



BICYCLE CITY EXPO 2019

自転車まちづくり博

in 東京ドームシティ・プリズムホール

Japan's Biggest Bicycle Trade and Cycling Solutions Business Show

Bicycle City Expo 2019

- Creating a Bicycle-Friendly Future -

May 23 (Thursday) -24 (Friday), 2019

1000-1800 Thursday, May 23, 2019

1000-1700 Friday, May 24, 2019

at Tokyo Dome City Prism Hall

1-3-61 Kouraku, Bunkyo-ku, Tokyo

1 minute walk from Suidobashi station

BICYCLE CITY EXPO 2019

Theme

The future of all things bicycle has arrived! Learn about innovation and creative solutions trending in cycling at the Tokyo Bicycle City Expo. Push the limits and change the tide – the future of cycling is being created in Tokyo!

Context

Across Europe and the United States, a rapidly increasing number of cities are focusing their interests on public policies regarding bicycles and cycling. A gradual separation from car-dependency and emphasis on the development of environmentally friendly living spaces has become an important theme among major cities worldwide. Among such trends in urban living, the role of the bicycle becomes especially meaningful and is frequently perceived to play a critical role in meeting societal needs.

In Japan, since the Bicycle Utilization Promotion Act was established in 2017, the general climate pertaining to the promotion of bicycle use and cycling advocacy have made clear steps of progress. Positive changes affecting our daily lives include the expansion of cycle lanes, creation and maintenance of bicycle parking areas, ongoing promotion of cycle tourism, rapid growth in share-cycle operations, and bicycle-friendly urban development and zoning.

Looking to the future, we envision scenes intertwining manpower with the IoT (Internet of Things) and AI (Artificial Intelligence) as a means of promoting cycling in Japan. There is no doubt that the newest generation of cycling has not only arrived but is burgeoning with promise.



BICYCLE CITY EXPO 2019

What is the Bicycle City Expo 2019?

As Japan's first business show to fuse cycling with urban planning, the Bicycle City Expo 2019 has quickly become a highly reputable exhibition. Over the years, media interest in the Expo has increased and has been highlighted on national TV. Video clips of media coverage are available on the main organizer's (Rising Publishing Co., Ltd.) website at www.rising-publish.co.jp.

Both domestic and international visitors are welcomed to the Bicycle City Expo 2019, which will be full of unique exhibits and individuals passionate about cycling. From cycling traffic safety to bicycle-specific infrastructure and trends in cycle tourism, learn about Japan's most state-of-the-art advances in cycling. Interpreters are available on-site and the presence of global businesses will add an international flair.



Tokyo Dome City Prism Hall

1-3-61 Kouraku, Bunkyo-ku,

Tokyo

1 minute walk from

Suidobashi station

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Additional Opportunities

For those interested in delving further into the world of cycling and urban planning, an optional tour will be held on Saturday, May 25 (the day after the Bicycle City Expo 2019). For ¥10,000 per individual, participants will be guided alongside an interpreter to visit and observe various bicycle-related infrastructure in the Tokyo-area. Highlights include cycling lanes, advanced bicycle-parking areas, and share-cycle operations, etc. Don't miss this invaluable opportunity to learn about and witness Japan's bicycle solutions for cyclists of all ages and ability!

If you are interested in this tour please access
<https://japanevents.jp/121>

Target Customers Individual cyclists • Bicycle retailers • Municipalities • Non-profits • Developers • Construction consultants • Educational institutions • Corporate office management • Tourism agencies

As well as businesses related to...Cycling • Bicycle parking • Bicycle-sharing • Public usage facilities • Information and communications • Road construction • Security and crime prevention • Sports and health • Railway and traffic • Travel and tourism, etc.

Organizers Bicycle City Expo Executive Committee, Rising Publishing Company Ltd.

For inquiries in English (international visitors and vendors), please email the Bicycle City Expo international PR team, Samurai Sports Marketing at
info@samuraisports.co.jp

