



News & Promotion Activities

In addition to promoting H.C.R. 2008 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.2008 News (5 issues) and H.C.R. 2008 Press Release (4 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, 306 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. 2008 website, in addition, we made a complete revision of the contents of the "Product Information on Home Care & Rehabilitation Equipment" (1660 items) on September 5, 2008. The total number of pages viewed was 2,366,641 for the whole two months of September and October.

Press Coverage

TV

NHK Sogo TV	Good Morning Japan Sep. 25, Thursday 7:00 am -
NHK Sogo TV	NHK Metropolitan News Sep. 25, Thursday 18:10 -
Fuji TV	Super News Sep. 25, Thursday 17:55 -
NHK Sogo TV	Hello from Studio Park Oct. 8, Wednesday 13:40 -

Newspapers

Shinano Mainichi Shimbun	Sep. 18
Yomiuri Shimbun	Sep. 23
Asahi Shimbun	Sep. 23
Nihon Keizai Shimbun	Sep. 24
Tokyo Shimbun	Aug. 27
Tokyo Shimbun	Sep. 10
Tokyo Shimbun (TOKYO Web)	Oct. 8
Daily Brail (Mainichi Shimbun)	Oct. 9

General Magazine, Business Journals

Tokyo Interior Newspaper	Mar. 1, Nov. 1
Weekly Fukushima Shimbun	Feb. 11, Aug. 18
The Kansai Shimbun	Mar. 12
Commercial Facilities Newspaper	Mar. 4
Iri Sangyo Shimbun	Mar. 1, Sep. 1, Oct. 15

Weekly Furnitures	Feb. 12
Accesible Design magazine	June 2nd issue
Silver Sangyo Shimbun	July 10, Sep. 10, Oct. 10
Daily Industry News	Aug. 14, Sep. 24
Home Care and Rehabilitation Equipment	Sep. 1
Tokyo Shoes Newspaper	Sep. 15, Nov. 1
Foam Times	Sep. 5, Oct. 5
Fukushi Shimbun	July. 21, Sep. 1, Sep. 8, Sep. 15, Sep. 29
Nursing Care Newspaper	Oct. 2
Silver Shimpo	Sep. 19, Oct. 3
Tokyo Big Sight Event Calender	Oct. 1
Hardware Information News	Oct. 10
Jiho Kogaku Shimbun	Jun. 21, July 11, Aug. 21, Sep. 11, Oct. 1, Oct. 11
Transportation Journal	Oct. 1
Japan Medicine and Health Newspaper	Oct. 5
Japan Fashion Business Newspaper	Sep. 17
Farm Village News	Sep. 29
Fukushi Yogu no Hi Shimbun 2008	Oct. 1
Plastic Industrial Material Newspaper	Sep. 1, Oct. 15
Jidosha Times	Oct. 15

Fukushi Ju NEWS 2008Vol 1.2	Oct. Issue
Dussel NEWS	Oct. Issue
AM NETWORK Vol 567	Oct. 25
Monthly Commercial Motor	Nov. 1
Seni News	Sep. 19
Uniform Plus 2008 Vol 11	November Issue
Motor Vehicle Vol 58	Dec. 1
Two Wheels Newspaper	Nov. 14

Japan National Council of Social Welfare Journals etc.

Monthly Fukushi	September Issue
Fureai Care	September & December Issue
Volunteer Joho	Sep. 1
Hiroba	August Issue
Keieikyo	August & September Issue
Fukushi Shisetsushi	August Issue

Other Organizations' Leaflets etc.

Techno Aid Tsushin	February Issue
Aiyu	November Issue
Care Work	December Issue
Ryoiku no Mado	No.146 Sep. 28



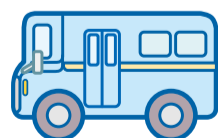
Wheelchair Rentals

With the cooperation of the exhibitors listed below, 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 209 for the three-day period.

Collaborators of Wheelchair Rentals (In alphabetical order)

- Abilities Care-Net Incorporated
- Alber Japan Co., Ltd.
- IMASEN ENGINEERING CORPORATION
- OX ENGINEERING CO.,LTD
- Kawamura-cycle.Co.,Ltd.
- SERIO CO., LTD.
- Nisshin Medical Industries Co., LTD.
- MECDESIGN LIMITED
- Honda Motor Co., Ltd.

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 7,515 persons used the shuttle bus.

Route : Kokusai Tenjijo Station←→East Exhibition Hall of Tokyo Big Sight
Period : Wednesday, September 24 - Friday, September 26, 2008
Time : 9:30 to 17:30 (until 16:00 on the last day)

Publication of Exhibitors and Product Guide

- **Publication of H.C.R. 2008 Product catalog (September 5)**
We published H.C.R. 2008 Product catalog (A4, 308 pages) which features 1,660 latest products from 267 domestic and 51 overseas exhibitors. We distributed 3,500 catalogs during the Exhibition.
- **Publication of H.C.R. 2008 Exhibitor Guide (September 5)**
We compiled the information of 530 participating companies and organizations and published as H.C.R. 2008 Exhibitor Guide (A4, 268 pages).

35th Int. Home Care & Rehabilitation Exhibition 2008

- 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, September 24 - Friday, September 26, 2008
- 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** 530 Exhibitors (479 domestic and 51 overseas)
- Visitors** 120,773 visitors