

## GRINDURO JAPAN EXHIBITOR KIT

**WELCOME!**

Thanks so much for joining us for the 2024 Grinduro Japan. We are excited to welcome you to Minakami. This exhibitor kit gives you everything you need for a successful weekend. Let's get excited for some Maxin' and Relaxin' at Grinduro!

**#grinduro**

**#maxinandrelaxin**

**#grindurojp**



# GRINDURO!

## MINAKAMI JAPAN

HOSTED BY

**SALSA**

GLOBAL SPONSORS

SHIMANO

wahoo

SCHWALBE

PRO

LEATT

2024  
**10/18 FRI** → **20 SUN**

Grinduroは、マウンテンバイクエンデューロとグラベルロードスタイルを融合させたライディングイベントです。みなかみの大自然の中、素晴らしい食事、音楽フェス、キャンピングも楽しめます。みなさまのご参加心よりお待ちしております。



ゲストライダー

REGIONAL SPONSORS

MTB JAPAN  
Adventure Tours

GRAVEL UNION

equipt

CANYONS



GoPro

innova

応援ショップ  
応援団体

オルタナティブバインクル / cycloired / スペシャライズド厚木 / スペシャライズド自由ヶ丘 / スペシャライズド葛城 / スペシャライズドおたかの森 / サイクルハウスミカミ / サイクルショップフルート610 / サイクルショップFUN / オガワサイクル / BIKE SHOP FORZA / サイクルショップマティ / サイクラリー順勝 / フィールドエイクップメントジラフ / じてんしゃ屋 佳 / なるおかサイクル / サイクルワークスオオタキ / シクルイマーマット / 二輪工房佐藤 / サイクルメンテナンス&カフェ WINDY / ワークショップモンキー / 輪工房 / ツールド・ソウカ / ノルンみなかみフラワーガーデン / ノルンみなかみスキー場



詳しくはこちら



エントリーは  
こちら

# WELCOME LETTER

UNITED IN GRAVEL - GRINDURO JAPAN 2024 – MINAKAMI, GUNMA  
'BRINGING THE WORLD OF GRAVEL TO JAPAN'.

With great pleasure, we wish to welcome you all to Grinduro Japan 2024. In less than 2 weeks, the Grinduro family will join our Minakami family in the mountains of Gunma. The region is a haven for outdoor activity, and we can all share in the beautiful scenery and the stunning Koyo (紅葉) famous in the region.

The Grinduro global team, local stakeholders and Japan based event specialists have been working hard since December 2023 to bring this global gravel cycling event to this new and welcoming region. One of the key principles of Grinduro globally is inclusivity we are honored to work with a host region that shares in this vision and wants to grow and unite gravel riders from around the world in Japan. With the support of Minakami Village and **MTBJAPAN**, we have created an amazing 80km course taking in some of the most amazing and scenic back country trails the region has to offer. Working with our partners at Canyons, we have provided grassy camping for all our devoted campers and partnered with the M Festival music festival that will run simultaneous with Grinduro.

The goal of Grinduro is to unite riders and to make everyone feel welcome and be a part of something special, and from our perspective as promoters, that goal is also to bring cultures together. To unite riders not only from Japan, but from Australia and New Zealand, North America, the United Kingdom, Europe, and whoever else wants to join the Grinduro family in Japan. We believe in the value that this unity brings to everyone in and around the event, the importance it plays in our world view, how it grows our global understanding and the simple joy that riding a bike and the comradery that ensues brings to us as cyclists.

No one thing, or person, or brand is bigger than the sum of all, however, for the past 2 years, our title sponsor Shimano have been paramount in their support of the Grinduro concept globally. Their backing has helped bring riders from around the globe together to share in a Grinduro story and unite with each other in gravel. Also, for 3 years our loyal host sponsor Salsa have always believed in the vision of inclusivity and the joining of gravel cultures of Japan with those from abroad. The Grinduro story is also not complete without the support of Schwalbe, Wahoo and Leatt, where so much value and enthusiasm is brought to the event.

