

**51st International Home Care and Rehabilitation Exhibition 2024**

# **H.C.R.2024 & Forum Application Guidelines**

**【In-Person】 Wed Oct 2 - Fri Oct 4, 2024 @Tokyo Big Sight East Exhibition Halls**  
**【Web-Based】 Mon Sep 2 - Fri Nov 1, 2024 @Special Website**



**Organized by  
Japan National Council of Social Welfare  
Health & Welfare Information Association**



## Improving Awareness of Your Products and Your Company

**Over 90% of the exhibitors rated H.C.R. had helped improve their corporate profiles and products!**

Great opportunities for a wide variety of visitors to experience your products and features through "seeing," "touching," and "trying on."

You can also communicate directly with decision-makers of welfare/nursing care service providers who decide on purchases or implementation of products as well as welfare specialist staff and get their feedback. Through such interactions, you may get clues in marketing going forward and leads for new business deals ---- **In fact, nearly 90% of the exhibitors have gained new customers and business partners.** This is a great opportunity to expand your business!



## Close Contacts with Users

**Over 80% of the exhibitors were satisfied with visitors' feedbacks!**

Asia's largest exhibition in this field regularly enjoys **around 100,000 visitors for 3 day-exhibition**. You can directly talk to manufacturers, welfare facilities staff, care workers, medical & nursing staff, rehabilitation staff, and the general public including end-users and their families. You will be able to directly communicate with those in various situations and listen to what they need, which may be helpful in developing and improving your products.



## Meaningful Information Exchanges with Many Other Companies

**Companies & organizations in the welfare equipment industry get together at one place from home and abroad!**

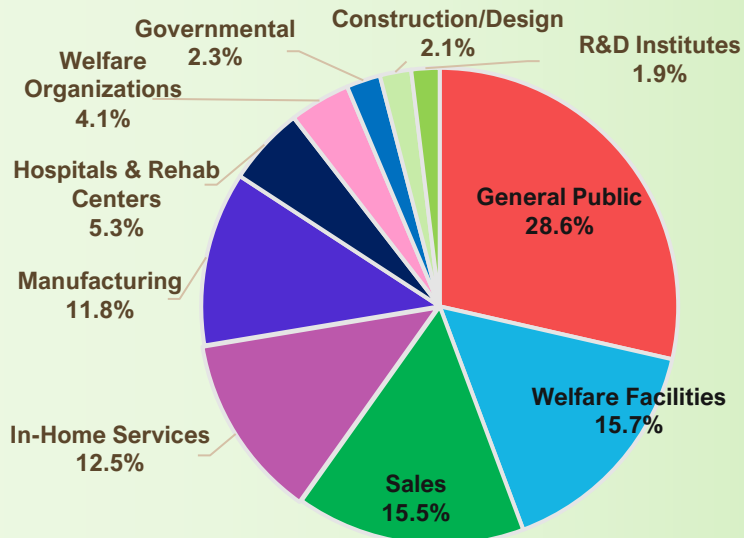
There will be great opportunities for a lot of relevant companies to exchange views and share information, leading to further development in your business activities.

Such opportunities may **lead to promoting research and development of new products.** Some exhibitors told us that they could find companies they could start working together in researching and developing new products.

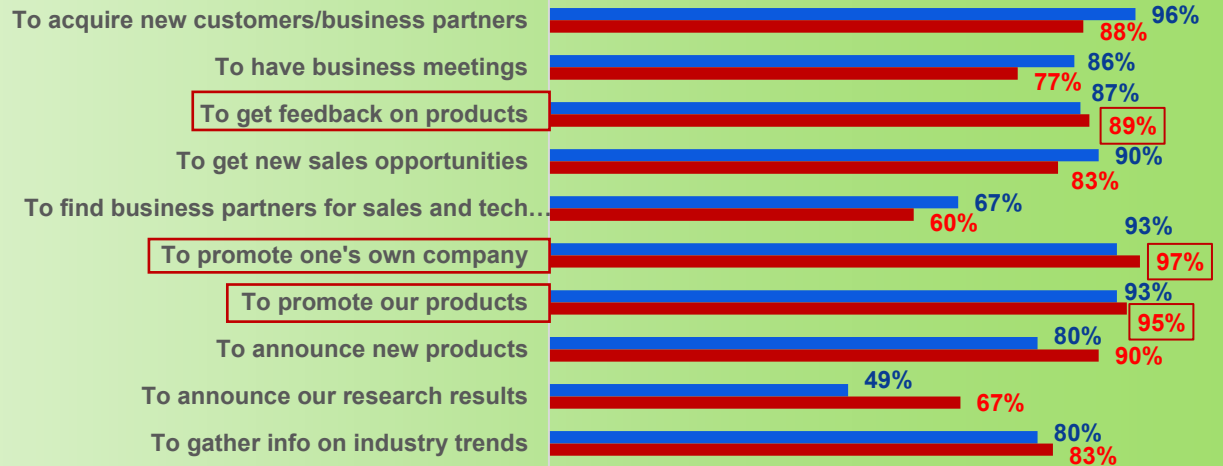


## In-Person Exhibition

Visitors **113,139** Persons



Exhibitors **379** Exhibitors (Incl. Web-Based Only Exhibitors)



Objectives of participation and achievement against objectives in %  
 -Upper row: % of exhibitors who responded "Objective" out of all responding companies  
 -Lower row: % of exhibitors responded, "fully achieved" or "somewhat achieved" against # of companies with the same objective.

## Web-Based Exhibition

Page Views

**1,983,956** Views

As of Oct. 31, 2023

### Voices from Visitors

- Keyword search function is effective for finding the words you want to look up.
- I could check out the products in advance at the Web Exhibition and choose the venue route, which allowed me to visit the venue efficiently.
- It is good to be able to see the exhibitors and products that I missed at the In-Person Exhibition at a later date.
- The seminars are archived, so I could watch them at home as many times as I wanted, even though I couldn't go to the In-Person Exhibition.

### Voices from Exhibitors

- We received a comment from a customer that "I came here because I wanted to see the products actually after having researched them on the Web in advance. The co-location of the Web Exhibition is effective as visitors can visit the booths efficiently even for a short period.
- As we exhibit for a long time (two months), we can provide information to a larger number of visitors.
- We were able to obtain logs of visitors to our exhibition pages. This helped to promote the sales.

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# “Pave the Way for the Creative Future”

This exhibition has a long history since its inception in 1974, and last year marked its 50th anniversary. We would like to express our sincere gratitude to everyone involved.

Looking back at the past half-century of transition, in response to the forthcoming drastic changes in social structure, the so-called "2040 problem," there is an urgent need to realize the independence and social participation of the elderly and disabled and to reduce the burden on welfare workers and secure human resources, and that the needs and expectations for welfare equipment, etc. will continue to increase.

H.C.R. 2024 aims to be an exhibition where visitors can directly see, have explanations about, and try out a wide variety of welfare equipment by exhibiting your products. We will also work to attract more visitors by expanding the function as a "forum" for welfare and providing comprehensive information having various seminars, international symposiums focusing on whole Asia, and interactive events that connect visitors and exhibitors.

