booth.



Booth Application

# 2 Booth Charge

\*all cost of below includes consumption tax.



## Booth charge for CYCLE MODE Tokyo 2025

Number of booth(s)	Booth size	Booth charge		Bundle discount	Included items
1~2 booth(s)	3m × 3m(9sqm) per booth	A type	JPY368,500 x number of booths		Exhibitor who applied for CYCLE MODE RIDE Osaka 2025 and applied for CYCLE MODE Tokyo before Dec. 26 can receive <b>10% discount</b> .
		B type	JPY415,800 x number of booths	System walls (White) a Company name board Carpet (various color available) One LED Spotlight 60W One outlet (100V/up to 300W) *Construction fee and utility fee for above electricity included. *For 2 booths, carpet=18sqm and 2 LED Spotlights are included.	
4 booths	6m × 6m, three side open	A type	JPY1,181,400	System walls (white) Company name board	
		B type	JPY1,375,000	System walls (White) a Company name board Carpet (various color available) 4 LED Spotlights 60W One outlet (100V/up to 300W) *Construction fee and utility fee for above electricity included.	
6 booths	6m x 9m	JPY1,772,100		Space only	
8 booths or more	9sqm x number of booths Island booth	JPY289,300 x number of booths		Space only	

### NOTES:

Only exhibits that have completed or wish to complete a contract with a sales agent or distributor in Japan will be accepted. Exhibits of products not planned for sale in Japan, please consult with the secretariat in advance.

Exhibitors can not select 3, 5 or 7 booths. 8 and more booths can be freely selected.

If you have a company that you would like to place nearby, please submit the name of that company on the application. We will allocate as much as possible after confirming agreement from both companies.

### Exhibitor Name

Name on the floor layout will be [Exhibitor name] + [Brand Name]. The number of brand name you can display depends on the number of booths.

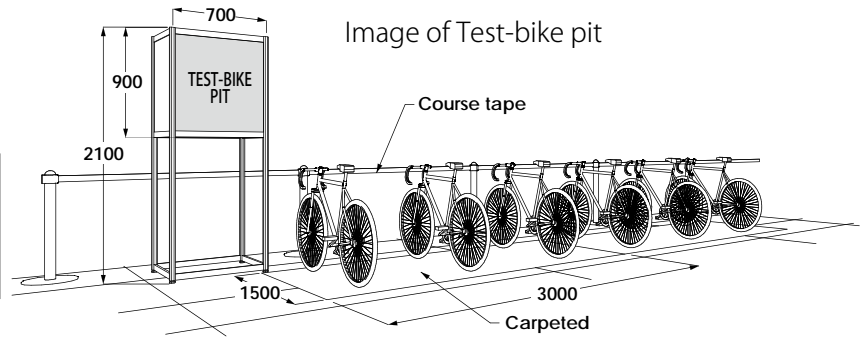
### IMPORTANT NOTICE FOR e-BIKE

As a rule, exhibited bicycles and test-ride bicycles must have passed the Japan Vehicle Inspection Association's model Certification Evaluation. If the evaluation results are not available by the event date, the bicycle can not used for test-rides, and must be clearly labeled "Evaluation pending" .

### [ About a Test-bike pit ]

To promote smooth and efficient test-ride operations, "test-bike pit" will be sold to exhibitors of general booth with test-ride bicycles or e-BIKE booths.

<b>PIT SIZE</b>	3m wide × 1.5m long
<b>PIT UNIT</b>	General booths or e-BIKE booths 50% of Type A Unit price per booth
<b>INCLUDED ITEMS</b>	Signboard for the test bike pit



#### NOTES:

- The location of each company's pit will be determined by the organizer in consideration of the work efficiency for the applicant.
- Exhibiting only in the test bike pit is not allowed.
- There are no accessories except signboard for the test bike pit.
- The signboard will be clearly marked with the applied company name logo or brand logo and cannot be constructed by exhibitors themselves.
- Exhibitors are required to dispatch their own staff to lend out bicycles for test ride.

\* all info on this page is as of August 2024, it may change without any notice.

## ■ The Bicycle Information Zone

This is an area for exhibitors other than bicycle-related products, mainly for the purpose of providing information.

(1) ~ (5) can be applied for this zone. They will be in the organizer's project "Bike × Travel Fair" or in the adjacent area.

- (1) Local governments, tourism organizations, travel agencies, and related to cycle tourism.
- (2) Promote bicycle events, activities of clubs and organizations, and recruit members.
- (3) PR for bicycle-related schools and workshops.
- (4) Introduction of touring routes, rest areas, and the local tournaments.
- (5) PR for bicycle-related Internet services.

<The Information Booth> This is a booth where operation staff can distribute flyers to customers and directly promote to visitors.

