H.C.R. 2016
43rd Int. Home Care & Rehabilitation Exhibition

The largest welfare related exhibition in Asia!

We welcome you to H.C.R. 2016 at the Tokyo Big Sight!

Benefit 1 MEET USERS Communicate with consumers on your products and services
H.C.R. had 119,075 visitors including more than 2,000 wheelchair users last year. They were end users, consumers, staff from welfare institutions and hospitals, manufacturers, distributors and so on. These visitors came to H.C.R. aiming at gaining first-hand knowledge about products and services which benefit seniors and individuals with disabilities. “Take advantages of face-to-face relationships with the H.C.R. visitors during 3-day exhibition!”

Benefit 2 PROMOTION Introduce and promote your company’s products
Knowing the market trends and gaining the better understanding of the people’s needs would be very attractive for companies searching for a business chance in Japan. On the other hand, at H.C.R. exhibition, you’ll see the latest prototype equipment introduced by Universities, laboratories and research centers in Japan, and those innovators will welcome the discussion on the products or on future business plans.

Benefit 3 NETWORK Globalize the business
More than 500 welfare-related companies gather and share information together, and the global media covering this event. At the welcome party that the organizer holds in the first day evening of the exhibition, you’ll meet many exhibitors there and create new partnership and networks for the business.

Benefit 4 EDUCATION AND LEARNING Collect more information
H.C.R. provides unique educational programs for caregivers and others who work in the field of welfare and medical care. Through these conferences, seminars and company presentations offered during H.C.R., you will be able to find new business partners and get new ideas for your business.

Benefit 5 COOPERATION Work together across boundaries
H.C.R. will support the exhibitors to share information and experiences internationally and to realize their future plan. H.C.R. will be a treasure-house of new ideas, which will stimulate your business!
More than 20,000 home care and rehabilitation equipment were displayed in a total area of 51,380㎡. We welcomed 119,075 visitors from 28 countries & 1 territory at H.C.R. 2015.

119,075 visitors for 3 days

<table>
<thead>
<tr>
<th>VISITOR’S CATEGORY</th>
<th>General public 50%</th>
<th>Welfare institutions 15%</th>
<th>Welfare Organizations 5%</th>
<th>Manufacturers 13%</th>
<th>In-home nursing care 11%</th>
<th>Distributions 10%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>VISITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>H.C.R. 2015 drew a crowd of 119,075 visitors. It is one of the distinctive features of H.C.R. that you can meet with a lot of end-users. Let’s have a look the visitor surveys!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visiting for what or for whom?</th>
<th>Institutions 20.2</th>
<th>Homecare service 15.5</th>
<th>To get general information 28.3</th>
<th>Family member 11.4</th>
<th>Own use 9</th>
<th>Business purposes 7.6</th>
<th>Research &amp; Development 3.3</th>
<th>Others 4.5</th>
<th>No response 0.2</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>What is purpose of visiting?</th>
<th>To see if there is a useful product 31.3</th>
<th>To get information to improve knowledge 30</th>
<th>Interested in new products 22.7</th>
<th>Planning to purchase or to rent products 8.6</th>
<th>Planning to remodel the house 3.4</th>
<th>Like to visit exhibitions 2.3</th>
<th>others 1.1</th>
<th>No response 0.5</th>
</tr>
</thead>
</table>
**H.C.R. 2016 GENERAL INFORMATION**

**Date & Time:** Oct. 12(Wed) – 14(Fri), 2016, 10:00 a.m. – 5:00 p.m.

**Venue:**
Tokyo Big Sight  (Tokyo International Exhibition Center)  
East Halls (51,380 m²)  
Address: 3-11-1, Ariake, Koto-ku, Tokyo 135-0063 Japan

**Entrance Fee:** FREE

**Exhibitors:** Expecting a total of approximately 550 exhibitors  
(500 Japanese and 50 overseas companies).

H.C.R. 2015 had overseas exhibitors from Australia, Canada, China (including Hong Kong), Denmark, France, Germany, Japan, Mexico, Netherlands, Sweden, Switzerland, Taiwan, Turkey, U.K. and U.S.A.