We look forward to the continued support and cooperation of the exhibiting companies and organizations, as well as all other related parties.

# 1. H.C.R.2024 Outline

<b>Exhibition Name</b>	<p><b>In-Person</b> The 51<sup>st</sup> International Home Care and Rehabilitation Exhibition 2024 - H.C.R.2024 &amp; Forum -</p> <p><b>Web-Based</b> H.C.R.Web2024</p>
<b>Organizers</b>	<p>Japan National Council of Social Welfare, Health &amp; Welfare Information Association</p>
<b>Supporting Organizations (Expected)</b>	<p>Ministry of Health, Labour and Welfare (MHLW), Ministry of Economy, Trade and Industry (METI), Ministry of Internal Affairs and Communications (MIC), Ministry of Land, Infrastructure, Transport and Tourism (MLIT), Tokyo Metropolitan Government, Respective Embassies of Participating Companies</p>
<b>Date</b>	<p><b>In-Person</b> Wed Oct 2 thru Fri Oct 4, 10:00 - 17:00 (till 16:00 on Oct 4)</p> <p><b>Web-Based</b> Mon Sep 2 thru Fri Nov 1</p>
<b>Venue</b>	<p><b>In-Person</b> Tokyo Big Sight – East Exhibition Halls (3-11-1 Ariake, Koto-ku, Tokyo, 135-0063)</p> <p><b>Web-Based</b> Special Website</p>
<b>Admission</b>	<p>Free of Charge</p>
<b>Exhibitors</b> Expected	<p>400 Companies/Organizations</p>
<b>Visitor Profile</b> Forecast	<p><b>In-Person</b> 100,000 Visitors      <b>Web-Based</b> 2 Million Views</p> <p>Assistive Device Users, Care Managers, Home Care Equipment Expert Advisors, Certified Care Workers, Certified Social Workers, Home Caregivers, PT, OT, Doctors, Nurses, Nutritionists, care workers, Managers at Welfare/Nursing Care Facilities, Equipment/Device Developers &amp; Sellers, Government Administrators, General Public, Students Studying Welfare, and so on.</p>
<b>Products for Exhibits</b>	<p>Welfare/Assistive Equipment, Rehabilitation Equipment, Nursing Care Equipment and Supplies that support Independent lives and social engagement of the elderly and the disabled</p>
<b>Application Dates</b>	<p><b>In-Person</b> From 13:00 Mon Jan 15 to 17:00 Fri Mar 29, 2024</p> <p><b>Web-Based</b> From 13:00 Mon Jan 15 to 17:00 Fri May 31, 2024</p>

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### Qualified Exhibitors

A corporation may apply for participation in this exhibition when the Organizer acknowledges the said corporation meets ALL of the following 1. through 3.

1. **A Corporate entity which falls under any of the following:**
  - (1) A corporation that manufactures and/or sells home care & rehabilitation equipment/devices
  - (2) A corporation that offers rental services of home care & rehabilitation equipment/devices
  - (3) A corporation that builds and/or sells software programs for welfare services
  - (4) A public organization or a public interest corporation that supports corporations applicable to (1) through (3) above
  - (5) An organization, research institute, and/or educational institute relevant to home care & rehabilitation equipment/devices
  - (6) A corporation which publishes and/or provides information on welfare, nursing care, and rehabilitation, and relevant matters
  
2. **A corporation that does/will not cause damages to a third party due to patent infringements or any other disputes**
  
3. **A corporation that is not engaged in any sales activities such as advertising, solicitation, etc. related to the products that are NOT accepted as exhibits in this exhibition including welfare facility's care services and in-home welfare services.**



- ✓ **Sole proprietor is NOT qualified to exhibit at this exhibition.** In order to ensure safe and smooth management of the exhibition for visitors and exhibitors, we require exhibitors to be corporations, legally-bound, and socially credible. Thus, in case of various troubles which may occur during the exhibition period, we will be able to deal with exhibitors properly, by clarifying responsibilities in such troubles.
  
- ✓ We do not accept applications from third parties such as advertising agencies.
  
- ✓ Except for a corporation applicable to (4), (5) of 1. above, we do not accept applications if ALL of the planned exhibits are scheduled to go on sale over 1 year after the exhibition or with undecided launch dates.

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### Acceptable Exhibits

Welfare/Assistive Equipment, Rehabilitation Equipment, Nursing Care Equipment and Supplies that Support Independent Lives and Social Engagement of the Elderly and the Disabled

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#### 17 Product Categories

- A** Mobility, Mobility Aids
- B** Adapted Cars, Related Device
- C** Bed Related
- D** Bath Related
- E** Toilets & Diaper Related
- F** Clothing, Dressing/Undressing Aids
- G** Communication/Software & Devices
- H** Sensors & Monitoring Devices
- I** Construction & Housing Equipment
- J** Rehabilitation & Frailty Prevention Equipment/Devices
- K** Prosthesis & Orthosis
- L** Daily Living Aids
- M** Care Foods & Cooking Aids
- N** Welfare Facilities (Equipment & Supplies)
- O** Infection Prevention Devices
- P** Business & Care Service Management Systems for Welfare Service Providers
- Q** Publishing & Welfare Equipment Information Services

※ "Disaster Prevention Devices" is merged into "Welfare Facilities" (N) due to the status of the exhibits



### 3

### Product Category Details

- A Mobility, Mobility Aids**
  - A-1 Manual Wheelchairs, Powered Wheelchairs, Powered Scooters (3 & 4 wheeled), Bicycles, Attendant Propelled Wheelchairs
  - A-2 Walkers, Rollator walkers, Canes
  - A-3 Stretchers, Transfer Aids, Floor Lifters, Stationary Hoists, Power Assist Suits, Walking Assist Robots
- B Adaptive Vehicles & Related Devices**

Wheelchair Adapted Vehicles, Equipment/Devices for the Disabled Drivers, Special Purpose Vehicles for Bathing, Commercial Vehicles for Welfare Facilities, Eco-Friendly Cars
- C Bed Related**

Beds, Mattress, Pressure Sore Prevention Aids, Bedside Tables, Bedsheets for Nursing Care
- D Bathing Related**

Bathtubs, Bath Chairs, Anti-slip Products, Bath Steps, Bath Lifts
- E Toilets & Diapers Related**

Portable Toilets, Toilet Bowls, Toilet Seats, Deodorants, Disinfectants, Diaper-Related Goods, Automatic Excretion Treatment Apparatus
- F Clothing & Dressing/Undressing Aids**

Clothing, Shoes, Caps/Hats, Protective Caps/Hats, Wigs, Dressing/Undressing Aids
- G Communication/Software & Devices**

Hearing Aids, Phones & Fax for Disabled & Elderly, Talking Aids, Closed circuit TV, Text-to-Speech Readers, Voice Navigation Systems, OA devices for Disabled, Software, Computer Access Aids, Audio/Visual Devices for Disabled, Communication Robots
- H Sensors & Monitoring Devices**

