



H.C.R.2025 & Forum

52nd International Home Care and Rehabilitation Exhibition 2025

Application Guidelines

Organized by

Japan National Council of Social Welfare, Health & Welfare Information Association

Contents

01	About H.C.R.	...	2-5
02	H.C.R.2024 Reports & Results	...	6-11
03	H.C.R.2025 Outline	...	12-14
04	H.C.R.2025: A Guide to Exhibiting		
	1 Advantages of Exhibiting at H.C.R.	...	16
	2 Qualified Exhibitors & Acceptable Exhibits	...	17-20
	3 Participation Types & Fees, Booth Application Types	...	21-25
	4 Upcoming Schedule (Tentative)	...	26
	5 How to Apply for Exhibiting	...	27-28
	6 Important Notes for Applications	...	29-31
	7 Other Notes	...	32
	8 [Plan/Information] Paid Options	...	33

01

About H.C.R.

International Home Care and Rehabilitation Exhibition

Paving the Way for a Creative Future - wellness · aging · society -

With over half a century of history, the upcoming 52nd edition of this exhibition welcomed over 400 companies and organizations to exhibit last year. We sincerely appreciate your continued support and cooperation.

In a society facing an unprecedented super-aging population, declining birthrate, and population decrease, the urgent challenge is how we should maintain social security systems such as healthcare, nursing care, and pensions, addressing what is known as the “The 2040 issue”.

As we enter the era of living to 100 years, this event contributes to creating a society where diverse and richer lives for all people, including the elderly and those with disabilities, can be realized by promoting the use of welfare equipment.

At H.C.R.2025, we will continue to provide opportunities to directly see, touch, and confirm a wide range of welfare equipment through product displays, seminars to improve the skills of welfare workers, thematic exhibitions, and a variety of hands-on experiences. We will also enhance the value of the exhibition as a “forum” for direct interaction between welfare equipment users and industry stakeholders.

Furthermore, due to the renovation at Tokyo Big Sight, the venue will be moved to the West and South Exhibition Halls this time. While the venue will be structured across two levels, which may cause some inconvenience, we have carefully considered the visitor flow and will continue to work on attracting even more attendees.

We sincerely ask for your continued support and cooperation from all exhibitors, organizations, and all related parties.

1974 (1st edition)

The Beginning of H.C.R.

In the early years, against the background of a National Facility Development Plan



Founding Years

1996 (23rd edition)

First Held at Tokyo Big Sight

First time surpassing 100,000 visitors
H.C.R. reaches a new stage



Global Expansion

2000 (27th edition)

Implementation of the Long-Term Care Insurance System

Full use of Tokyo Big Sight East Hall 6
Exceeded 130,000 visitors



Growth Phase

2018 (45th edition)

Expansion to East Halls 1-8

Held in the largest exhibition space to date
In 2019, at West & South Halls due to the Olympics & Paralympics



Transitional Phase

1974

1985

1986

1995

1996

2018

2019

1986 (13th edition) Japan's First International Exhibition

Encourage development partnerships and technology exchanges through overseas companies



1992 (19th edition) 3rd International Exhibition

International exhibitions became a regular feature
Exhibition scale expands



This logo was designed by calligrapher Mr. Bun-En SONOKE, who designed the poster for the 19th edition.

2020 (47th edition) COVID-19 Pandemic

First cancellation of the In-Person Exhibition



2023 (50th edition) 50th Anniversary

Societal changes due to COVID-19
Transition to the comprehensive welfare exhibition





Experience the Present and Future of Welfare Equipment

Around **400 Exhibitors**
Showcasing Welfare Equipment.
Providing the Latest Information
in **17 categories**, Including
Wheelchairs, Beds, ICT Devices,
and More.



Approx. 100,000 Visitors

**30% of the visitors are
the general public** and
30% are welfare facility staff.
In addition, many manufacturers,
sales companies, schools,
research institutes, etc. also visited.



