



## News & Promotion Activities

In addition to promoting H.C.R. 2009 by designing and distributing 1 million direct mail postcards, 10,000 posters, and 170,000 leaflets to related companies and organizations, our H.C.R.2009 News (3 issues) and H.C.R. 2009 Press Release (3 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, 298 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. 2009 website, in addition, we made a complete revision of the contents of the "Product Information on Home Care & Rehabilitation Equipment" (1,200 items) on September 11, 2009. The total number of pages viewed was 2,272,122 for the whole two months of September and October.



### Press Coverage

#### TV

TV asahi	Super Morning Sep. 28, Monday
NHK Sogo TV	NHK Metropolitan News Sep. 29, Tuesday
NHK Sogo TV	Hello from Studio Park Oct. 7, Wednesday

#### Newspapers

Shinano Mainichi Shimbun	Sep. 24
Nihon Keizai Shimbun	Sep. 29
Tokyo Shimbun	Sep. 29
Sankei Shimbun	Sep. 29

#### General Magazine, Business Journals

Jiho Kogaku Shimbun	Apr. 1, Oct. 1
Tokyo Big Sight Event Calendar	Spring Issue
"Kikoe" and "Hochou"	Apr. 15, Aug.15, Sep.15
Tokyo Shoes Newspaper	Sep. 1, Nov. 1
Togyojihou	Sep. 5, Oct.5
The Kanzei Shimbun	Sep. 2
Japan Educational Newspaper	Sep. 7
Network	July. Vol. 91
Silver Shimpo	Sep. 11, Sep. 25
Silver Sangyo Shimbun	Sep. 10, Oct. 10
Weekly Fukushi Shimbun	Aug. 10, Sep. 14, Oct. 12
Jutaku Shizai Shimbun	Sep. 20, Oct. 20
Iri Sangyo Shimbun	Sep. 15

Farm Village News	Oct. 5
Transportation Journal	Oct. 7
S·A·I Saitama Kouhou	Sep. 15
Car Times	Oct. 15
Form Times	Oct. 15
Home Living	Sep. 5, Oct. 15
Weekly Kafu	Nov. 13
Ambiente Homeliving	Oct. 25
Monthly Sin Iryou	October Issue

#### Japan National Council of Social Welfare Journals etc.

Zenhokyo	August
Keieikyo	August & September
Monthly Fukushi	September & December
Fureai Care	September
Hoiku no Tomo	October

#### Other Organizations' Leaflets etc.

Ryosin no Tudosai	August Issue
Society for All	Sep. 15 No.351
Ryoiku no Mado	Sep. 28 No.150
Volunteer	December Issue
Aiyu	November Issue



### 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.

#### Collaborators of Wheelchair Rentals (In alphabetical order)

- AISIN SEIKI CO., LTD.
- K.K. ESCO
- SHOPRIDER JAPAN Co., Ltd.
- SUZUKI MOTOR CORPORATION
- SERIO CO., LTD.
- Tomomi Koubou Inc.
- Toyota Tsusho Corporation
- NISSIN MEDICAL INDUSTRIES CO.,LTD
- Honda Motor Co., Ltd.
- MECDESIGN LIMITED



### 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.

**Route:** Kokusai Tenjijo Station ↔ East Exhibition Hall of Tokyo Big Sight  
**Period:** Tuesday, September 29 - Thursday, October 1, 2009  
**Time:** 9:30 to 17:30 (until 16:00 on the last day)

### Exhibitors and Product Guide



#### Publication of H.C.R. 2009 Guide book (September 11)

We published H.C.R. 2009 Guide book which features 1,200 latest products and the information of 490 participating companies and organizations. We distributed 3,311 Guide books during the Exhibition. (A4, 340 pages)

### 36<sup>th</sup> Int. Home Care & Rehabilitation Exhibition 2009

**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** Tuesday, September 29 \_ Thursday, October 1, 2009

**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** 491 Exhibitors(438 domestic and 53 overseas)

**Visitors** 107,911 visitors