This global team, together with our local team of stakeholders, sponsors, local village tourism officers, police and medical that all come together, united in gravel and united in the vision to grow Japan's gravel scene and to create something special. Together we can achieve this goal and share in the success. We welcome you all to Grinduro, we welcome you all to Minakami and look forward to bringing the world of gravel to Japan.

Kind Regards  
*Adam Cobain – Event Director*

# ONSITE CONTACT INFORMATION

If you need help leading up to the event or onsite, please reach out to the event co-directors:

**Adam Cobain** / Grinduro JP Director / [info@ridejapan.cc](mailto:info@ridejapan.cc) GB

**Roberto Colqui** / Grinduro Guest Services / + 090 8187 9322 GBJP

**Nathan Bennett** / Grinduro JP Course Director / GBJP

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## VENUE LOCATION & DETAILS

The Grinduro JP venue is located at Canyons, Yubiso, which is 2km north of Minakami Station. The venue has good cell reception, but is not close to the stores you might need to access grocery, hardware, gas, pharmacy, etc. These are all around Minakami Station and south.

The venue address is:

Canyons Minakami,

**45 Yubiso, Minakami, Tone District, Gunma 379-1728, Japan**

*[Click here to see venue location on Google Maps.](#)*

Camping is located at Tanigawadake Auto Camping Area. This location is 1km from Canyons and booking is necessary to use this site.

The venue address for camping is:

Tanigawadake Auto Camping Area,

**215-3 Yubiso, Minakami, Tone District, Gunma 379-1728, Japan**

*[Click here to see venue location on Google Maps.](#)*

Camping by Booking only

**Roberto Colqui** / Grinduro Guest Services / + 090 8187 9322

# EXHIBITOR SET UP SCHEDULE

Vendor	Friday	Saturday	Sunday
Expo	Setup: 7am - 11am Open: 12pm – 6:30pm	Open AM: 11am – 6:30pm	Open: 8am - 10am Teardown: 10am - 12pm

Grinduro Japan is a three-day event taking place from Friday, OCT 18, through Sunday, OCT 20. Set-up is Friday morning and teardown on Sunday morning.

There are two stages during the event, which connects Grinduro to M-Festival. Live music and Dj will be playing throughout the weekend.

## EVENT SCHEDULE

FRIDAY 18OCT | 2024年10月18日(金)

- 12.00 - Site and Registration open (Canyons)
- 12.00 - Camping Site open (Yubiso)
- 12.00 - 18.30 Bike Expo
- 12.00 - 24.00 Bar Opens\*
- 12.00 - 20.00 Food Trucks\*
- 12.00 - 18.00 Bands/Dj's\* (Lineup)
- 14.00 - 16.30 Schwalbe Shakedown Ride
- 16.30 - 15.30 Happy Hour Presented by (?)
- 17.30 - 18.00 Schwalbe Shakedown Presentation at Schwalbe Booth
- 18.00 - 24.00 M-Festival Pre-Party Bands/Dj's\*

SATURDAY 19OCT | 2024年10月19日(土)

- 06.00 - 08.00 Breakfast at the Grinduro Food Court (Canyons)
- 06.00 - 07.30 Registration opens for late arrivals\*
- 07.00 - 09.00 Bike Expo (Shimano Tech support)\*
- 08.00 - Mass Start: Morning Loop (Grinduro and Grindurito)
- 10.30 - 18.00 M-Festival Bands/Dj's\* (Lineup)
- 11.00 - 24.00 Bar opens
- 10.30 - 13.30 Lunch served at the Grinduro Food Court (Canyons)
- 12.00 - 15.00 Afternoon Loop Start (Grinduro)

11.00 - 18.30 Bike Expo\*

16.40 - 17.25 Award ceremony at Shimano Stage

11.00 - 19.30 Dinner available from Food Trucks (M-Festival)

19.00 - 24.00 M-Festival Bands/Dj's\*

(Music Lineup)

**SAT/土曜**

**10/19**

***渡辺俊美 (THE ZOOT 16) · CARIBBEAN DANDY · SOUTH CARNIVAL (KOREA) · MIDORINOMARU · LIGHTCRAFT · THE MINNESOTA VODOO MEN · OF TROPIQUE · BAR JACK BLUES TRIO · HUMMINGBIRD · MEXICAN CLUB BAND · GAYA GOES ANALOGUE · ANTELOPE COLLISION · PAUL BROTHERS BAND***