Comprehensive Welfare Exhibition with Diverse Programs

Simultaneous organizer programs on
themes such as nursing care, welfare
for the disabled, health care,
community development,
employment, social participation, etc.
for the **100-year of life.**

02

H.C.R.2024 Reports & Results



- Kid's Square
- Let's Get Know Assistance Dogs
- Consultation on Welfare Equipment
- SELP Cafe & Shop
- Art-full Manufacturing Laboratory
- Cutting Edge of Welfare Equipment
- Enjoy Active Zone
- Exhibition to Prepare for Unexpected Disasters
- Zone for Discovering the Attractions of Welfare
- Radio Broadcast "Positive Radio HCR"



- Seminar A (Latest Topics on Welfare)
- Seminar B (Step-Up Seminars for Utilization of Welfare Equipment)
- Seminar C (Utilizing Familiar ICT devices)
- Seminar PlusOne
- International Symposium
- Global Seminar
-Wheelchair Seating to Enhancing Elderly Care-

Exhibitors

Number of Exhibitors **402** (incl. 9 companies in Web-Based only)

-Including **50** Overseas Exhibitors (China 17 / Denmark 1 / France 1 / Germany 2 / Hong Kong 2 / Italy 1 / Korea 6 / Netherlands 2 / Sweden 1 / Taiwan 10 / U.K. 1 / USA 6)

