



January 15, 2024

51st International Home Care and Rehabilitation Exhibition 2024 H.C.R. 2024 & Forum

Exhibitor Application Available Now !

- "H.C.R. 2024 & Forum" organized by Health & Welfare Information Association and Japan National Council of Social Welfare, started accepting applications on Monday, January 15, 2024, at 13:00.
- Please consider exhibiting at H.C.R. 2024 as an opportunity to increase awareness of your company and products and to attract new customers.
- The application period for exhibitors is as follows:

In-Person : January 15 (Mon) 13:00 – March 29 (Fri) 17:00

Web-based : January 15 (Mon) 13:00 – May 31 (Fri) 17:00

H.C.R.
— Opening Up a Creative Future —
2024 51st International Home Care and Rehabilitation Exhibition

Exhibitor Application

The banner features a large 'H.C.R.' logo in blue and white, a red oval with 'Exhibitor Application' in white, and a collage of images showing exhibition booths and people. Below the main text, there are two circular inset images: one showing a person in a wheelchair and another showing a person using a stationary bike.

Download application documents here!

<https://en.hcr.or.jp/how-to-exhibit>

H.C.R.



Application

In-Person Jan 15 (Mon) to Mar 29(Fri), 2024

Web-based Jan 15 (Mon) to May 31(Fri), 2024

Date
&
Venue

In-Person

Oct 2(Wed) to Oct 4(Fri), 2024 @Tokyo Big Sight East Halls

Web-Based

Sep 2(Mon) to Nov 1(Fri), 2024 @H.C.R. Special Website

◆What is H.C.R.?

H.C.R. is **one of the largest international exhibitions of welfare equipment in Asia** and has accumulated a history of more than half a century since 1974.

The exhibition attracts a wide range of visitors both from Japan and abroad including welfare facility staff, welfare professionals, welfare service providers, manufacturers, and welfare equipment users and their families. Last year, a total of **111,139 people** visited the exhibition over the three days.

Under the theme for H.C.R. 2024, "**Pave the Way for the Creative Future**", we will take a new step forward to open the next era after the 50th anniversary last year, and also provide comprehensive information on welfare by holding various "forums" and developing programs while exhibiting a wide variety of welfare equipment.

◆Three Benefits to exhibit at H.C.R.

1 Improve Recognizability

~More than 90% of exhibitors recognized the effectiveness of PR~

See, touch, and try. Such direct experience is an extremely important factor in selecting welfare equipment. This is an excellent opportunity to expand your business by promoting your product directly to not only distributors but also decision-makers, welfare professionals, and users.

2 Close Contact with Users

~More than 80% of exhibitors were satisfied with the feedback from visitors!~

H.C.R. attracts appx. 100,000 visitors over the 3 days!
H.C.R. provides visitors with the opportunity to hear directly from people in various fields, such as manufacturers, welfare facility staff, users and their families, etc. about suggestions for development and improvement to obtain ideas for development or the expansion of sales channels!

3 Valuable Exchange of Information with Other Companies

~Gathering of companies and organizations related to welfare equipment in various fields from Japan and abroad~

It is an opportunity to interact and share information with many related companies, and a chance to develop new business activities! Some were able to connect with new product research or development or meet with collaborating companies to promote joint product development.

◆From H.C.R. 2023



【Contact for Exhibitor Inquiries】

H.C.R. Organizer's Office (Health & Welfare Information Association)

TEL:03-3580-3052 (9:30~17:30 ※except for Saturdays, Sundays, and holidays)

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