***DJs: DJ Txako · CUMBIA KID · Kaz Sudo · Metralleta DJ · DJ FERGUS · WEIRDABOUT · Doc.Koyamantado · CHAKKU · AND MORE...***

SUNDAY 20OCT | 2024年10月20日(日)

07.00 - 09.00 Breakfast at the Grinduro Food Court (Canyons)\* (Not Included)

08.00 - 11.00 Bike Expo

09.00 - 11.00 Social Rides

11.00 - Grinduro Japan Closed

10.30 - 24.00 M-Festival Bands/Dj's\*

11.00 - 22.00 Food Trucks

(Music Lineup)

**SUN/日曜**

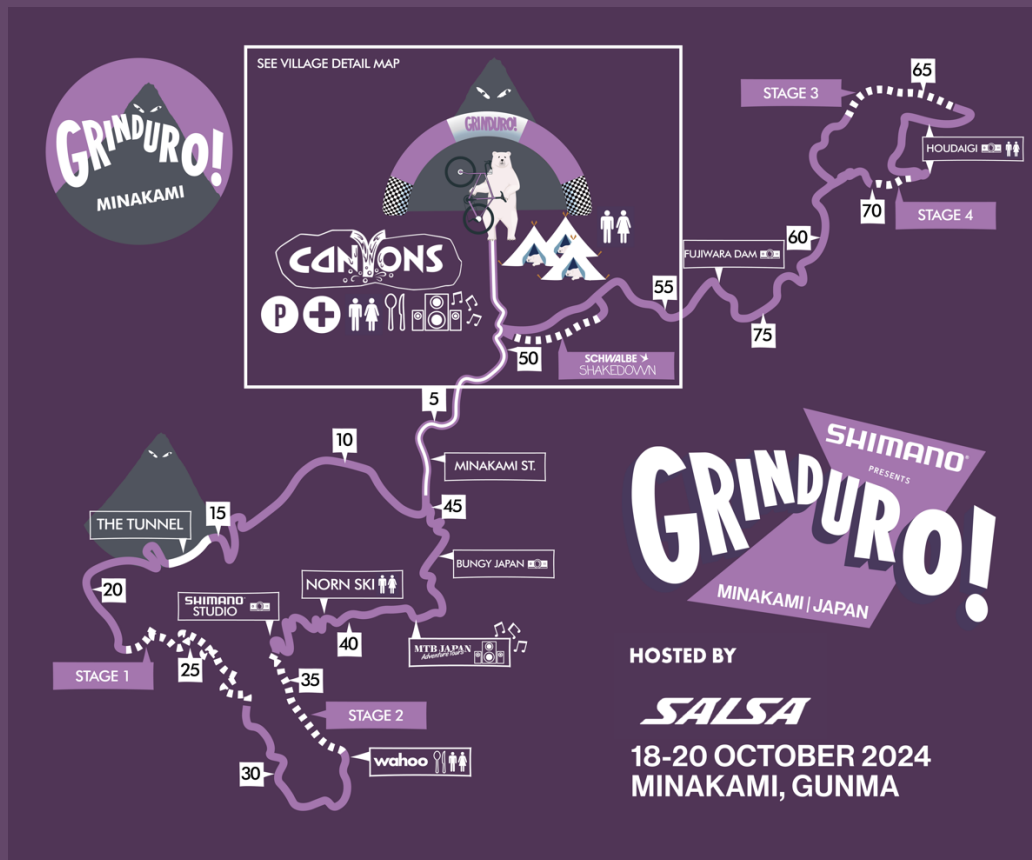
**10/20**

***柳家睦 & THE RAT BONES · LA GORDA DUBS ft. YUGO TAGUCHI · MC ANTSMAN & DJ RANGE · CARIBBEAN DANDY · AO YOUNG · SOUTH CARNIVAL (acoustic) · LIGHTCRAFT (acoustic) · THE SPATS MAN · 満作ジプシーオルケスタ · RIP VAN WINKLE · SHIMOKITA BAM BAM · AFRICAN BOLERO · LAWIND · METRALLETA DJ (コロンビア)***

***DJs: DJ Txako · Kaz Sudo · Doc.Koyamantado · VENTE SONIDO COLECTIVO · DJ Fergus · WEIRDABOUT · AND MORE...***



# GRINDURO COURSE MAP



**SCHWALBE**  
SHAKEDOWN

## SHAKEDOWN - 1.2km | 10m

Friday afternoon Schwalbe puts on the show that tests all riders against the clock in a sprint. Short, sharp and plenty of suffer.