Emergency Reporting Systems, Monitoring Devices, Urinary Incontinence Control Devices
- I Construction & Housing Equipment**

Ramps, Handrails, Elevators, Platform Lifts, Stair Lifts
- J Rehabilitation & Frailty Prevention Equipment/Devices**

Gait Trainers, Rehabilitation Teaching/Learning Materials, Muscle Training Equipment, Functional Training Equipment, Oral Care Products, Frailty Preventive Equipment
- K Prosthesis & Orthosis**
- L Daily Living Aids**

Self-help Aids, Sports & Recreation Goods for Disabled, Other Care Related Goods
- M Care Foods & Cooking Aids**

Adaptive Eating Utensils, Adaptive Tableware, Kitchen, Cooking Aids, Care Foods for Elderly & Disabled
- N Equipment & Supplies for Welfare Facilities**

Construction of Welfare Facilities, Flooring & Wall Materials for Welfare Facilities, Natural Energy, Energy-saving & Cost-saving Technologies/Devices, Re-sourcing Treatment & Water Purification Treatment Equipment, Washing Machines, Dryers, Vacuum Cleaners, Deodorizers, Chairs, Seating, Positioning, Standing Aids, Tables, Furniture, Bathroom Sink, Clothing for Care Staff, Equipment /Devices & Supplies for Disaster Preparedness (Fire Alarm Equipment, Automatic Fire Extinguishing Facilities, Products for Disaster Prevention & Evacuation, In-house Power generators & Energy Storage Equipment, Emergency Water Purification Equipment, etc.)
- O Devices & Supplies for Infection Prevention**

Air Purifiers, Humidifiers, Disinfectors, Products for Infection Prevention
- P Business & Care Service Management Systems for Welfare Service Providers**

Computer Systems for Welfare Businesses
- Q Publishing & Welfare Equipment Information Services**


Books and Teaching/Learning Materials on Welfare, Nursing Care, Rehabilitation, and Insurance, Information Magazines, Newspapers, Broadcasting & Communications, Websites on Welfare/Assistive equipment

### 4 Products NOT Acceptable as Exhibits




ALL EXHIBITORS  
MUST READ THROUGH  
THIS PAGE


Such products applicable to any of the followings will not be accepted as exhibits at this exhibition. Even if the followings are not applicable, however, the Organizer may, either before or during the exhibition, refuse such exhibitor to exhibit or request it to withdraw its products when the Organizer deems such exhibitor causes nuisance to the third parties including visitors.

 **Products intended for health maintenance & improvement for the general public, products that are NOT regarded as “welfare/assistive equipment/devices,” or products with descriptions implying such products mentioned**


e.g. Massagers, Relaxation Equipment, Healthy Futon, acupressure point pushers, Magnetic Necklaces, Health Foods, Home Water Purifiers, Water Dispensers, Health Supporters, Beauty Equipment & Supplies, Goods to Improve Health Conditions (Blood Circulation, Blood Pressure, Cold Sensitivity, Pain, Moisturizing, etc.), Various Anti-Allergy Products (for Formaldehyde, Sick House Syndrome), Playing Tools not mainly intended for rehabilitation, Anti-Lifestyle Diseases, Stone Saunas, Foot Baths, etc.

 **“Healing Products” whose efficacy cannot be determined by the Organizer, or products with descriptions implying such efficacy**


e.g. Dolls & Stuffed Animals, Various Therapies including Animal, Reminiscence, Music, Horticulture, Light, Aroma, and Stress Relief Goods, etc.

 **“General recreational goods” that are NOT specifically designed for the elderly and/or the disabled**


e.g. Sports & Recreational Goods, Kits of Plant/Fish Cultivation and Handicrafts, etc.


 **“General Daily Supplies” that are NOT mainly targeted for the elderly, disabled, or to use in welfare facilities**

e.g. Shampoos, Hair Conditioners, Bar Soaps, Hand Soaps, Skincare Creams, Bath Preparations, Laundry detergents, Sanitizing Wipes, Office Supplies


 **“Services” that are intangible, not available for physical display. Thus, visitors can NOT see, touch, and check the quality on site.**


e.g. Welfare Related Services (Elderly Nursing Homes, Senior Day Care, Group Homes, Home Care Services, Transport Services, Foods & Food Home Delivery Services, Welfare Counseling Services, Adapted Taxis, Massaging Services, Design Services for Welfare Facilities), Staff Development & Recruitment Services, and Other Services (Mail Order & relevant services, Travel Services, Financial Services including Pension Fund Management, Life/Property Insurance, Financial Consultancy, Consultancy on Business Management/Business Planning, Franchise Systems, System Support Services, Monitoring Services for the elderly without using devices, etc.), and Info on Service Providers

 **Products that have been questioned for its safety by organizations concerning product safety inspections (such as National Consumer Affairs Center of Japan) and the said questioned safety concerns cannot be verified.**

 **Devices/Equipment that are used in medical practices, thus, cannot be used by welfare workers**

e.g. Pharmaceuticals, equipment/devices that require qualified personnel (Infrared Treatment, Electric Therapy, Electric Potential Therapy, Magnetotherapy, acupressure, Osteopathic Substitution Therapy, acupuncture), etc.

 **Disinfectant Alcohol which is classified as Hazardous Materials under the Fire Service Act (or other items that the local fire department does not allow to exhibit**

 **Exhibitors whose main activities are to collect “personal information” of visitors and not to show and promote sales of their exhibits at their own booths**