Visitors

120,041 visitors

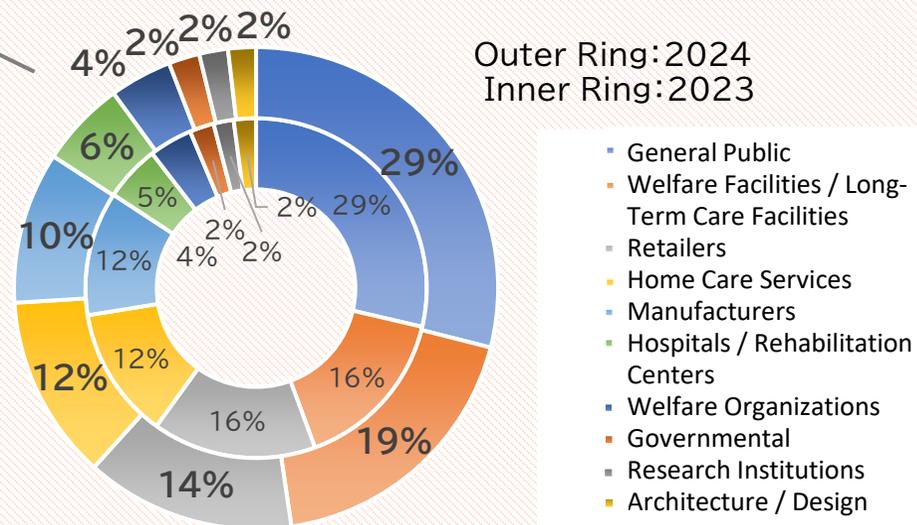
PVs in Web-Based

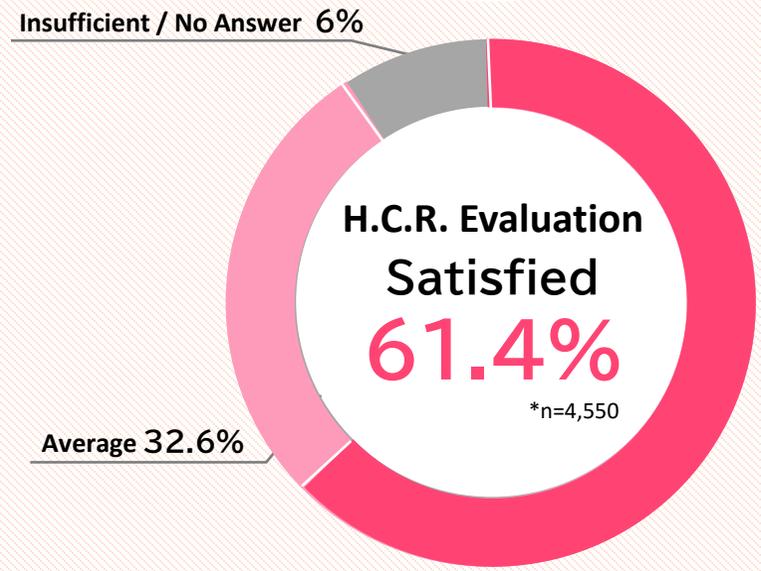
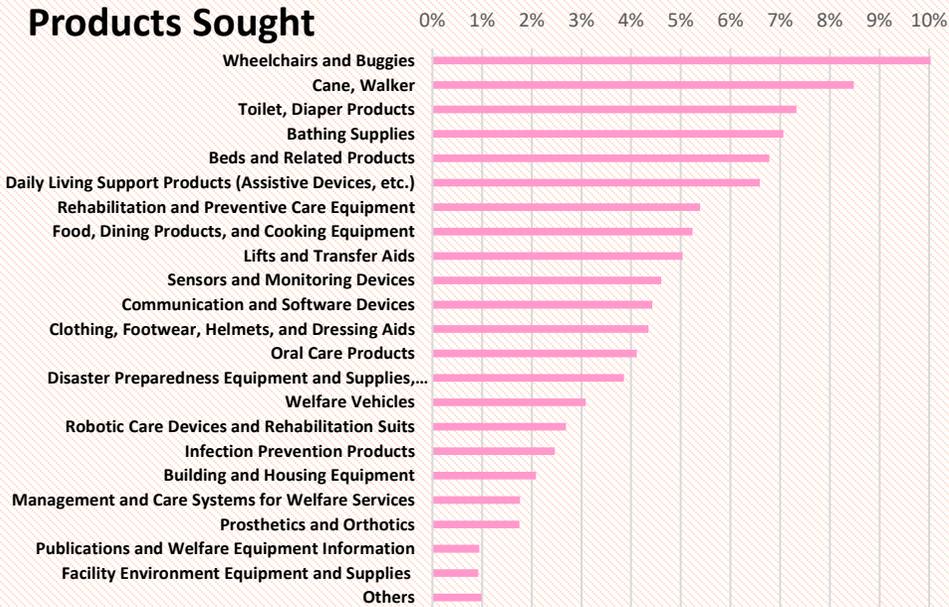
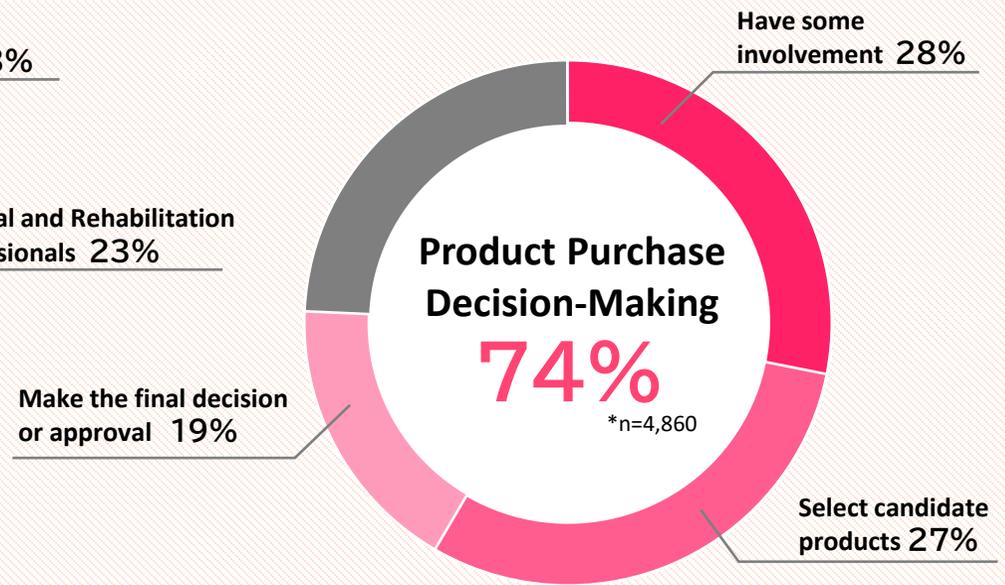
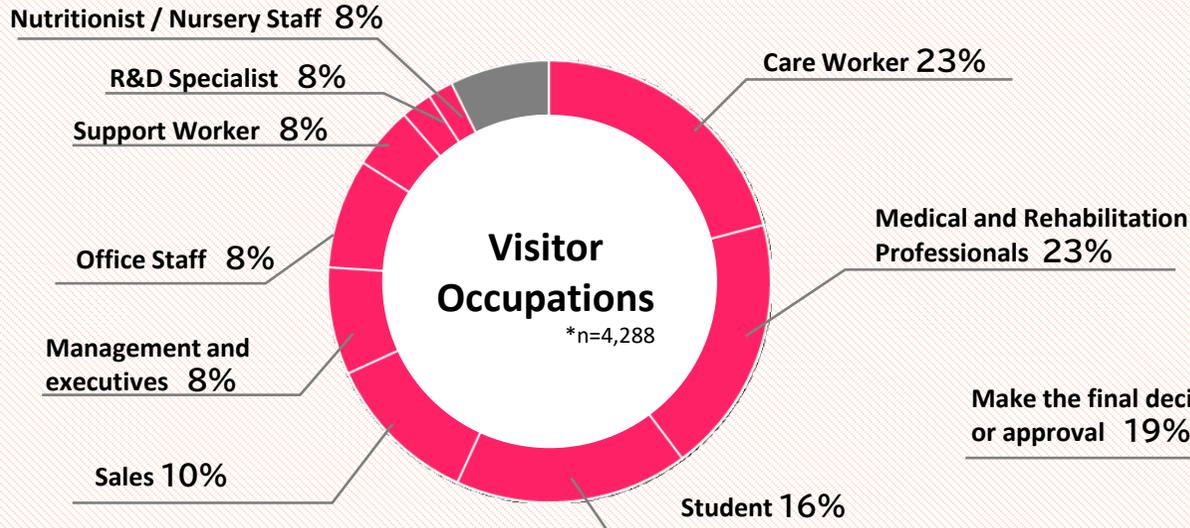
1,956,968 PVs

