

News & Promotion Activities

In addition to promoting H.C.R. 2010 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.2010 News (3 issues) and H.C.R. 2010 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, 270 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. 2010 website, in addition, we made a complete revision of the contents of "Product Information on Home Care & Rehabilitation Equipment" (1,200 items) on September 10, 2010. The total number of pages viewed was 2,419,412 for the whole two months of September and October.



Press Coverage

TV

NHK Sogo TV	NHK Metropolitan Network Sep. 29, Wednesday
TV Tokyo	World Business Satellite Sep. 29, Wednesday
Fuji TV	Weekday information show TOKUDANE Sep. 30, Thursday
TV Tokyo	News Fine Sep. 30, Thursday
Nihon Television Network	NEWS24 Special Program Oct. 1, Friday

*TBS News, NHK, Nihon Television Network, and TV Tokyo reported on TV.

Newspapers

The Shinano Mainichi Shimbun	Sep. 23
The Asahi Shimbun	Sep. 30
The Sankei Shimbun	Sep. 30
The Japan Times	Oct. 1
Tokyo Shimbun	Oct. 13
The Mainichi Shimbun	Oct. 20

General Magazine, Business Journals

Jiho Kogaku Shimbun	Feb.15, Sep.1, Oct.15
"Kikoe" and "Hochou"	May 15, Aug.15, Sep.15, Oct.15
Togyojihou	Sep. 5, Oct.5
Silver Shimpo	Sep.24, Oct.8
Silver Sangyo Shimbun	Oct. 10, Nov.10
Weekly Fukushima Shimbun	Jan.4, Feb.22, Jun.7, Jul.12, Sep.13, Oct.11
Iri Sangyo Shimbun	Mar.1, Sep.15, Oct.15

Farm Village News	Oct. 11
S·A·I Saitama Kouhou	September Issue
Car Times	Oct. 15
Form Times	Oct. 5
Fukushi Toyama	September Issue
Sasshi Times	Aug. 1
The Engineering Plastics Journal	Aug. 15
Gousei Hikaku Sokuhou	Sep. 5
Fukushi Jouhou Okinawa	Vol.133
Enjoy TOKYO (Web News)	August
Kaigo Shimbun	Sep.16
Daily Traffic News	Sep.29
Mobi21	Nov. Issue Vol.82
KISETU	Oct.25 Vol.84
Hekisou Shimbun	Nov.1
Tokyo Shitsunaisoushoku Shimbun	Nov.1
Nirinsha Shinbun	Nov.12

Japan National Council of Social Welfare Journals etc.

Keieikyo	August Issue
Monthly Fukushi	October Issue
Fureai Care	September Issue
Minsei Iin · Jidou Iin Hiroba	August Issue

Other Organizations' Leaflets etc.

Ryoiku no Mado	Sep.18 No.154
Volunteer	September Issue
Asuno Fukushi to Iryou wo Tsukuru WAM	September 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 needed to use them during their visit to the exhibition.

Collaborators of Wheelchair Rentals (In alphabetical order)

- AISIN SEIKI CO., LTD.
- ENDOU SHOJI Co., Ltd.
- Honda Motor Co., Ltd.
- IMAISHIDENKISEISAKUSYO CO., LTD.
- IMASEN ENGINEERING CORPORATION
- KAWAMURA CYCLE CO.,LTD.
- K.K. ESCO
- MECDESIGN LIMITED
- NISSIN MEDICAL INDUSTRIES CO.,LTD
- SHOPRIDER JAPAN Co., Ltd.
- SUZUKI MOTOR CORPORATION



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 : Wednesday, September 29 - Friday, October 1, 2010
 Time : 9:30 to 17:30 (until 16:00 on the last day)

Exhibitors and Product Guide



Publication of H.C.R. 2010 Guide book (September 10)

We published H.C.R. 2010 Guide book which features 1,200 latest products and the information of 492 participating companies and organizations. We distributed 3,400 Guide books during the Exhibition. (A4, 323 pages)

37th Int. Home Care & Rehabilitation Exhibition 2010

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, Transport and Tourism
 Tokyo Metropolitan Government
 Respective embassies of participating foreign companies

Date Wednesday, September 29 - Friday, October 1, 2010

Time 10:00 a.m. - 5:00 p.m.

Venue Tokyo International Exhibition Center (Tokyo Big Sight) East Halls 3-10-1, Ariake, Koto-ku, Tokyo, Japan

Participants 492 Exhibitors (435 domestic and 57 overseas)

Visitors 119,451 visitors