# 3. Participation Types & Fees

**In addition to the following 3 types, special offer for new exhibitors from overseas!**

Participation Types	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #00a651; color: white; padding: 2px 5px; border-radius: 10px;">Hybrid</div> <div style="display: flex; gap: 5px;"> <div style="background-color: #00a651; color: white; padding: 2px 5px; border-radius: 10px;">In-Person</div> <div style="background-color: #00a651; color: white; padding: 2px 5px; border-radius: 10px;">Web-Based</div> </div> </div> <b>Basic Booth</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #00a651; color: white; padding: 2px 5px; border-radius: 10px;">Hybrid</div> <div style="display: flex; gap: 5px;"> <div style="background-color: #00a651; color: white; padding: 2px 5px; border-radius: 10px;">In-Person</div> <div style="background-color: #00a651; color: white; padding: 2px 5px; border-radius: 10px;">Web-Based</div> </div> </div> <b>Island Booth</b>	<div style="background-color: #00a651; color: white; padding: 2px 5px; border-radius: 10px; display: inline-block;">Web-Based</div> <b>Web-Based Only</b>
<b>Specifications</b>	<ul style="list-style-type: none"> <li>3m(W) X 3m(D) X 2.7m(H) (Inside dimensions: 2.93m X 2.93m X 2.7m)</li> <li>Organizer to install basic materials included in the participation fee</li> <li>Max. height for decorations: 3.6m <small>* If decoration is higher than 2.7m-wall, it must be set at least 1m inside from all 4 boundaries.</small></li> </ul>	<ul style="list-style-type: none"> <li>3m (W) X 3m (D), Space Only</li> <li>Exposed to an aisle on all four sides</li> <li>Max. height for decorations: 6.0m</li> </ul>	<ul style="list-style-type: none"> <li>Exhibitor's Page (1 page for each Exhibitor)</li> <li>Product Detail Pages (1 page per 1 product, Max. 32 products)</li> <li>Administrator's Page</li> </ul>
<b>Max. &amp; Min. # of Booth</b>	<ul style="list-style-type: none"> <li>Linear, in a straight line: Max. 7 booths</li> <li>Peninsula, end-cap: 4, 6, 8, 10, 12 booths (in even numbers) <span style="background-color: #f1c40f; padding: 2px;">Suppl. 1</span></li> </ul>	<ul style="list-style-type: none"> <li>6 booths or more</li> <li>Side width is 6m (2-booth-width) or more AND in increments of 3 meters</li> <li>Max. depth 12m (4 booths worth) <span style="background-color: #f1c40f; padding: 2px;">Suppl. 1</span></li> </ul>	—
<b>Participation Fee Per Booth</b>	<b>JPY350,000 (JPY385,000 w/tax)</b>	<b>JPY 320,000 (JPY 352,000 w/tax)</b>	<b>JPY 200,000 (JPY 220,000 w/tax)</b>
<b>Covered by Participation Fee</b>	<ul style="list-style-type: none"> <li>Booth space</li> <li>Booth materials <span style="background-color: #f1c40f; padding: 2px;">Suppl. 2</span></li> <li>Promotional materials (posters, leaflets, etc.)</li> <li>Participation in Web-Based <span style="background-color: #f1c40f; padding: 2px;">Suppl. 3</span></li> </ul>	<ul style="list-style-type: none"> <li>Booth space</li> <li>Promotional materials (posters, leaflets, etc.)</li> <li>Participation in Web-Based <span style="background-color: #f1c40f; padding: 2px;">Suppl. 3</span></li> </ul>	<ul style="list-style-type: none"> <li>Exhibitor's Page on Web-Based <span style="background-color: #f1c40f; padding: 2px;">Suppl. 3</span></li> <li>Promotional materials (posters, leaflets, etc.)</li> </ul>
<b>Not Covered by Participation Fee</b>	<ul style="list-style-type: none"> <li>Power supply cabling, electrical wiring/installation of electric equipment, electricity usage (★)</li> <li>Plumbing, water service usage (★)</li> <li>Furniture rental fee (★)</li> <li>Installation &amp; usage of network services (temporary telephone/internet) (★)</li> <li>All the costs of transportation</li> <li>Costs of fittings, decorations, construction, and operations that are NOT provided by the Organizer</li> <li>Insurance premiums (liability, property, or transport)</li> <li>Costs of additional installation of smoke detectors, etc. instructed by Fire Department</li> <li>Bank transfer charges imposed on exhibitor's payments</li> <li>All the other costs explicitly mentioned in the above section "Covered by Participation Fee."</li> </ul> <div style="border: 1px dashed #f1c40f; padding: 5px; margin-top: 10px;"> <p>★ Detailed costs and procedures will be announced in the Exhibit Manual to be released on June 21 after the exhibitors have been confirmed.</p> </div>		<ul style="list-style-type: none"> <li>Physical booth space at in-person exhibition</li> <li>Bank transfer charges imposed on exhibitor's payments</li> <li>All the other costs explicitly mentioned in the above section "Covered by Participation Fee."</li> </ul>

# 3. Participation Types & Fees



	<div style="display: flex; align-items: center;"> <div style="margin-right: 20px;"> <span style="background-color: #00a651; color: white; border-radius: 10px; padding: 2px 10px; font-weight: bold;">Hybrid</span>  <span style="background-color: #0070c0; color: white; border-radius: 10px; padding: 2px 10px; font-weight: bold;">In-Person</span> <span style="background-color: #0070c0; color: white; border-radius: 10px; padding: 2px 10px; font-weight: bold;">Web-Based</span> </div> <div> <h2 style="margin: 0;">Start Up Booth</h2> </div> </div>
<p><b>Applicable to</b></p>	<p><b>Companies/Organizations planning to exhibit at H.C.R. for the first time from overseas</b></p>
<p><b>Conditions</b> *All conditions to be met</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> A company/organization who applies for the exhibition at H.C.R. for the first time</li> <li><input type="checkbox"/> Its head office is in countries/regions outside Japan (to be verified via its registered certificate)</li> <li><input type="checkbox"/> No Japanese branches, subsidiaries, affiliated companies, or joint ventures that the applicant owns 50% or more.</li> <li><input type="checkbox"/> Min. 1 representative (formally employed officers/staff MUST come to Japan and attend on site for 3 days) *to be confirmed at venue</li> </ul>
<p><b>Specification</b></p>	<ul style="list-style-type: none"> <li>• As per Basic booth (3m X 3m)</li> <li>• Able to exhibit at Pavilion Booth (See P.15)</li> </ul> <p>*In case of request for adjacent booths of other exhibitors, the Organizer will take it into consideration when allotting booths</p>
<p><b>Participation Fee</b></p>	<p><b>JPY 250,000 (JPY 275,000 w/tax per 1 Booth)</b></p> <p>* Linear Booth configuration only (No Peninsula Booths) <span style="background-color: #f1c232; padding: 2px 5px;">Suppl. 1</span></p> <p>* Up to 3 booths in principle (4 booths or more are not accepted)</p>
<p><b>Booth Location</b></p>	<p>In “Start Up Global Zone” in principle</p>
<p><b>Covered by Participation Fee</b></p>	<ul style="list-style-type: none"> <li>• Booth space</li> <li>• Booth materials <span style="background-color: #f1c232; padding: 2px 5px;">Suppl. 2</span></li> <li>• Participation in Web-Based <span style="background-color: #f1c232; padding: 2px 5px;">Suppl. 3</span></li> <li>• Exposure to the Organizer’s publications through introduction of Exhibitors in “Start Up Global Zone”</li> <li>• On-site interpreters (Several interpreters for the entire zone)</li> </ul>
<p><b>Not Covered by Participation Fee</b></p>	<ul style="list-style-type: none"> <li>• Power supply cabling, electrical wiring/installation of electric equipment, electricity usage (★)</li> <li>• Plumbing, water service usage (★)</li> <li>• Furniture rental fee (★)</li> <li>• Installation &amp; usage of network services (temporary telephone/internet) (★)</li> <li>• All the costs of transportation</li> <li>• Costs of fittings, decorations, construction, and operations that are NOT provided by the Organizer</li> <li>• Insurance premiums (liability, property, or transport)</li> <li>• Costs of additional installation of smoke detectors, etc. instructed by Fire Department</li> <li>• Bank transfer charges imposed on exhibitor’s payments</li> <li>• All the other costs explicitly mentioned in the above section “Covered by Participation Fee.”</li> </ul> <div style="border: 1px dashed black; padding: 5px; margin-top: 10px;"> <p>★ Detailed costs and procedures will be announced in the Exhibit Manual to be released on June 21, after the exhibitors have been confirmed.</p> </div>

## Supplement 1

### Booth Configurations

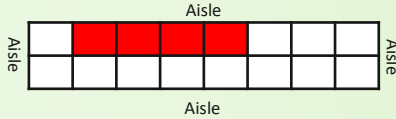


There have been mistakes in applications by confusing Linear shape and Peninsula shape in the past. Please be sure to check before applying.