Press

Press Attendance:
247 people, 108 reports

TV, Newspapers/Magazines and Web Publications:
182 reports





Number of booth visitors
over 3 days:

average **1,309.3** visitors

*Average number of booths per
responding company: 4.2 booths

*n=92

Number of business
meetings over 3 days:

average **57.2** meetings

*including estimated

*n=79

Acquired
new customers/
business partners

88% achieved

*n=102

Led to
business meetings:

85% achieved

*n=92

Received product
feedback:

93% achieved

*n=94

Gained new sales
opportunities:

83% achieved

*n=95

Found partners for
sales/technical
development:

70% achieved

*n=69

Promoted our
company effectively:

93% achieved

*n=98

Promoted our
products effectively:

96% achieved

*n=103

New products
launched
successfully:

87% achieved

*n=86

Presented research
results successfully:

66% achieved

*n=56

Gathered information
on new industry
trends:

81% achieved

*n=86

*The percentage of exhibitors who answered, 'Fully achieved' or 'Partially achieved' their purpose

03

H.C.R.2025 Outline

The theme for H.C.R.2025

**“Paving the Way
for a Creative Future”**

Exhibition Name	<p>In-Person The 52nd International Home Care and Rehabilitation Exhibition 2025 - H.C.R.2025 & Forum -</p> <p>Web-Based H.C.R.Web2025</p>
Organizers	Japan National Council of Social Welfare, Health & Welfare Information Association
Supporting Organizations (Expected)	Ministry of Health, Labour and Welfare (MHLW), Ministry of Economy, Trade and Industry (METI), Ministry of Internal Affairs and Communications (MIC), Ministry of Land, Infrastructure, Transport and Tourism (MLIT), Children and Families Agency, Tokyo Metropolitan Government, Respective Embassies of Participating Companies
Date	<p>In-Person October 8 (Wed) to October 10 (Fri), 2025, 10 AM to 5 PM (until 4 PM on the last day)</p> <p>Web-Based September 1 (Mon) to November 7 (Fri), 2025</p>
Venue	<p>In-Person Tokyo Big Sight – West & South Exhibition Halls (3-11-1 Ariake, Koto-ku, Tokyo, 135-0063)</p> <p>Web-Based H.C.R. Special Website</p>
Admission	Free of Charge
Exhibitors Expected	400 companies/organizations
Visitor Profile (Forecast)	<p>In-Person 100,000 visitors Web-Based 2,000,000 PVs</p> <p>Assistive Device Users, Care Managers, Home Care Equipment Expert Advisors, Certified Care Workers, Certified Social Workers, Home Caregivers, PT, OT, Doctors, Nurses, Nutritionists, care workers, Managers at Welfare/Nursing Care Facilities, Equipment/Device Developers & Sellers, Government Administrators, General Public, Students Studying Welfare, and so on.</p>
Products for Exhibits	Welfare/Assistive Equipment, Rehabilitation Equipment, Nursing Care Equipment and Supplies that support Independent lives and social engagement of the elderly and the disabled
Application Dates	<p>In-Person From January 15 (Wed) 1 PM to March 31 (Mon) 5 PM, 2025</p> <p>Web-Based From January 15 (Wed) 1 PM to May 30 (Fri) 5 PM, 2025</p>

04

H.C.R.2025: A Guide to Exhibiting

Enhancing Awareness of Your Products and Your Company

\Over 90% of the exhibitors rated H.C.R. as effective in promoting their companies and products! /

Great opportunities for a wide variety of visitors to experience your products and features through "See", "Touch" and "Verify". You can also communicate directly with decision-makers of welfare/nursing care service providers who decide on purchases or implementation of products as well as welfare specialist staff and get their feedback. Through such interactions, you may get clues in marketing going forward and leads for new business deals ---- **In fact, nearly 90% of the exhibitors have gained new customers and business partners.** This is a great opportunity to expand your business!

