



News & Promotion Activities

In addition to promoting H.C.R. 2007 by designing and distributing 1 million direct mail postcards, 10,000 posters, and 180,000 leaflets to related companies and organizations, our H.C.R. 2007 News (5 issues) and H.C.R. 2007 Press Release (5 releases) were also sent to the mass media and related persons, some of whom news coverage were requested, as well as publication of articles regarding the event. As a result, 364 persons from

various press media visited H.C.R. during the exhibition to report on the event.

We continually revised the information for our H.C.R. 2007 website, in addition, we made a complete revision of the contents of the "Product Information on Home Care & Rehabilitation Equipment" (2000 items) on September 14, 2007. The total number of pages viewed was 2,441,305 for the whole two months of September and October.

Press Coverage

TV

NHK Sogo TV	"News" Oct 3 Wednesday, 12:15pm-
TV TOKYO	"WBS" Oct 3 Wednesday, 11:30 pm-
NHK Sogo TV	"Metropolitan News" Oct 4 Wednesday, 6:35 pm-
NHK Sogo TV	"NHK Journal" Oct 4 Thursday, 10:00 pm-
NHK Sogo TV	"Stadiopark kara konnichiwa" Oct 12 Friday, 1:40 pm-

Newspapers

Shinano Mainichi Shimbun	September 27, Thursday
Asahi Shimbun	October 2, Tuesday
Yomiuri Shimbun	October 2, Tuesday
Sankei Shimbun	October 3, Wednesday
Tokyo Shimbun	October 3, Wednesday
Nihon Keizai Shimbun	October 4, Thursday
Asahi Shimbun	October 4, Thursday
Tokachi Mainichi Shimbun	October 5, Friday

General Magazine, Business Journals

Fukushi Shimbun	February 19, September 10 and October 8
Hoken Sangyo Jiho	February 20
SILVER SHIMPO	May 11, September 28 and October 12

Silver Sangyo Shimbun	September 10, October 10 and November 10
JOURNAL OF CARE MANAGEMENT, MONTHLY	September issue and November issue
The Japanese journal of total care	October issue
Fukushi Yogu no hi Shimbun	October 1
IRI SANGYO SHIMBUN	September 15 and October 15
New Medicine in Japan	October issue
NURSE SENKA	October issue
Universal Shimbun	September 25
ikakikai	September issue
Senior Community	September/October issue
Hottokuru	Spring/Summer issue
Quarterly Fukushi to Setsubi	Spring/Summer issue and Fall/Winter issue
Iki Iki Smile	2007 Fall issue
ALLYU	November issue
TKC Management Information of Social Welfare Facilities	Fall issue
Nihon Shohi Keizai Shimbun	October 22
Shohi to Seikatsu	November 12
Sekai nippo	October 10
Jiho Kogaku Shimbun	February 11, September 1 and October 11
Nokei-simpo	October 8
Kagu Shuho	October 9
THE ENGINEERING PLASTICS JOURNAL	October 15

Jidosha Times	October 15
Car Market News	October 19
AM NETWORK	November issue
NEW TRUCK	November issue
Commercial Motor	November issue
MOTOR VEHICLE	December issue
Nihon Mokko Shimbun	October 20
CAD&DC Magazine	November issue
SELECT	December issue
NONWOVENS REVIEW	No.3

Japan National Council of Social Welfare Journals etc.

Fureai Care	September issue
Monthly Fukushi	October issue, December issue
Shakyo Joho	August issue
Volunteer Joho	No. 364
Keieikyo	September issue
Fukushi Shisetsushi	August issue

Other Organizations' Leaflets etc.

Zenshiren Dayori	8/18 issue (NO.89)
	National Welfare Foundation for Disabled Children
Kotoba	8/28 issue (NO.234)
	National Welfare Foundation for Disabled Children

Publication of Exhibitors and Product Guide

- **Publication of H.C.R. 2007 Product Catalog (September 14)**
We published H.C.R. 2007 Product Catalog (A4, 330 pages) which features 2,000 latest products from 288 domestic and 53 overseas exhibitors.
- **Publication of H.C.R. 2007 Exhibitor Guide (September 14)**
We compiled the information of 580 participating companies and organizations and published as H.C.R. 2007 Exhibitor Guide (A4, 294 pages).

34th Int. Home Care & Rehabilitation Exhibition 2007

Organizers	Japan National Council of Social Welfare, Health and Welfare Information Association
Sponsors	Ministry of Health Labour and Welfare Ministry of Economy, Trade and Industry Ministry of Internal Affairs and Communications Ministry of Land, Infrastructure and Transport Tokyo Metropolitan Government Respective Embassies of Participating foreign companies
Date	Wednesday, October 3 - Friday, October 5, 2007
Time	10:00 a.m. - 5:00 p.m.
Venue	Tokyo International Exhibition Center (Tokyo Big Sight) East Halls 3-21-1, Ariake, Koto-ku, Tokyo, Japan
Participants	580 Exhibitors (527 domestic and 53 overseas)
Visitors	128,178 visitors



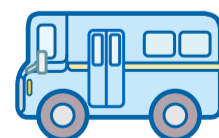
Wheelchair Rentals

With the cooperation of the exhibitors listed below, manual /auto powered wheelchairs and 3 or 4-wheeled scooters were rented to visitors who were in need to use during their visit to the exhibition. The total number of wheelchair rentals was 251 for the three-day period.

● Collaborators of Wheelchair Rentals (In alphabetical order)

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|-----------------------------------|------------------------------|
| ○ Abilities Care-Net Incorporated | ○ SERIO CO., LTD. |
| ○ IMASEN ENGINEERING CORPORATION | ○ Fukushin Electric Co.,Ltd. |
| ○ A&A CO., LTD | ○ Honda Motor Co., Ltd. |
| ○ OX ENGINEERING CO., LTD. | /Honda Tokuso Co., Ltd. |
| | ○ MECDESIGN LIMITED |

With the cooperation of MOMO Tokyo Pilot Club



Shuttle Bus

For the convenience of visitors who used wheelchairs and those who had difficulty in walking, a shuttle bus service was provided between the East Exhibition Hall of Tokyo Big Sight and the Kokusai Tenjijo Station of the Rinkai Line. A total of 1,033 persons used the shuttle bus.

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| Route | : Kokusai Tenjijo Station ←→Tokyo Big Sight |
| Period | : Wednesday, October 3 - Friday October 5, 2007 |
| Time | : 9:30 am to 5:30 pm (until 4:00 pm on the last day) |