

CYCLE MODE[®] RIDE OSAKA 2025



March **1** (Sat.) - **2** (Sun.) **Expo'70 Commemorative Park**

ORGANIZER: CYCLE MODE international Executive Committee



www.cyclemode.net



The largest sports bicycle festival in West Japan.

CYCLE MODE[®] RIDE OSAKA 2025

The 9th edition of CYCLE MODE RIDE OSAKA, which is the largest sports bicycle festival in western Japan, is taking place now.

As the bicycle industry's landscape changes on a daily basis, the preferences and methods by which users engage in cycling are becoming more diverse.

We believe that the purpose of hosting the "CYCLE MODE RIDE" is to identify changes and strategize to propose future avenues for enjoyment and recreation.

By taking advantage of the spring demand peak in March, the desirable location of Expo'70 Commemoration Park, the public relations efforts utilizing TV Osaka's reach, and the synergistic effects of co-sponsored events, our aim is to attract over 15,000 cyclists and support the growth of the industry.



Inspiring the "fun" of bicycle enthusiasts

We will carry out several projects that utilize the large site, specifically the east plaza of Expo'70 Commemorative Park.

There is a specialized course available to experience the allure of off-road bikes, as well as a 2km long "Test-Bike Course" with ups and downs.

We offer special seminars on training methods and fittings, as well as projects where visitors can interact with former professional athletes and cycling YouTubers. Plus, there will be a 'Bike X Travel Area' introducing various styles of bicycle travel, great views, and local gourmet foods. This project zone will highlight the appeal of gravel bikes. Visitors can experience the advancements of e-bikes, and numerous other projects will cater to bicycle enthusiasts of all kinds.



SPORTS
BIKE
Stage

Off-Road
Bike
Course

Bike
X
Travel
Area

SPORTS
e-BIKE
Area



The biggest "outside play event" in western Japan



Expo'70 Commemorative Park is widely known as a place to relax, and CYCLE MODE RIDE with co-events "OUTDOOR FESTIVAL", "CYCLE KITCHEN", "Mölkky" and "Houseplants" appeals further enjoyments to active users, from families to seniors.

Exploring new active users



CYCLE MODE RIDE OSAKA 2024

POST SHOW REPORT

Co-event

サイクル∞
キッチン



EAST ENT.

Co-event

OUTDOOR FES.
アウトドア
フェス
★ TRY!! 体感型アウトドア ★



North gate

お祭り広場

CK-32 高ざんまい 野田商店	CK-31 YOUTEC	CK-30 YOUTEC	日本 クラウン 株式会社	YOKOHAMA 事務向 クラシ	
DEFENDER			JAFEA 大阪トヨペット株式会社		
Acatic/RICHBIT/ COSWHEEL		YADEA JAPAN C-02	ワイラーキッズ スクール		
電動キックバイク 体験コース					

クイズ
ラリー

たごるくん ()
モルックFES 2024

CYCLE MODE RIDE OSAKA 2024

特殊車試乗コーナー
試乗前レッスンコーナー

EXPO' 70
Pavilion

Main gate

2.0km Long
test-ride course



2.0km Long
test-ride course

Main Ent.

Bampaku Sta.

Long Test-ride Course



Gravel Project Area
"Soil and Road"