Acquisition of New Customers/Clients

\88% of exhibitors gained new customers or new business partners! /

Not only general users but also many related companies, such as professionals dealing with welfare equipment and retailers, visited the exhibition, providing an expanded opportunity to grow business activities! It also facilitates **connections with research and development for new products**, and exhibitors have provided feedback such as, "We were able to meet companies with whom we can collaborate on product development.

Close Contacts with Users

\Over 93% of the exhibitors were satisfied with visitors' feedback! /

Asia's largest exhibition in this field regularly enjoys **around 100,000 visitors for 3 day-exhibition.** You can directly talk to manufacturers, welfare facilities staff, care workers, medical & nursing staff, rehabilitation staff, and the general public including end-users and their families. You will be able to directly communicate with those in various situations and listen to what they need, which may be helpful in developing and improving your products.

A corporation may apply for participation in this exhibition when the Organizer acknowledges the said corporation meets ALL of the following 1. through 3.

- 1. A Corporate entity which falls under any of the following:**
 - (1) A corporation that manufactures and/or sells home care & rehabilitation equipment/devices
 - (2) A corporation that offers rental services of home care & rehabilitation equipment/devices
 - (3) A corporation that builds and/or sells software programs for welfare services
 - (4) A public organization or a public interest corporation that supports corporations applicable to (1) through (3) above
 - (5) An organization, research institute, and/or educational institute relevant to home care & rehabilitation equipment/devices
 - (6) A corporation which publishes and/or provides information on welfare, nursing care, and rehabilitation, and relevant matters

- 2. A corporation that does/will not cause damages to a third party due to patent infringements or any other disputes**

- 3. A corporation that is not engaged in any sales activities such as advertising, solicitation, etc. related to the products that are NOT accepted as exhibits in this exhibition including welfare facility's care services and in-home welfare services.**



- ✓ **Sole proprietor is NOT qualified to exhibit at this exhibition.** In order to ensure safe and smooth management of the exhibition for visitors and exhibitors, we require exhibitors to be corporations, legally bound, and socially credible. Thus, in case of various troubles which may occur during the exhibition period, we will be able to deal with exhibitors properly, by clarifying responsibilities in such troubles.

- ✓ We do not accept applications from third parties such as advertising agencies.

- ✓ Except for a corporation applicable to (4), (5) of 1. above, we do not accept applications if ALL of the planned exhibits are scheduled to go on sale over 1 year after the exhibition or with undecided launch dates.

Welfare/Assistive Equipment, Rehabilitation Equipment, Nursing Care Equipment and Supplies that Support Independent Lives and Social Engagement of the Elderly and the Disabled

17 Product Categories (Zones)

- A** Mobility, Mobility Aids
- B** Adapted Cars, Related Device
- C** Bed Related
- D** Bath Related
- E** Toilets & Diaper Related
- F** Clothing, Dressing/Undressing Aids
- G** Communication/Software & Devices
- H** Sensors & Monitoring Devices
- I** Construction & Housing Equipment
- J** Rehabilitation & Frailty Prevention Equipment/Devices
- K** Prosthesis & Orthosis
- L** Daily Living Aids
- M** Care Foods & Cooking Aids
- N** Facility Environment & Disaster Response Equipment/Supplies
- O** Infection Prevention Devices
- P** Business & Care Service Management Systems for Welfare Service Providers
- Q** Publishing & Welfare Equipment Information Services

*Disaster response equipment has been added to category "N"