This year we will make H.C.R. exhibition even more beneficial, with broader networks that connect welfare societies around the world.

**HOW TO APPLY FOR H.C.R. 2016**

Application will be closed on 31st March 2016.

**SOLD OUT VERY SOON !!**

We are pleased at your interest in exhibiting at H.C.R. 2015. Please contact the organizer at overseas@hcrjapan.jp or FAX +81-3-5512-9798 with the followings. We will be in touch with you shortly.

1. Application Request Form  
   (Available at http://www.hcrjapan.org/english/pdf/application_request_form.pdf)
2. Company Brochure & Product Brochure

If you have previously participated in our exhibition and not sure how to process the application, please simply contact us at overseas@hcrjapan.jp

**BOOTH FEES**

a) **Basic Booth** : ¥324,000 per booth (including tax)  
   A basic booth will measure 3X3 meters with a height of 2.7 meters.

b) **Island Booth** : ¥313,200 per booth (including tax)
   An island booth is defined as a booth formed with a minimum order of six(6) basic booths, having no neighboring booths and is surrounded by aisles on all four sides. The booth order must be to form a square or a rectangle.

**SUPPORT FOR OVERSEAS**

Support for Free advertisement on H.C.R. Guidebook and Web page

We invite all overseas exhibitors to take part in publication of Guidebook. All international exhibitors receive one free color product advertisement section to present their products in the H.C.R. equipment catalog.

Each product advertisements will be also up on H.C.R. website at http://www.hcr.or.jp from the middle of September, 2016 for one year.
"No other homecare or rehabilitation exhibition in any other part of the world comes close to matching the visitor profile or spectacle of HCR.

Every year when I visit HCR, I come away impressed with the vision that show organizers, industry leaders and public policy officials have for the future of home healthcare. This vision reflects the very fabric of Japanese society, and is on display not only for 3 days a year at HCR but throughout the cities and communities of Japan every day of the year".

- Tom Borcherdng, H.C.R. Coordinator -
Speech at H.C.R. Welcome Party on Oct. 1, 2014

Exhibition Products

- Mobility equipment (Wheelchairs)
- Cooking aids
- Infection prevention products
- Artificial limbs & orthopedic products
- Toilet / Diaper related
- Daily living aids
- Sports and recreation goods for disable persons
- Mobility equipment (Walkers, Canes)
- Publication and information on welfare equipment
- Bed related
- Pressure sore prevention product
- Rehabilitation and care prevention products
- Oral care
- Vehicles for disabled persons and related devices
- Mobile baths
- Eco-friendly cars
- Welfare facilities / home equipment
- Construction materials
- Recycling devices
- Staff uniform
- Laundry related
- Mobility equipment (Lifts)
- Assist robots, Power suits
- Clothes
- Changing aids
- Safety helmets & wigs
- Mobility equipment (Wheelchairs)
- Accessible housing
- Rehabilitation and care prevention products
- Oral care
- Vehicles for disabled persons and related devices
- Mobile baths
- Eco-friendly cars
- Welfare facilities / home equipment
- Construction materials
- Recycling devices
- Staff uniform
- Laundry related
- Communication equipment

HISTORY

The first exhibition was held in 1947 with the title of “Exhibition of Modernized Health Care Equipment in Social Welfare Facilities,” and sponsored by the Health and Welfare Ministry and the Japan National Council of Social Welfare. The concept of the exhibition was to introduce modernized equipment that would reduce physical pressure for caregivers who often suffered from chronic back pain from their work environments. Since then, we have been introducing a variety of equipment to help elderly and physically challenged for their independent life and to contribute to welfare industry. Now H.C.R. is one of the three largest welfare related exhibitions in the world along with Medtrade (US) and REHACARE (Germany).