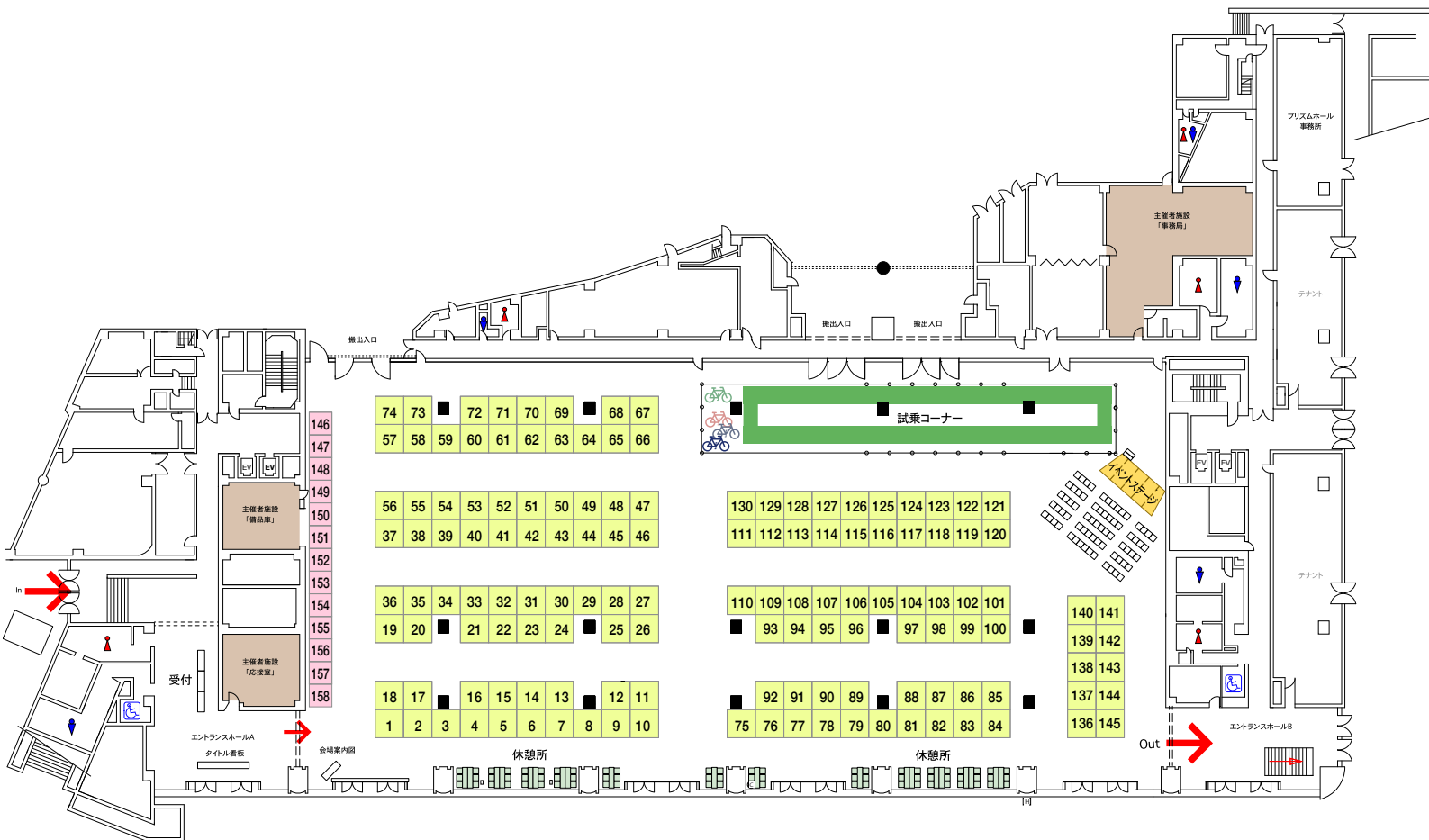


BICYCLE CITY EXPO 2019

Special International Exhibitor Booths Allocation

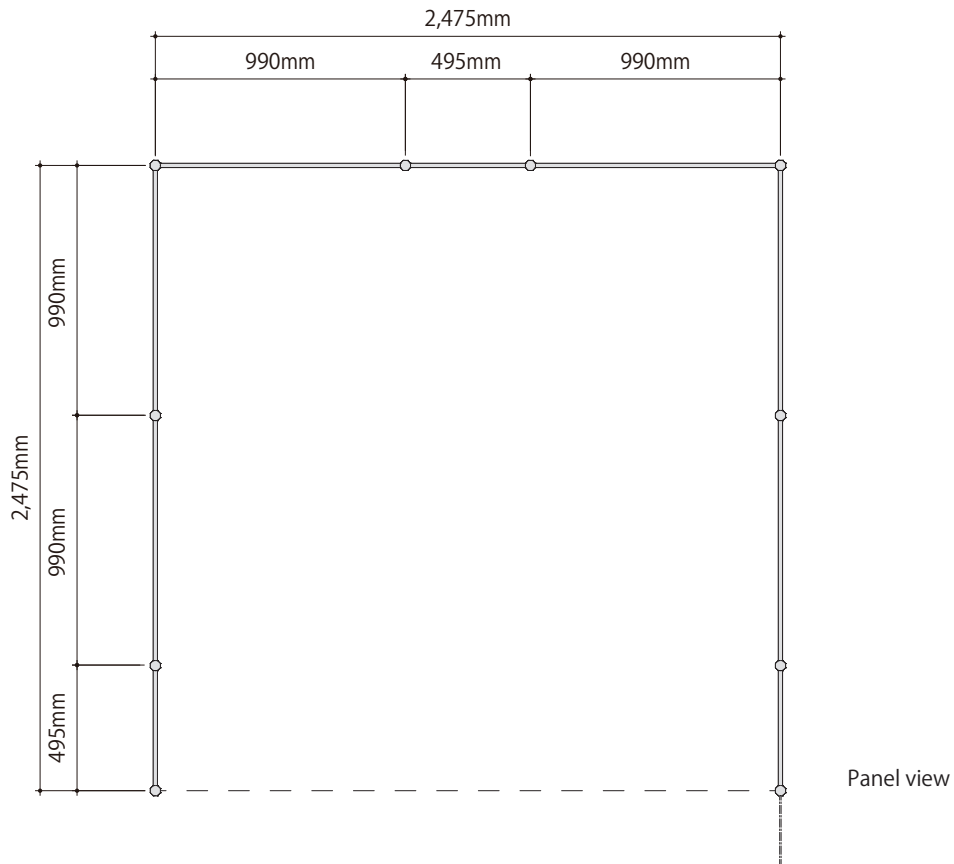
A limited number of international exhibitor booths are available for registration. Details as per below.