- A Mobility, Mobility Aids**
 - A-1 Manual Wheelchairs, Powered Wheelchairs, Powered Scooters (3 & 4 wheeled), Bicycles, Attendant Propelled Wheelchairs
 - A-2 Walkers, Rollator walkers, Canes
 - A-3 Stretchers, Transfer Aids, Floor Lifters, Stationary Hoists, Power Assist Suits, Walking Assist Robots
- B Adaptive Vehicles & Related Devices**
 - Wheelchair Adapted Vehicles, Equipment/Devices for the Disabled Drivers, Special Purpose Vehicles for Bathing, Commercial Vehicles for Welfare Facilities, Eco-Friendly Cars
- C Bed Related**
 - Beds, Mattress, Pressure Sore Prevention Aids, Bedside Tables, Bedsheets for Nursing Care
- D Bathing Related**
 - Bathtubs, Bath Chairs, Anti-slip Products, Bath Steps, Bath Lifts
- E Toilets & Diapers Related**
 - Portable Toilets, Toilet Bowls, Toilet Seats, Deodorants, Disinfectants, Diaper-Related Goods, Automatic Excretion Treatment Apparatus
- F Clothing & Dressing/Undressing Aids**
 - Clothing, Shoes, Caps/Hats, Protective Caps/Hats, Wigs, Dressing/Undressing Aids
- G Communication/Software & Devices**
 - Hearing Aids, Phones & Fax for Disabled & Elderly, Talking Aids, Closed circuit TV, Text-to-Speech Readers, Voice Navigation Systems, OA devices for Disabled, Software, Computer Access Aids, Audio/Visual Devices for Disabled, Communication Robots
- H Sensors & Monitoring Devices**
 - Emergency Reporting Systems, Monitoring Devices, Urinary Incontinence Control Devices
- I Construction & Housing Equipment**
 - Ramps, Handrails, Elevators, Platform Lifts, Stair Lifts
- J Rehabilitation & Frailty Prevention Equipment/Devices**
 - Gait Trainers, Rehabilitation Teaching/Learning Materials, Muscle Training Equipment, Functional Training Equipment, Oral Care Products, Frailty Preventive Equipment
- K Prosthesis & Orthosis**
 - Prosthesis & Orthosis, Sports & Recreation Goods for Disabled
- L Daily Living Aids**
 - Self-help Aids, Sports & Recreation Goods for Disabled, Other Care Related Goods
- M Care Foods & Cooking Aids**
 - Adaptive Eating Utensils, Adaptive Tableware, Kitchen, Cooking Aids, Care Foods for Elderly & Disabled
- N Facility Environment & Disaster Response Equipment/Supplies**
 - Construction of Welfare Facilities, Flooring & Wall Materials for Welfare Facilities, Natural Energy, Energy-saving & Cost-saving Technologies/Devices, Re-sourcing Treatment & Water Purification Treatment Equipment, Washing Machines, Dryers, Vacuum Cleaners, Deodorizers, Chairs, Seating, Positioning, Standing Aids, Tables, Furniture, Bathroom Sink, Clothing for Care Staff, Equipment /Devices & Supplies for Disaster Preparedness (Fire Alarm Equipment, Automatic Fire Extinguishing Facilities, Products for Disaster Prevention & Evacuation, In-house Power generators & Energy Storage Equipment, Emergency Water Purification Equipment, etc.)
- O Infection Prevention Devices**
 - Air Purifiers, Humidifiers, Disinfectors, Products for Infection Prevention
- P Business & Care Service Management Systems for Welfare Service Providers**
 - Computer Systems for Welfare Businesses
- Q Publishing & Welfare Equipment Information Services**
 - Books and Teaching/Learning Materials on Welfare, Nursing Care, Rehabilitation, and Insurance, Information Magazines, Newspapers, Broadcasting & Communications, Websites on Welfare/Assistive equipment



**ALL EXHIBITORS
MUST READ THROUGH
THIS AND UNDERSTAND**

Such products applicable to any of the followings will not be accepted as exhibits at this exhibition. Even if the followings are not applicable, however, the Organizer may, either before or during the exhibition, refuse such exhibitor to exhibit or request it to withdraw its products when the Organizer deems such exhibitor causes nuisance to the third parties including visitors.