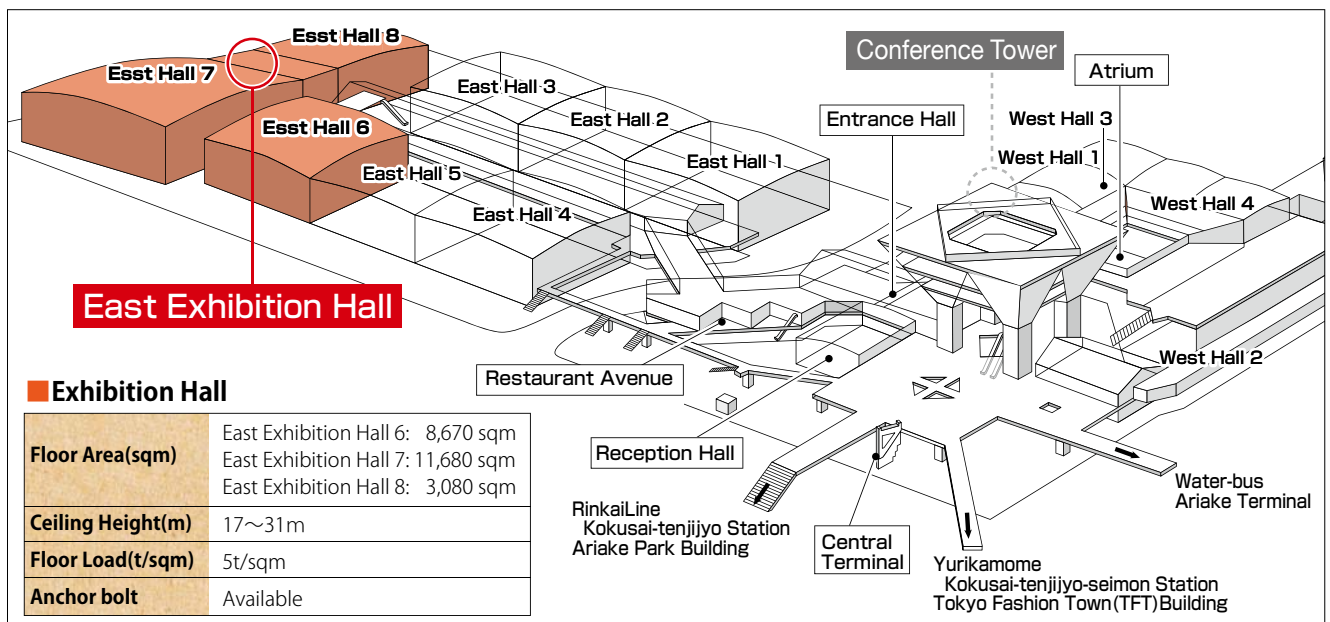
<b>BOOTH SIZE</b>	2m × 2m
<b>BOOTH CHARGE</b>	JPY 185,900
<b>INCLUDED ITEMS</b>	System walls(white) / a punch carpet / a table (1,800mm × 450mm) / two folding chairs

#### NOTES:

- Exhibitors are not allowed to apply more than one booth.
- Bicycles, parts, and other related products are not allowed to be displayed. However, products such as the team's original bicycles and jerseys that are part of the team's PR activities can be displayed.
- Please do not sell documents, catalogs, foods, and drinks.

## Tokyo Big Sight East hall

### Hall Layout



#### ■ Exhibition Hall

<b>Floor Area(sqm)</b>	East Exhibition Hall 6: 8,670 sqm East Exhibition Hall 7: 11,680 sqm East Exhibition Hall 8: 3,080 sqm
<b>Ceiling Height(m)</b>	17~31m
<b>Floor Load(t/sqm)</b>	5t/sqm
<b>Anchor bolt</b>	Available

# Exhibit Fee and Regulations

## 1. Terms and payment

- (1) TVO EXPRO Ltd. will issue an invoice based on the application content to the person in charge of the exhibit. Please submit the exhibition fee by the date listed below.

### Payment Dates

Overseas exhibitors	Within 10 business days of the issuing date on the invoice
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- (2) Any Bank transfer fees are the responsibility of the exhibitor.  
(3) Please consult the invoice for information regarding the account to which payment should be made.  
(4) If payment is not received by the above mentioned dates, and no prior notice has been received, the application will be automatically cancelled. The exhibitor will also be charged the cancellation fee based on the policy.  
(5) For new exhibitors and overseas exhibitors, the application will be considered accepted only after payment has been confirmed.

## 2. Cancellation policy

- (1) Cancellation will not be accepted after official confirmation of your application without submitting written documents explaining the reason for cancellation and its approval from organizer. 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 (December 27, 2024) 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 approves cancellation document.

### <Date of Approval for Cancellation/Change of Application>

December 27, 2024 - January 17, 2025	Cancellation Fee 50% of Exhibitor Fee
After January 18, 2025	Cancellation Fee 100% of Exhibitor Fee

- (3) If the exhibitor has not completed full payment, the exhibitor is required to complete payment for the difference 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 wiring 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. In this case, the head office may use the allotted space accordingly at their discretion.  
① Payment of exhibition fee is not completed by January 17 (Fri.), 2025.  
② If the exhibitor does not begin load-in by 12pm on April 18 (Fri), 2025 without prior notice.  
③ If the exhibitor breaches the terms and conditions set forth in the exhibit regulations and does not show improvement regardless of the head office's request.