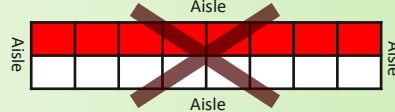
#### Basic Booth

**Linear/Inline:** Arranged in a straight line. Max. 7 booths. 8 or more booths/L-shaped arrangements are not allowed. No walls to sides that are exposed to aisles.

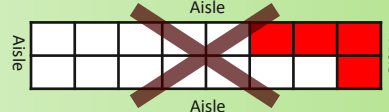
e.g. 4 booths (1 X 4)



e.g. 8 or more linear booths: Not accepted



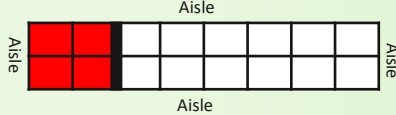
e.g. 4 booths in L-shape: Not accepted



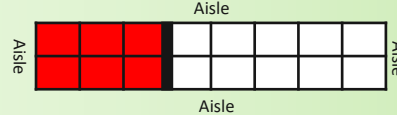
#### Basic Booth

**Peninsula/End cap:** Total of 4 to 12 booths (either single or joint exhibition), in increments of 2 booths, in even number of booths (4,6,8,10, or 12 booths), 3 X 4 booths are not accepted. Organizer to install 6m (W) X 2.7m (H) wall panels on border to adjacent booths as indicated in bold line in the diagrams below.

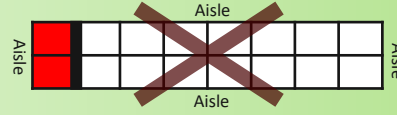
e.g. 4 booths (2 X 2)



e.g. 6 booths (2 X 3)



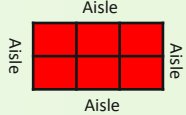
e.g. 2 booths are not accepted



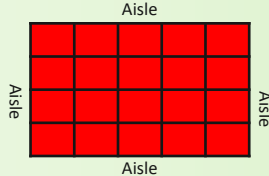
#### Island Booth

Aisles on all sides, space only. Min. 6 booths. One side is 6m or greater in increments of 3m. Max. depth is 12m.

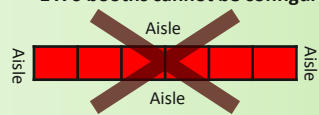
e.g. 6 booths (2 X 3)



e.g. 20 booths (4 X 5)



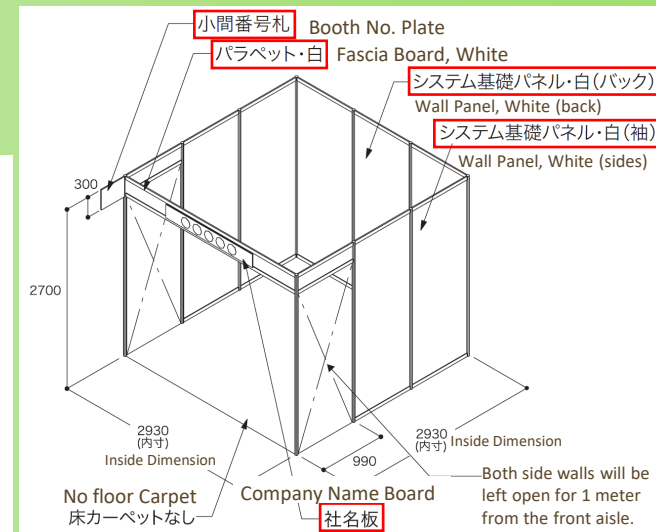
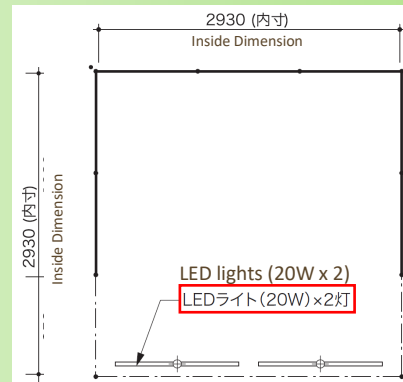
e.g. 6 booths  
1 X 6 booths cannot be configured



## Supplement 2

### Booth Fittings & Services for Basic Booth

- System wall panels (back wall & side walls), fascia board, company name board, booth number plate, 2 LED lights and power for those 2 lights.  
\* See    in the diagrams on the right.
- Wall panels are white. Side walls are installed 1m set back from the front side.
- No carpet on booth floor



## Supplement 3

### Functions available on the Web-Based

\* **In-person exhibit automatically includes participation in the Web exhibit.**

- \* Web page designs are being developed. (Images below are from '23)
- \* There may be changes in the details including listed information and functions depending on the ongoing development
- \* Pages will be prepared in Japanese & English

Up to 32 Products for 1 Exhibitor

## Exhibitor's Page / 1 Page for 1 Exhibitor



- <<Listed Info>>
- Exhibitor's Zone
  - Booth Number
  - Exhibitor's Name
  - Exhibitor's Summary (PR)
  - Exhibitor's Introduction
  - Exhibitor Summary Video/Image
  - Exhibitor's Logo
  - Product Details (⇒ Link to Product Details pages)
  - Exhibitor Information (Address, TEL, FAX, Corporate URL)

- <<Functions>>
- Link to Book a Business Meeting
  - Downloads of Materials
  - Inquiry Form

## Product Details Page / 1 Page for 1 Product



- <<Listed Info>>
- Exhibitor's Name
  - Product Category
  - Product Name
  - Product Images/Videos (Several)
  - Functional Classifications
  - Product Summary (PR)
  - Product Details
  - Price
  - Product Specifications
  - Exhibitor Information (Address, TEL, FAX, Corporate URL)

- <<Functions>>
- Link to Product Details
  - Inquiry Form

## Administrator Page / 1 Page for 1 Exhibitor

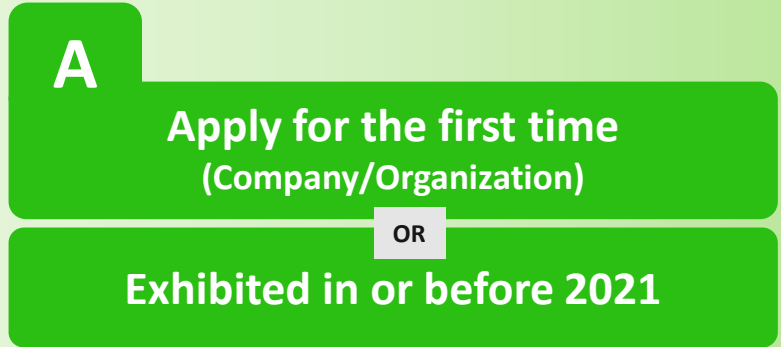
- Administrator Page for each Exhibitor, which allows exhibitor to edit the web pages above, and manage visitor logs
- On Admin Page, you can update info on the pages above, add & delete new info, and preview those pages.
  - Except for some maintenance periods, you will be able to work on those pages for info updates and so on from the start of data entry date till the last day of the exhibition according to our current plan.
  - Visitor logs will include, as per our plan, "names, company/organization names, age groups, occupations, e-mail address, residing prefectures" of those who have accessed your (exhibitor's) pages above. And those visitor logs will be available for downloading in a CSV format anytime during the exhibition period.