-  **Products intended for health maintenance & improvement for the general public, products that are NOT regarded as “welfare/assistive equipment/devices,” or products with descriptions implying such products mentioned**
e.g. Massagers, Relaxation Equipment, Healthy Futon, acupuncture point pushers, Magnetic Necklaces, Health Foods, Home Water Purifiers, Water Dispensers, Health Supporters, Beauty Equipment & Supplies, Goods to Improve Health Conditions (Blood Circulation, Blood Pressure, Cold Sensitivity, Pain, Moisturizing, etc.), Various Anti-Allergy Products (for Formaldehyde, Sick House Syndrome), Playing Tools not mainly intended for rehabilitation, Anti-Lifestyle Diseases, Stone Saunas, Foot Baths, etc.
-  **“Healing Products” whose efficacy cannot be determined by the Organizer, or products with descriptions implying such efficacy**
e.g. Dolls & Stuffed Animals, Various Therapies including Animal, Reminiscence, Music, Horticulture, Light, Aroma, and Stress Relief Goods, etc.
-  **“General recreational goods” that are NOT specifically designed for the elderly and/or the disabled**
e.g. Sports & Recreational Goods, Kits of Plant/Fish Cultivation and Handicrafts, etc.
-  **“General Daily Supplies” that are NOT mainly targeted for the elderly, disabled, or to use in welfare facilities**
e.g. Shampoos, Hair Conditioners, Bar Soaps, Hand Soaps, Skincare Creams, Bath Preparations, Laundry detergents, Sanitizing Wipes, Office Supplies
-  **“Services” that are intangible, not available for physical display. Thus, visitors can NOT see, touch, and confirm the quality on site.**
e.g. Welfare Related Services (Elderly Nursing Homes, Senior Day Care, Group Homes, Home Care Services, Transport Services, Foods & Food Home Delivery Services, Welfare Counseling Services, Adapted Taxis, Massaging Services, Design Services for Welfare Facilities), Staff Development & Recruitment Services, and Other Services (Mail Order & relevant services, Travel Services, Financial Services including Pension Fund Management, Life/Property Insurance, Financial Consultancy, Consultancy on Business Management/Business Planning, Franchise Systems, System Support Services, Monitoring Services for the elderly without using devices, etc.), and Info on Service Providers
-  **Products that have been questioned for its safety by organizations concerning product safety inspections (such as National Consumer Affairs Center of Japan) and the said questioned safety concerns cannot be verified.**
-  **Devices/Equipment that are used in medical practices, thus, cannot be used by welfare workers**
e.g. Pharmaceuticals, equipment/devices that require qualified personnel (Infrared Treatment, Electric Therapy, Electric Potential Therapy, Magnetotherapy, acupuncture, Osteopathic Substitution Therapy, acupuncture), etc.
-  **Disinfectant Alcohol which is classified as Hazardous Materials under the Fire Service Act (or other items that the local fire department does not allow to exhibit**
-  **Exhibitors whose main activities are to collect “personal information” of visitors and not to show and promote sales of their exhibits at their own booths**

Participation Types	Hybrid In-Person Web-Based Basic Booth	Hybrid In-Person Web-Based Island Booth	Web-Based Web-Based Only
Specifications	<ul style="list-style-type: none"> 3m(W) x 3m(D) x 2.7m(H) per booth (Inside dimensions: 2.93m X 2.93m X 2.7m) Organizer to install basic materials included in the participation fee Max. height for decorations: 3.6m * If decoration is higher than 2.7m-wall, it must be set at least 1m inside from all 4 boundaries. 	<ul style="list-style-type: none"> 3m(W) x 3m(D) x 2.7m(H) per booth, Space Only Four-sided open (facing the aisles)Max. height for decorations: 6.0m 	<ul style="list-style-type: none"> Exhibitor's Page (1 page for each Exhibitor) Product Detail Pages (1 page per 1 product, Max. 32 products) Administrator's Page
Max. & Min. # of Booth <small>Suppl.1</small>	<ul style="list-style-type: none"> Linear, in a straight line: Max. 7 booths Peninsula, end-cap: 4, 6, 8, 10, 12 booths (in even numbers) 	<ul style="list-style-type: none"> 6 booths or more Side width is 6m (2 booth worth) or more AND in increments of 3 meters Max. depth 12m (4 booths worth) 	—
Participation Fee Per Booth	JPY350,000 (JPY385,000 w/tax)	JPY 320,000 (JPY 352,000 w/tax)	JPY 200,000 (JPY 220,000 w/tax)
Covered by Participation Fee	<ul style="list-style-type: none"> Booth space Booth materials <small>Suppl.2</small> Promotional materials (posters, leaflets, etc.*) Participation in Web-Based <small>Suppl.3</small> 	<ul style="list-style-type: none"> Booth space Promotional materials (posters, leaflets, etc.*) Participation in Web-Based <small>Suppl.3</small> 	<ul style="list-style-type: none"> Exhibitor's Page on Web-Based <small>Suppl.3</small> Promotional materials (posters, leaflets, etc.*)
Not Covered by Participation Fee	<ul style="list-style-type: none"> Power supply cabling, electrical wiring/installation of electric equipment, electricity usage (★) Plumbing, water service usage (★) Furniture rental fee (★) Installation & usage of network services (temporary telephone/internet) (★) All the costs of transportation Costs of fittings, decorations, construction, and operations that are NOT provided by the Organizer Insurance premiums (liability, property, or transport) Costs of additional installation of smoke detectors, etc. instructed by the Fire Department Bank transfer charges imposed on exhibitor's payments All the other costs explicitly mentioned in the above section "Covered by Participation Fee." 		<ul style="list-style-type: none"> Physical booth space at in-person exhibition Bank transfer charges imposed on exhibitor's payments All the other costs explicitly mentioned in the above section "Covered by Participation Fee."