## 3. Assignment of spaces

The Secretariat will assign locations, taking into account the exhibition size, exhibition product, and need for the test-ride course.  
Locations will be announced by email. No complain about the location is accepted.

## 4. Booth layout and exhibition rules

Booth layout, exhibition rules, promotion plan will be announced in early February.

## 5. Main provisions for exhibits and displays

- (1) Examination of exhibit bicycles  
To be a highly informative and attractive show for the visitors, Cycle Mode sets the following standards for the bicycles to be exhibited.  
1. They can be enjoyed in bicycling as a hobby or a sport.  
2. They can be an expression of the owners' lifestyles and preferences.  
3. They reflect innovative and newsworthy technology and ideas.  
4. Their safety is ensured.

※At the time of exhibit application, the Secretariat may examine the details of the bicycles to be exhibited. If you are exhibiting for the first time, please consult the Secretariat in advance. If the sponsors determine that an exhibit item does not meet the above-mentioned standards, the exhibitor may be asked to withdraw the item. There will be no refund of the exhibit fee, in case of a withdrawal.  
※If you are exhibiting vehicles such as bicycles with no brakes on either wheel or with a brake on only one wheel, make sure to indicate clearly that such vehicles are "prohibited from public roads in Japan."

- (2) Main exhibit items  
•Bicycles (Mostly sports bicycles. Non-sports bicycles may be accepted if the organizer determines that they meet the above-mentioned standards).  
•Bicycle-related products.  
•Information on schools and software.  
•Information on facilities, etc.  
※If you are exhibiting foreign products, please complete the required customs clearance procedures before exhibiting. Exhibit items that are to be consumed or processed at the venue must be domestic products.  
(3) Sale of products  
Sale of products within the booth is prohibited, with the exception of the items listed below. If you have a plan selling these items, please provide the required information on the application form and obtain the Secretariat's approval. Sale of these items will not be approved without advance application.  
1. Catalogs.  
2. Brand novelties that are not available on the market.  
3. Visual merchandise, such as books and DVDs.  
4. Food and drinks. \*Additional notification to the health department and other agencies is required.  
5. Other items determined by the organizer in advance.  
(Note) Sale of any merchandise is prohibited in the Bicycle Information Booth.

## 6. Use of tents

When using a tent or a similar item for booth decoration, always use a product with a Japan Fire Retardant Association (JFRA) label or a product with proof of similar or higher fire retardancy. Exhibitors using any other products may be ordered by the fire department to remove such items.

## 7. Others

- (1) Resale, exchange of booths is forbidden.  
Exhibitors are not allowed to resell, assign, rent 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 deliver and take down, 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 damage to the bicycles and maintenance of the bicycles are not covered. For test-rides, please make sure to provide a thorough explanation and work to 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

The organizer may be forced to cancel, change the date or venue, scale down the exhibition if the exhibition becomes extremely difficult due to natural disasters and other force majeure regulated this section.

The organizer shall not take responsibility for any damage, increase in costs, or other disadvantage to the exhibitor caused by this decision and execution.

### 1. Deal with exhibition date or venue change

The application for exhibition shall be valid for the changed exhibition date or venue, and may not be canceled the exhibition owing to the change.

### 2. The refund of the Exhibition fee

When the organizer cancels the exhibition in advance, the organizer will refund part of the remaining amount after deducting the incurred expenses from the paid exhibition fee.

Before December 31, 2024	100%	March1 - March 20, 2025	35%
January 1 - Jan. 31, 2025	65%	March 21 - March 31, 2025	25%
February 1- Feb. 28, 2025	50%	After April 1, 2025	0%

Also, if the organizer changes the exhibition date or venue, the organizer will not refund the payment fee unless uncontrollable circumstances. The refund rate includes the consumption tax.

### 3. Force majeure

It refers to all causes that the organizer cannot control, including War, riot, rebellion, civil war, terrorism, fire, explosion, flood, theft, intentional includes damage, strike, weather, Injunctive acts by third party, national defense, emergency situations involving public health, the act and regulation of national or local government.

- (5) Immigration procedures to enter Japan  
If you are required immigration procedures to enter Japan in order to attend this exhibition, you shall go through immigration at your responsibility, and the organizer shall not take any responsibility for all procedures including immigration and expenses. In addition, when you cancel the exhibition because you cannot enter Japan for any reason, you must pay the cancellation fee to the organizer according to the prescribed cancellation charge in the preceding paragraph.  
(6) 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.  
(7) 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 case, 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. If there are actions seriously damaging the trust of the exhibition.  
7. When the rules and agreements outlined in this document and the exhibition manual are violated.  
(8) Jurisdiction courthouse  
If any disputes arise over this agreement, the Osaka District Court will be the first court of jurisdiction

## CONTACT

Secretariat of CYCLE MODE (TVO Expro Ltd.)  
1-1-7, Otetamae, Chuo-ku, Osaka  
TEL. +81-6-6947-0284 E-mail: cycle@cyclemode.net  
Registration No.: T6120001104848

Application at  
[www.cyclemode.net/english/exhibition/](http://www.cyclemode.net/english/exhibition/)