# 4. Booth Application Types

	Single Exhibitor Booth	Joint Exhibitor Booths	Pavilion Booths
	1 company to exhibit at its own booth	2 or more companies/organizations to jointly exhibit at one combined booth space	A municipality or public interest organization (hereafter Public Interest Organization) to allow their member companies or supporting companies (hereafter Member Companies) to exhibit at their booths
Applicable Booth Type	Basic booths, Island Booths, Web-Based exhibition only, Start Up Booth	Basic booths (1 or more booths per 1 exhibitor), Island Booths (1 or more booths per 1 exhibitor) * At Start Up booth(s), only Start Up exhibitors can exhibit together. * Not applicable to Web-Based Only Exhibitors	Basic booths (no requirements on quantity of booths), Island Booths (no requirements on quantity of booths), Web-Based exhibition Only, and Start Up Booths
Qualifications	As per P. 7	<ul style="list-style-type: none"> <li>As per P. 7</li> <li>Each participating exhibitor needs to apply for 1 or more booths</li> </ul>	<ul style="list-style-type: none"> <li>Applying organizations shall be applicable to 1. (4) on P.7</li> <li>Member Companies are to display “Acceptable Exhibits”</li> <li>Member Companies are not applying as exhibitors on their own</li> </ul>
How to apply	Exhibitor to apply on its own	<ul style="list-style-type: none"> <li>One exhibitor (= main exhibitor) to apply on behalf of all the participating exhibitors (= co-exhibitors)</li> <li>If the main exhibitor or co-exhibitors is/are “new to H.C.R.” or “last participated in 2021 or before”, prior review to see exhibitor qualifications</li> </ul>	<ul style="list-style-type: none"> <li>Public Interest Organization to apply and act as contact</li> <li>The Organizer requires prior review of planned exhibits of Member Companies to determine if they are acceptable.</li> </ul>
Communications with Organizer’s Office	All communications go to the single exhibitor’s contact person	<ul style="list-style-type: none"> <li>In principle, all communications go to the main exhibitor’s contact person. Main exhibitor needs to pass on the information to co-exhibitors</li> <li>Provided, however, that, some communications such as ID and password notifications may go directly to each exhibitor.</li> </ul>	All communications go to Public Interest Organization’s contact person
Insurance (See P.18)	Required	Required for all the participating exhibitors	Required for all the parties involved; Public Interest Organization and all the Member Companies
Displaying Company Name at Booth	OK to display exhibitor’s company name	<ul style="list-style-type: none"> <li>OK to display all exhibitors’ company names</li> <li>In Japanese alphabetical order (In Japanese materials) and in alphabetical order (in English materials)</li> </ul>	<ul style="list-style-type: none"> <li>Under the responsibility of Public Interest Cooperation, all the companies can display their names. <u>* Please note that Member Companies are NOT exhibitors as they do not sign on the exhibitor agreement.</u></li> <li>In addition, if Member Companies wish to list their names on the Organizer’s publications, we can accommodate such request as a paid option (to be announced in late June) at JPY11,000 per company.</li> </ul>

# 5. How to Apply for Participation – Step 1

Please contact us if you are unclear when you exhibited last



**STEP 1**  
Prior Review to see Exhibitor Applicant is Qualified & Planned Exhibits are Acceptable  
Start accepting documents at 13:00 on Mon Jan 15

[Submit the following docs]  
1) H.C.R.2024 Pre-Application Form  
2) Corporate Brochures or leaflets  
3) Materials/website to describe planned exhibits

[E-mail to submit the above]  
H.C.R. Organizer's Office: [overseas@hcrjapan.org](mailto:overseas@hcrjapan.org)

[Due Date]  
Application for In-Person Exhibition: Fri Mar 22, 2024  
Application for Web-Based Exhibition: Fri May 24, 2024

You can download the Form via our website: <https://en.hcr.or.jp/how-to-exhibit>

Organizer to inform you of log-in ID via email on Jan 10

**Start from Step 2**  
\* If you forgot the password, follow the process to re-issue password

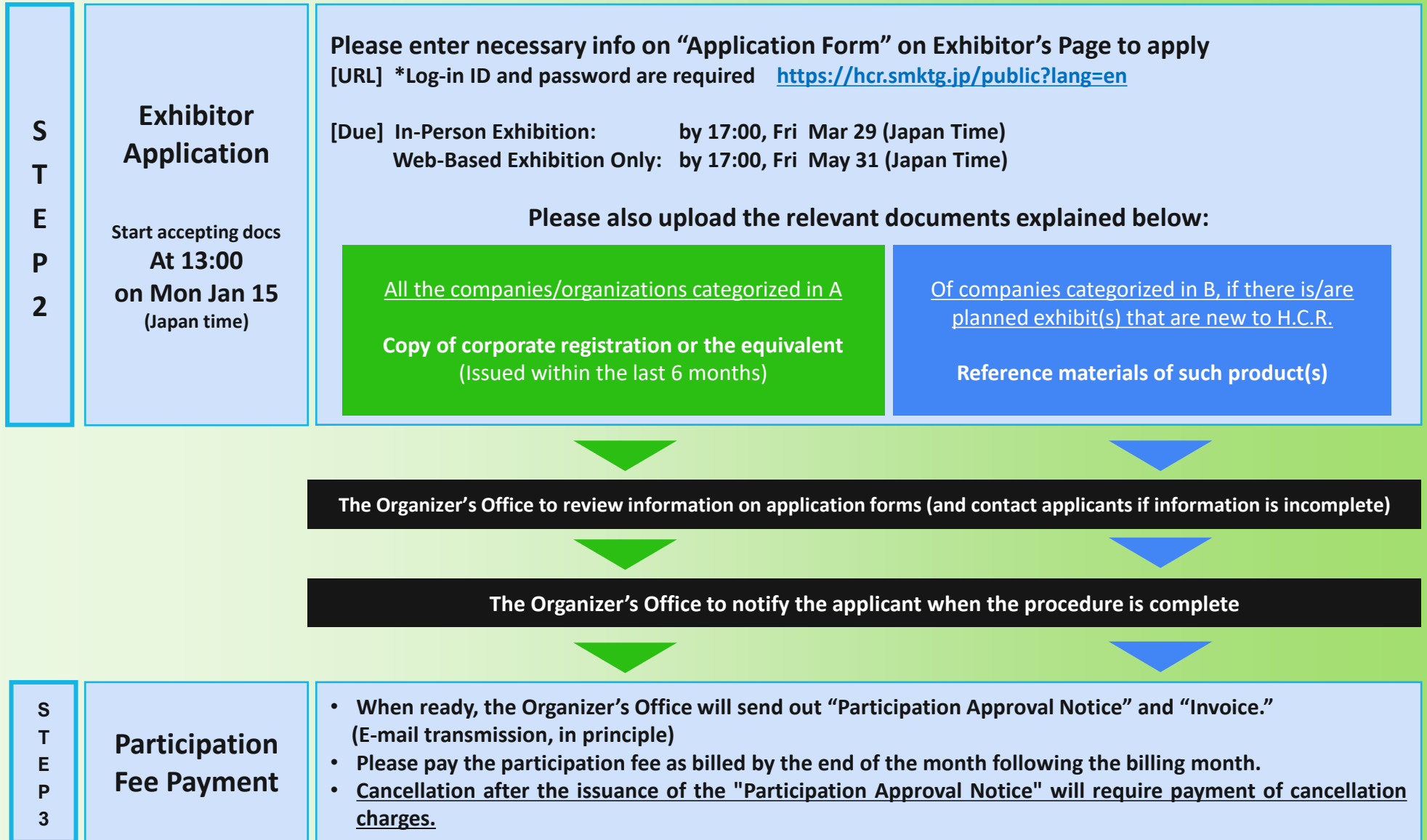
If deemed to be inappropriate, application will not be accepted