- Exhibitor booths are encouraged to demonstrate improvements in bicycle safety, trends in bicycle-friendly infrastructure, and developments in cycle tourism and share-bicycle programs. Show off your state-of-the-art bicycle-parking system, bicycles, and cycling-related items! Educate your audience about the development of bicycle-friendly environments and safe cycling! Engage in panel discussions with journalists about trending topics in the cycling world and debate the future of cycling with researchers!
- Exhibitors have the opportunity to do it all and more at the Bicycle City Expo 2019 – we look forward to welcoming you to Tokyo!



BICYCLE CITY EXPO 2019

booth A type



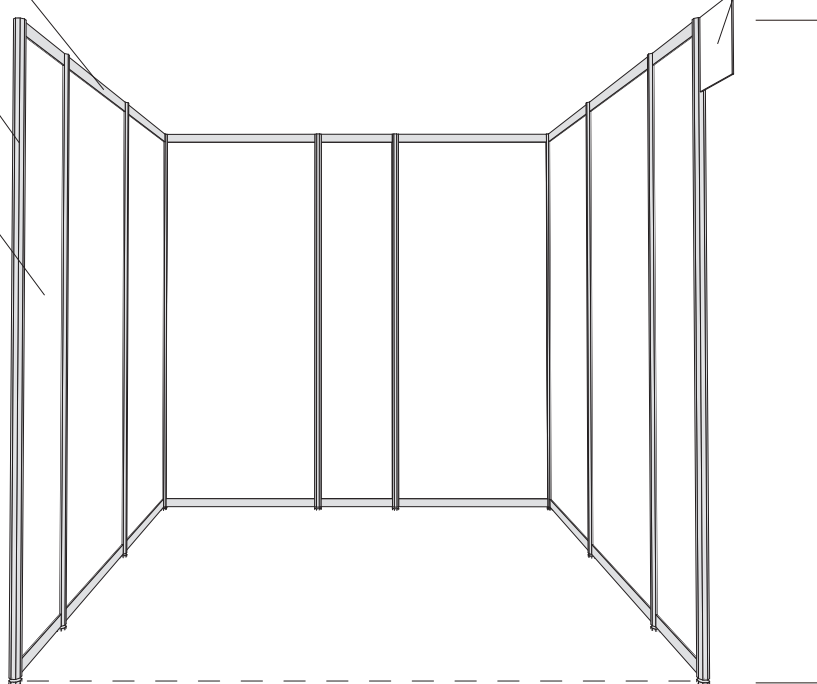
Octanorm
color: silver

Octanorm
color: silver

Panel
color: white

Company name board

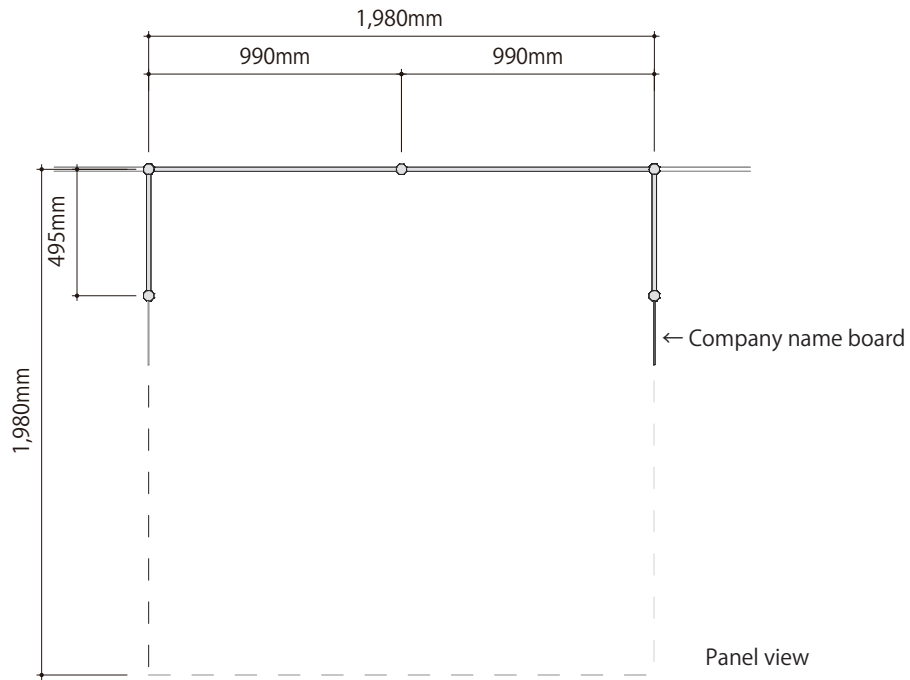
height 2400mm



Plan view is from center of pole to center to pole

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booth B type



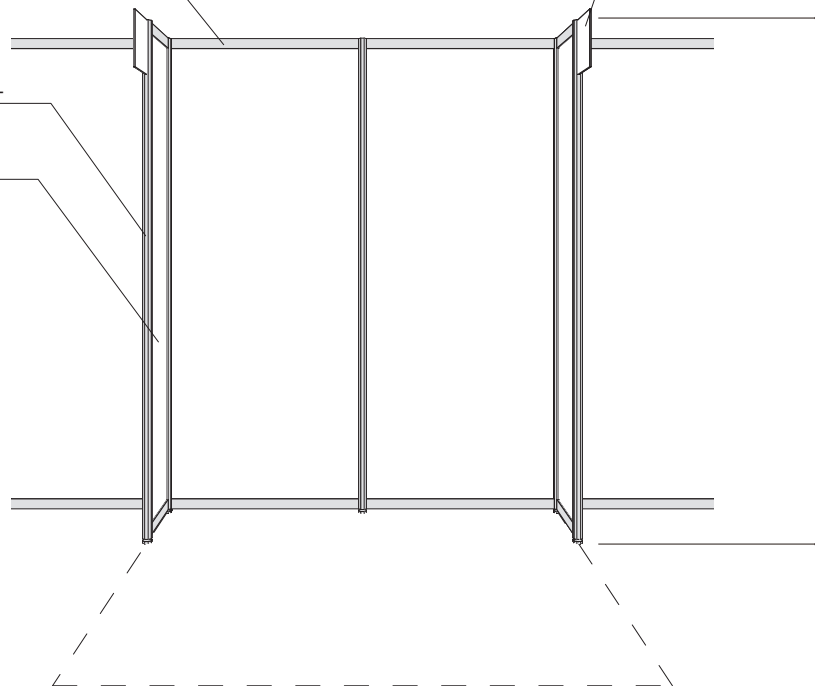
Octanorm
olor: Silver

Company name board

Octanorm
color: シルバー

Panel
color: White

height 2400mm



Plan view is from center of pole to center to pole

BICYCLE CITY EXPO 2019

Set-Up

1200-2100 Wednesday, May 22

Exhibition

1000-1800 Thursday, May 23, 2019

1000-1700 Friday, May 24, 2019

Break-Down

1700-2100 Friday, May 24

Special Plan