## S1 IN DA' WOOD - 4.2KM | 348M

A juicy climb to get the Grinduro legs burning. Stage 1 is 100% gravel climb with multiple switchbacks, waterfalls and whole lot of vertical.

## DON'T STOP NOW - 3.0KM | 200M

A mixed section of terrain with some technical skills needed near the end. Stunning forest views and a nice fast open decent finish.

**S2**

## S3 HOLD MY BENTO - 1.5KM | 200M

Heading up from Fujiwara Lake, we hope that your lunch has settled. Keep your bento down and the views will reward.

## BENE'S B-LINE - 1.0KM | 0M

Ready to rip some singletrack. The final section has riders testing themselves on some hand-groomed flow trail. Let's get loose!!

**S4**

# EVENT AREA MAP

All exhibitor booths, food vendor, and drink vendor setup will take place in the Grinduro Village at Canyons. A detailed Grinduro Village layout map with booth locations will be provided and locations will be marked.



## ON COURSE ACTIVATION

On course activations are a key part of the sponsor experience and how we like to see brands get creative and connect with riders out on the course during the event. We will arrange specific plans for each sponsor and scheduling/logistics for these activations individually.



# SHIPPING

If you need to ship anything to the event, please use the following address. Email both Adam Cobain and Nathan Bennett to notify them that you have shipped something. Please label the box with what's inside so we can easily keep everything organized.

**For regular shipping boxes:**

Nathan Bennett

1608-13 Ishikura, Tone gun, Minakami machi, Gunma ken. 379-1311

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# PODIUM PRIZES

While Grinduro is not all about the winning, rewarding efforts out on the course is nice with our podium celebrations.

- Please share any prizes with the Grinduro Japan team on Friday morning during setup.

# SPONSOR GIFTS

Sponsor gifts are a nice way to share your brand with the riders and we recommend having these ready to be given to the riders at registration.

- Please share any items with the Grinduro Japan team on Friday morning during setup.

# CHECK-IN

Once you have arrived onsite, please have one person from your brand team connect with Adam or Roberto.

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## SETUP & LOGISTICS

- **Setup begins Friday, OCT 18, from 7:00am.**
- **Setup must be complete by Friday, OCT 18, at 11:00am.**
- Setup hours and loading/unloading of vehicles:
  - Friday: 7:00am - 10:00am
- Each vendor will have a designated space within the Grinduro Village that will be marked with paint on the ground. A Village Booth Layout Map will be provided prior to the event.
- Space assignments are based on sponsorship level, space requirements, products to be exhibited, the date the application is received, and consideration of the overall best interest of the event. Exhibitors are arranged so that they will not obstruct the walkways or general view and will not obstruct the exhibits of others. Exhibit materials must fit within dimensions of your marked space.
- When you arrive, a volunteer will help direct you to your designated space.
- You will be able to drive up to your booth location for easy drop off and setup, but you CANNOT park a vehicle at your booth area unless previously arranged with the event team.
- Bring your own canopy tent of an appropriate size to fit in your planned space. Grinduro JP does not provide tents, tables, or chairs unless previously arranged with the event team.
- All tents must be weighted down with buckets and/or sandbags as it can get windy at the expo site. You will need to provide your own supplies to make sure your tent is secure. Water spigots are available onsite to fill buckets.
- The Grinduro Village is on a nice, flat surface. It will be very comfortable for your booth space.
- If you generate trash during setup, please take this with you. Do not fill and overflow the trash cans located throughout the venue.
- Grinduro JP is not responsible for any lost or stolen items.