Test-ride course for
off-road bikes

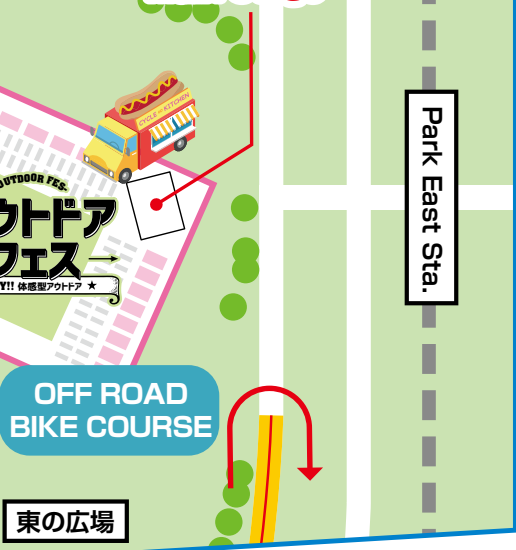


CYCLE MODE RIDE 2024 AREA MAP

North gate

至アウトドアフェス会場へ
サイクルキッチン会場へ

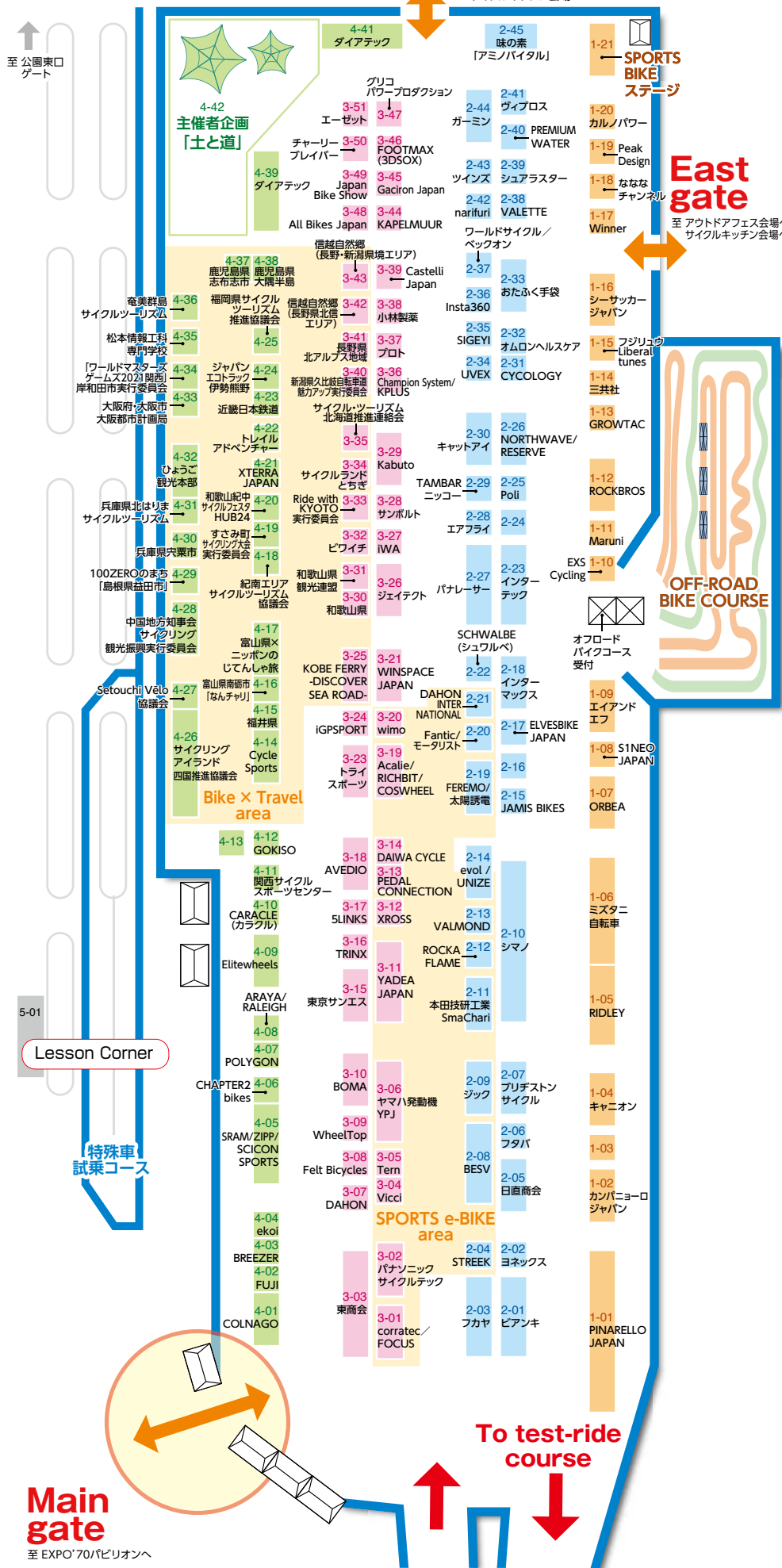
TVO EXPO Main Stage



East gate

至アウトドアフェス会場へ
サイクルキッチン会場へ

OFF-ROAD BIKE COURSE



Bike x Travel Area



To test-ride course

LAST SHOW REPORT

2024 Show scale

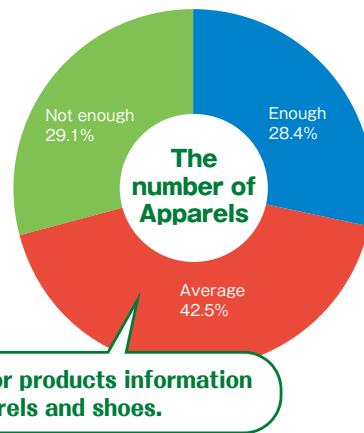
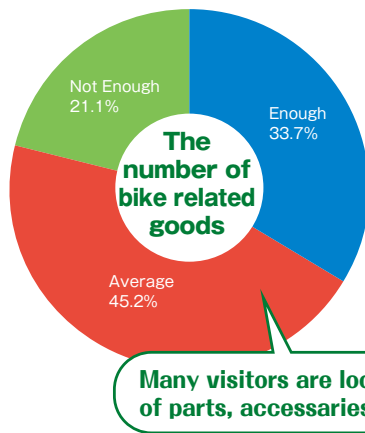
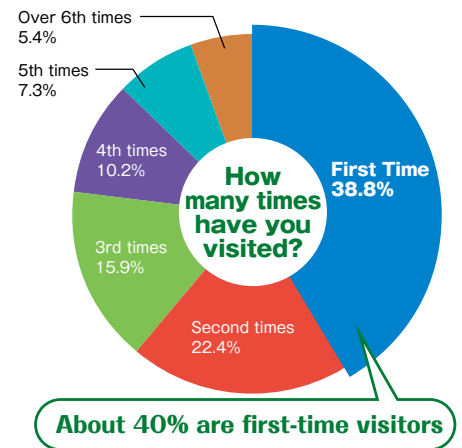
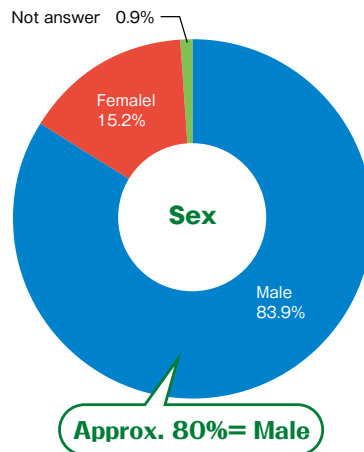
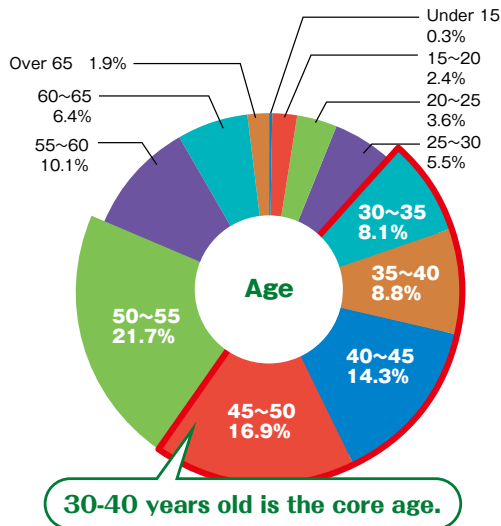
Visitor number

	March 2nd Sunny then Cloudy	March 3rd Sunny	Subtotal
Adult	6,290	6,638	12,928
Under 15 years old	190	298	488
Dealers	95	93	188
Press	8	2	10
TOTAL	6,583	7,031	13,614

Show scale

	Expo' 70 Commemorative Park
Area total	37,200 sqm
Number of Exhibitors (Overseas exhibitors)	139 Companies and Groups 6
Number of booths	210 booths
Number of brands	267 brands
Exhibited bikes (for Test-bikes)	793 498

2024 Visitor Analysis



Many visitors are looking for products information of parts, accessories. Apparels and shoes.