Organizer's Office to review documents

Organizer's Office to issue Exhibitor ID to log on to the dedicated page for exhibitors

Move to Step 2





## 1 Liability Insurance Coverage (for In-person Exhibition)

- **All exhibitors MUST be insured against accidents/cases where exhibitors are held liable.**
- Exhibitors may purchase such insurance coverage via the Organizer (see the attachment 2 on Liability Insurance) upon exhibitor applications. If you have business with insurance companies and use their services, please purchase other insurance coverage equivalent to the one offered via the Organizer.

If you purchase the insurance coverage via the Organizer, you only need to indicate so by ticking on the Application Form. No need to submit additional documents.

- Please note that Product Liability Insurance may not cover liabilities at exhibitions. We advise you to re-examine the coverage.

## 2 Payment of Participation Fees, etc.

- Invoice for participation, etc. will be sent out with Application Approval Notice.
- **Payment due is at the end of the following month after the billing month.** If some arrangements are necessary due to unavoidable reasons such as account settlements, please contact the Organizer's Office by e-mail before the end of the billing month.
- When no payment is verified by due date without any contacts regarding payment due arrangements, the Organizer's Office will cancel the said exhibitor's application and charge 100% of the already billed amount as cancellation charges.

## 3 Application for various Subsidies

- **Please plan well in advance and check terms and conditions if you intend to apply for various subsidies from governments and organizations.**
- **In principle, we will not accommodate any requests relating to subsidy applications such as making a refund after the payment is made for the sake of modifying the payment date. Furthermore, any cancellations of exhibitor applications due to lack of subsidy planned will not be accepted.**
- There will be no references, consultations or mediation of subsidies by the Organizer's Office.

## 4 Canceling Applications

- **Once the “Participation Approval Notice” is issued, canceling exhibitor applications or downsizing the number of booths are not accepted in principle.** (Except for cases which the Organizer approves.) Please make sure to notify the Organizer in writing --- e-mail or documents --- for the record, if you intend to cancel your applications.
- Cancellation charges will incur on the date when the Organizer receives the cancellation notice. Cancellation charges are defined as follows:
- If cancellation is made after the payment of participation fee, the balance after deducting the cancellation charges and bank charges (for sending money back) will be returned to the bank account designated by the applicant.
- Please refer to the Exhibition Participation Terms and Conditions for handling in case of cancellation of the exhibition itself (including matters related to COVID-19)

Date of Cancellation Notice Received	Cancellation Charges
From Date of Application Approval Notice to Fri June 21, 2024	50% of Billed Amount
From Sat June 22 to Sun September 1, 2024	75% of Billed Amount
On and After Mon September 2, 2024	100% of Billed Amount

## 5 Changes to Applications

- **Once the “Participation Approval Notice” is issued, changes to the exhibitor application will not be accepted in principle.** However, this shall not apply to such changes due to unavoidable reasons including changing exhibitor’s name after a corporate merger and when the Organizer approves such changes. Please note that requested changes may not be reflected in materials for display if they are about the exhibitor’s name or matters to be publicized. It depends on the time of such request and the status of preparations for the exhibition.

## 6 Exhibitor Company Name/Brand Name

- The name of the exhibitor registered in the application will appear on the list of exhibitors and the leaflet distributed at the venue on the day of the exhibition prepared by the Organizer's office.
- To avoid confusion among visitors, the name of the exhibiting company must be prominently displayed on all booth decorations, etc., and no other company name may be displayed (except for pavilion exhibitors).
- The names of manufacturers of products handled by sales and rental companies may be displayed only on printed materials, such as brochures and panels, distributed by exhibitors in their booths, and may not be displayed on booth decorations or furnishings.
- You may choose a company name, brand name with a company name, or brand name alone without a company name.
- If you choose to display only your brand, as an exhibitor name, your brand name will appear on all the decorations, publications, and on H.C.R. website. Thus, your company name will not be found anywhere.
- As far as the listing order for the exhibitors list, etc., your submitted exhibitor name will be arranged in a Japanese alphabetical order.

## 7 Exhibition Object/Contents

- Please check the "Products not acceptable as exhibits" on p.10 again carefully.
- This exhibition is not an exhibition for immediate sales. With the exception of books and products from entities that support the employment of persons with disabilities, exhibitors may not display products for immediate sale only or products whose main purpose of the display is commercial activity (including cases in which the organizer deems this to be the case).

## 1 Water Supply & Drainage, Gas Supply, etc.

- **If you intend to use water supply & drainage or gas, please make sure to indicate so when applying.** We may not be able to accommodate your request after the Application Approval is notified.
- Depending on the guidance of the local health center, if you plan to offer food/beverage samples, your booth may be required to equip with at least a hand-washing unit. In case of providing food/beverage samples at your booths, please make sure to apply for water supply & drainage equipment and be prepared for setting up a hand-washing unit inside your booth.  
(Please note that handling of food/beverage samples may change depending on the pandemic situation moving forward.)

## 2 Considerations in Booth Allotment

- **If there are matters that you would request us to consider in allotting booths --- such as adjacent booths to other exhibitors, or distant booths from other exhibitors, please inform us via the Application Form.** Please note, however, that all of your requests may not be met as booths are allotted under various conditions including the venue specifications.
- Even if you are unsatisfied with your booth locations, because your requests such as corner booths are not met, moving your booth(s) or canceling exhibitor application will not be negotiable.