# ELECTRICAL ACCESS

All tents will have access to basic electrical power capable for uses such as running string lights on your booth or charging phones/laptops. If you have higher power needs for your expo operations, please be sure to specify your electrical needs prior to event.

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# PARKING

Please see the venue map for parking area locations. There is a designated Sponsor & Vendor Parking lot located within near the event village. To park here, you must show a Sponsor & Vendor Parking Permit, which is included on the last page of this document.

- This is for Sponsor & Vendors ONLY, and the size of the lot is very limited. Please plan to have no more than one vehicle per sponsor/vendor parked in this lot.
  - To park here, you must show a Sponsor & Vendor Parking Permit, which is included on the last page of this document. Please print this permit and place it visibly on your dashboard.
  - It is okay to drive in/out of the venue each day as long as it is outside hours of operation. Do not park in the Sponsor & Vendor Parking area if you need to easily come and go often throughout the weekend. This is for safety reasons. In that case, please utilize normal parking near to river as allocated on the event area map.
  - You CANNOT park at your booth location unless previously arranged with the event team.
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# CAMPING & OTHER LODGING OPTIONS

All sponsors and vendors are welcome to camp at the event. Camping is available to sponsors and vendors Thursday, Friday, and Saturday nights.

- You are welcome to tent camp in the campsite by prior arrangement. Please contact if this is required.
- Food vendors will be onsite Fri evening, Sat afternoon/evening, and Sun morning.
- If you are looking for other food or lodging options, there are a number of great restaurants and hotels nearby in Minakami.

# TEARDOWN & CLEANUP

- Teardown begins Sunday at 8:00am.
  - Teardown must be complete by Sunday at 11:00am.
  - Please bring your own trash bags to gather trash generated at your booth and place the filled trash bags in the dumpster.
  - There will be trash cans located throughout the venue that will be emptied regularly. These are meant for participant items (disposables after meals, etc), and it would be helpful to not fill them up with sponsor/vendor related items.
  - Please be sure to leave the area even better than you found it! Remove ALL trash, display materials, sand bags, tent stakes, etc. Please quadruple check to make sure you left nothing behind. We want to make sure we're invited back again next year!
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## HOSPITAL/PHARMACY

We will have first aid available onsite during the event, but we've heard of some mishaps happening during event setup. Word of wisdom from past Grinduros: don't wear flip flops when hammering in tent stakes! If you need medical assistance or supplies, please visit the nearby hospital or pharmacies:

- **Hospital:** Tone Central Hospital –  
**910-1 Numasumachi, Numata, Gunma 378-0012, Japan**
  - **Pharmacy:**  
711 Yubara, Minakami, Tone District, Gunma 379-1617, Japan +81278722159
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## QUESTIONS?

EXHIBITORS:

If you have any questions, need additional details, or need any special assistance, please contact:

**Adam Cobain/** Grinduro CA Event Director / [info@ridejapan.cc](mailto:info@ridejapan.cc)

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# NOW LET'S GET READY FOR SOME MAXIN' & RELAXIN'!

Grinduro wouldn't be Grinduro without YOU! Our event partners are what truly make this event special - otherwise it would just be another bike race. We appreciate all of the creativity and energy that you bring to Grinduro, and we can't wait for an unforgettable weekend of maxin' and relaxin' with you in Minakami!



Global Cycling Solutions Inc.  
[info@globalcyclingsolutions.com](mailto:info@globalcyclingsolutions.com)

# GRINDURO!

## SPONSOR & VENDOR PARKING PERMIT

- ▶ PLACE THIS PERMIT ON YOUR DASHBOARD SO THAT IT IS VISIBLE.
- ▶ PARK IN THE DESIGNATED SPONSOR & VENDOR PARKING AREA AS SHOWN ON THE VENUE MAP.
- ▶ IT IS OKAY TO DRIVE IN/OUT OF THE VENUE EACH DAY AS LONG AS IT IS OUTSIDE HOURS OF OPERATION. DO NOT PARK IN THE SPONSOR & VENDOR PARKING AREA IF YOU NEED TO EASILY COME AND GO OFTEN THROUGHOUT THE WEEKEND. IN THAT CASE, PLEASE UTILIZE NORMAL PARKING AREA.