2024 PROMOTION

Television TVCM 15 sec. x approx. 300 times
 Traffic AD Osaka Metro, Osaka monorail, etc.
 Maganize "Cycle Sports" "Seasonal CYCLE"
 WEB "cyclewired.jp" "cyclesports.jp"
 "SmartNews"

<Osaka Metro, Osaka Monorail>



<Japan Rail station poster>



SCHEDULE

Application
Deadline



Dec. 6, 2024

Announcement
for Floor plan



Late Jan., 2025

Bring-in



Feb. 28, 2025

CYCLE MODE
RIDE OSAKA 2025

March 1 (Sat.) & 2 (Sun.)

Taking-out



Mar. 2, 2025

OUTLINE

Exhibition: CYCLE MODE RIDE OSAKA 2025
Period: 9:30am-5:00pm on 1 (sat.) & 2 (sun) March, 2025
Venue: Expo'70 Commemorative Park
Organizer: Cycle Mode Osaka Executive Committee
(TV Osaka/ TV Osaka Expro Ltd.)

Entrance fee: Advance ticket JPY 900
Walk-in ticket JPY1,200 (Scheduled)
※Free for children under 15 years old

BOOTH CHARGE

General Booth

Booth size	1 booth=W3.5m×D3.5m(12.25㎡)
Booth charge	JPY 189,420 (tax included)
Included items	No equipment, Space only

*You can apply for 2 booths and more, but secretariat may ask you to change the number of booths when space is fully booked.

*Do not have any promotion outside of your booked space.

*The test ride course opens even it rains. However, the organizer has 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 are requested to keep bikes and related equipment in strage.

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

*For exhibiting vehicles, the exhibitor is charged extra fee for grass protection. Please contact secretariat in advance.

Attention for Co-exhibitors

Please show clearly the relationship between the main exhibitor and the co-exhibitor.

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).

Co-sponsored Tie-up Program

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

Please consult with the secretariat for your special advertisement in this event.

2024 Gravel Project Area
"Soil and Road powered by GIRO"



Bike x Travel Bike information Booth

① Local government and tourism organization which aim for region promotion throughout cycle tourism and cycle competition which focus on sports bicycle.

②Travel agency which organizes bicycle tour in both domestic and overseas.

Booth size	One booth=W3m×D3m(9㎡)
Unit charge	JPY143,990 (tax included)
Included item	Space only

* Exhibitor needs to ready a tent or apply for rental equipment because exhibit space is outside.

* Exhibitor can NOT apply for more than 2 booths. When you need 18 sqm and more, please apply for the general exhibit space in the left part.

* Related product of bicycle such as bicycles and components are not allowed to display. However, original bicycles and products which promote your team activity are allowed.

* Sales of goods such as books, catalogs and beverages are allowed. (Please contact the secretariat in advance if you sell or hand out beverages.)

* Exhibit regulation is the same as for general booth.

How to book a space

1. Please send the application form to the secretariat through the web application system.
2. Secretariat will reply on you after your application is accept.
3. Please also send the brochure of exhibit items if you are a first time applicant.

Application

<https://www.cyclemode.net/ride/>



Contact

Secretariat of CYCLE MODE
ATTN: Aoi Yuasa (Ms.) E-mail: cycle@cyclemode.net
1-1-7, Otemae, Chuo-ku, Osaka 540-0008 Japan
Phone: +81-6-6947-0284

Application Deadline December 6, 2024

In case of fully booked, secretariat may close the acceptance of application before the date

TERMS AND CONDITIONS

1. Payment

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

Payment Deadline	Within 10 business days after invoice is issued
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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 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 organizer.
- (2) If the exhibitor cancels or changes their application after the application deadline (Dec. 6, 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 organizer receives a cancellation document.

<Acceptance for Document Regarding Cancellation/Change of Application>

December 7, 2024 - January 6, 2025	Cancellation Fee: 50% of Exhibit Fee
After January 7, 2025	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 the cancellation. If the exhibitor has already completed their payment and the amount exceeds the above cancellation fee, the organizer will refund the difference. In this case, the exhibitor will be liable for all bank transfer fees.
- (4) The organizer 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 January 20, 2025.
 - 2 If the exhibitor does not begin load-in by 8:00am of March 1, 2025 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 demand.