Special Plan A and Special Plan B international exhibitor booths come complete with access to an information center and interpreter guides.

Discounted plan prices below are exclusive to those receiving this email.

Special Plan A (2,500mm x 2,500mm): starting at ~~270,000 Japanese yen~~ 220,000 Japanese yen + 8% tax

Special Plan B (2,000mm x 2,000mm): starting at ~~200,000 Japanese yen~~ 150,000 Japanese yen + 8% tax

All booths have 3-side panels and a board displaying the registered company/organization name.

Venue

Tokyo Dome City Prism Hall

One of the largest indoor exhibition halls in Tokyo with 2,800m² of exhibition space, Prism Hall is entirely indoors so your exhibition won't be affected by the weather! Tokyo Dome City is located just two minutes from JR Suidobashi station and subway Mita station.

Publicity and Promotion

- Bicycle City Expo 2019 will be a special headline article in both Bicycle City Magazine, dedicated to the casual town cycling lifestyle and Bicycle 21, the magazine for all cycling enthusiasts.
- Bicycle City Expo 2019 will be advertised in newspapers, magazines, online ads, social media, and the official website. Last year, Bicycle City Expo 2018 was covered by various TV channels, newspapers, and magazines. Bicycle City Expo 2019 is expected to reach an even wider range of channels and positively impact a broader audience.