## 3 Documents to Enter Japan

- **The Organizer shall not issue any documents such as Invitation Letters that are required for entering Japan.**
- The Organizer shall not be held liable for any damages caused by not being able to attend the exhibition because the visa is not issued by the Japanese Embassy/Consulate.
- Please be sure to make the appropriate arrangements for your travel to Japan. The Organizer will not handle any procedures on your behalf.

## 4 Delegation to Third Parties

- You may assign a company such as a designing/booth decoration vendor as your contact so that they will be able to coordinate matters for the exhibition and receive documents from the Organizer.
- By Fri June 21, please register the delegated party on the Exhibitor's Page. Please log on to the page and register their information under "Exhibitor Contact Person Information." (Only a single vendor can be registered.) After the registration, all the communications will go to the delegated party. Please note that the exhibit application itself has to be done by the Exhibiting company/organization.

The following 2 options are being planned. \*Not yet available to apply  
 Details and application schedule will be announced upon release of Exhibitor's Manual on Jun 21.

## 1 In-Person Web-Based Exhibitor Presentation

Price	JPY 55,000 (incl. Tax) / Up to 60 min, including archive streaming
Dates & Time Slots	<b>Oct 2 (Wed), 3 (Thu), and 4 (Fri)</b> <b>10:30 to 11:30, 12:30 to 13:30, 14:30 to 15:30</b> *Entrance available after the preceding program ends *Based on requests, the Organizer to coordinate in case of too many applications ( <b>Scheduled to apply by mid-Jul, date &amp; time to be announced in early Aug</b> )
Place	The Organizer's Room on the 1st floor of East Hall *Max. capacity is estimated at 60 persons per room
Items Included	Room usage, equipment usage*, archived video streaming, publicity on H.C.R. website, etc. connectivity check on the preceding *Podium, microphone, table for reception, table for presenters, projector, projector screen, chair w/ writing boards, power outlet (Qty to be decided later)
Archived Video Streaming	After the in-person exhibition is closed, the recorded video will be streamed via website Video shooting is by fixed point camera and no editing. The Organizer to activate streaming

## 2 In-Person Barcode Reader Rental

Price	JPY 55,000 (incl. Tax) / unit for 3 days
Items Included	Device usage, acquisition of lead information
Lead Information	Names, company/organization names, age groups, occupations, e-mail addresses, and residing prefectures
Delivery of Lead Information	Approx. 1 week after the exhibition is closed, the Organizer to deliver data in Excel format via e-mail *It takes about a week to reflect scanned data of visitors each day

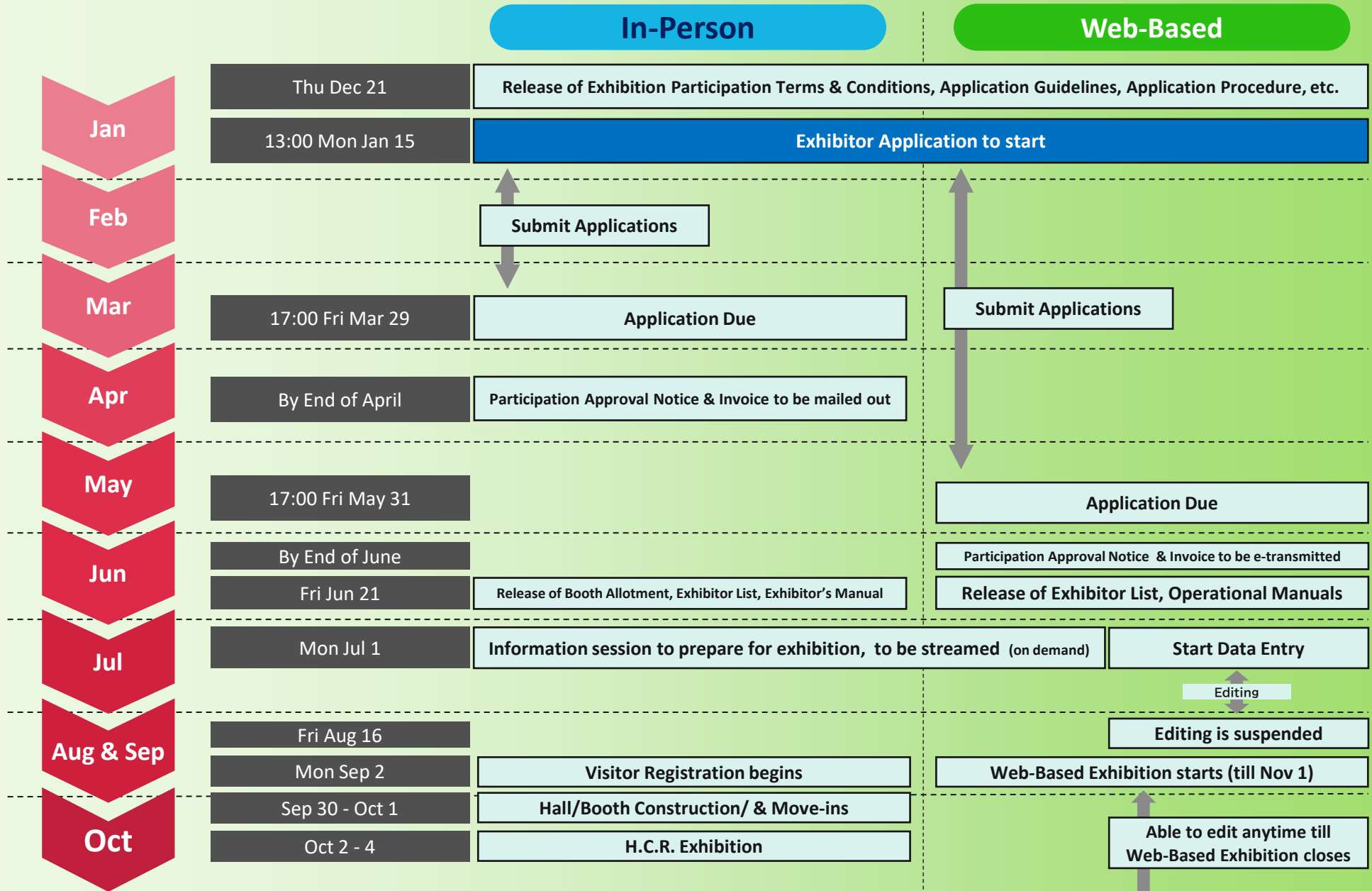


A scene from the past H.C.R.



※Image of the device

# 9. Schedule (Planned)



As of December 21, 2023



----- Contact -----

H.C.R. Organizer's Office

c/o Health & Welfare Information Association

Shin-Kasumigaseki Bldg., Kasumigaseki, Chiyoda-ku, Tokyo 100-8980, JAPAN

TEL: +81-3-3580-3052 FAX: +81-3-5512-9798

[overseas@hcrjapan.org](mailto:overseas@hcrjapan.org)

<https://en.hcr.or.jp/>

ともに生きる豊かな社会の実現をめざして



一般財団法人

保健福祉広報協会

HEALTH AND WELFARE INFORMATION ASSOCIATION