3. Space Assignment

The organizer will assign booth locations in consideration of account the exhibition size, exhibit products and frequency of using test-ride course and announced in January. 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 owner lifestyle or unique character
 - 3 Innovative technique or idea is incorporated
 - 4 Safety is guaranteed
- (2) Exhibit Items
 - 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 schools, sports teams, sports events, services, facility information, tourism and traveling.
 - Vehicles for transporting bikes e.g. cars
 - Body care goods
- (3) The organizer may check the details of the bicycles to be exhibited at the time of application. If you are a first-time exhibitor, please contact the organizer in advance. The organizer may ask you to remove your exhibit if the organizer judges that it does not correspond to the above. Please note that the exhibition fee will not be refunded in such cases.
- (4) If you will be exhibited a bicycle without brakes on both wheels or one wheel, please be sure to clearly state that it is "prohibited to ride on public roads in Japan." In addition, it is strictly forbidden to allow anyone to test ride any of the above bicycles.
- (5) Sale of goods
 - Sale of goods within the booth is allowed. However, please fill in the form accordingly and submit to the organizer. If you have not registered beforehand, the sale will not be permitted. If you are selling food and beverages, you will need to submit to the public health department, etc., separately.
 - *The term "sale" 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.

- (6) If you wish to exhibit foreign cargo, please complete the prescribed customs clearance procedures before exhibiting. In particular, exhibits that are to be used up or processed on the spot must be domestic cargo.

5. Other Regulations

- (1) Resale or 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 exhibits, 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
 - 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. The following refund rate is counted from the first bring-in day.

Before December 31, 2024	100%	Feb. 11- Feb. 20, 2025	35%
Jan. 1- Jan. 20, 2025	65%	Feb. 21- Feb. 26, 2025	25%
Jan. 21- Feb. 10, 2025	50%	After Feb. 27, 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 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 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.

APPLICATION FORM

Application date : _____

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

1. Exhibitor Information

Company					
Representative	Title			Name	
	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.				
Address				TEL	
				FAX	
Contact Person	Dept.			Name	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.
	Title				
	E-mail				

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

Exhibitor Name			
URL	http://		
E-mail			

3-1. Application Details *10% Consumption tax is included in below cost.

General Exhibit Space	¥189,420 (tax incl.)	×	booth(s)	Exhibit Fee	¥	(tax incl.)
Exhibit Items <small>*Please tick appropriate items</small>	<input type="checkbox"/> Bicycle/Flame →	Number of Bicycles on Display		Number of Flames on Display		
	<input type="checkbox"/> Parts <input type="checkbox"/> Related equipments <input type="checkbox"/> Wear/Clothes <input type="checkbox"/> Eyewear/Helmets/Shoes <input type="checkbox"/> Food/Supplements <input type="checkbox"/> Others ()					
Number of Brands						
Other Requests						

3-2. <CYCLE x TRAVEL> Only below ① or ② are able to apply for this booth.

Bicycle Info Booth	<input type="checkbox"/> ¥143,990/booth	<small>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.</small>
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4. Test-ride Bikes

Number of Test-Ride Bikes	Total	→ (Number of electrically assisted bicycles 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 (Please fill out the form below if you are exhibiting through a distributor)

Company			Invoice to	Exhibitor/ Distributor	Documents to	Exhibitor/ Distributor
Address	〒			TEL		
				FAX		
Contact Person	Dept.			Name	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	
	Title					
	E-mail					

SEND TO

 CYCLE MODE OSAKA Head Office (TVO Expro Ltd.)
 1-1-7, Otemae, Chuo-ku, Osaka 540-0008 Japan
 TEL:+81-6-6947-0284 FAX:+81-6-6944-9912 E-mail:cycle@cyclemode.net

**Application Deadline
December 6, 2024**

For Use by Head Office	受付	ロゴデータ	請求書No.	請求日	入金日