* Posters and leaflets will be provided in data (in Japanese)

★Detailed costs and procedures will be announced in the Exhibit Manual to be released on June 20 after the exhibitors have been confirmed

	<div style="display: inline-block; background-color: #e91e63; color: white; border-radius: 15px; padding: 5px; margin-right: 5px;">Hybrid</div> <div style="display: inline-block; background-color: #9c27b0; color: white; border-radius: 15px; padding: 5px; margin-right: 5px;">In-Person</div> <div style="display: inline-block; background-color: #9c27b0; color: white; border-radius: 15px; padding: 5px; margin-right: 5px;">Web-Based</div> <h3 style="margin: 0;">Start Up Booth</h3>
Applicable to	Companies/Organizations from America, Europe, and Oceania planning to exhibit at H.C.R. for the first time
Conditions <small>*All conditions to be met</small>	<ul style="list-style-type: none"> <input type="checkbox"/> A company/organization that applies for exhibiting at H.C.R. for the first time <input type="checkbox"/> Its head office is in countries/regions outside Japan (to be verified with its registered certificate) <input type="checkbox"/> No Japanese branches, subsidiaries, affiliated companies, or joint ventures that the applicant owns 50% or more <input type="checkbox"/> Min.1 representative (formally employed officers/staff) MUST come to Japan and attend on-site for 3 days *To be confirmed at the venue <p style="color: red; font-weight: bold;">If it is determined after the exhibition participation is confirmed that the conditions mentioned above are not met, you will be required to exhibit at the regular exhibition fee.</p>
Specification	<ul style="list-style-type: none"> • As per basic booth: 3m(W) X 3m(D) X 2.7m(H) • Only “Single Exhibitor Booth” is available (no “Joint-Exhibitor Booths” or “Pavilion Booths”) *In case of a request for adjacent booths of other exhibitors, the Organizer will consider it when assigning a booth
Participation Fee Per Booth	<p style="color: red; font-weight: bold; margin: 0;">JPY 180,000 (JPY198,000 w/tax)</p> <p><small>*Liner booth configuration only</small></p> <p><small>*Up to 2 booths in principle (3 booths or more are not accepted)</small></p>
Booth Location	In “Start Up Global Zone” in principle
Covered by Participation Fee	<ul style="list-style-type: none"> • Booth space • Booth materials (System wall panels, fascia board, company name board, booth number plate, 2 LED lights, carpet). • Power supply cabling, electrical wiring/installation of electric equipment, electricity usage • Participation in a Web-Based Exhibition • Exposure to the Organizer’s publications through the introduction of exhibitors in “Start Up Global Zone” • On-site interpreters (Several interpreters for the entire zone/English only)
Not Covered by Participation Fee	<ul style="list-style-type: none"> • Plumbing, water service usage (★) • Furniture rental fee (★) • Installation & usage of network services (temporary telephone/internet) (★) • All the costs of transportation • Costs of fittings, decorations, construction, and operations that are NOT provided by the Organizer • Insurance premiums (liability, property, or transport) • Costs of additional installation of smoke detectors, etc. instructed by the Fire Department • Bank transfer charges imposed on exhibitor’s payments • All the other costs explicitly mentioned in the above section “Covered by Participation Fee.”

Special Offer to
New Western Exhibitors

★ Detailed costs and procedures will be announced in the Exhibitor Manual to be released on June 20 after the exhibitors have been confirmed.



Suppl. 1 Booth Configurations

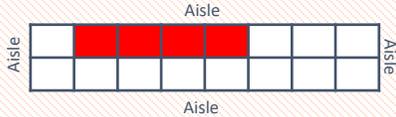


Due to confusion between 'In Line' and 'Peninsula', there have been frequent application mistakes. Please make sure to double-check before applying.

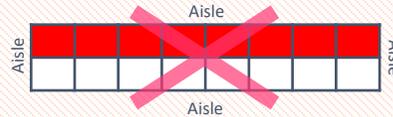
Basic Booths: In Line

Arranged in a straight line. Max. 7 booths. 8 or more booths/L-shaped arrangements are not allowed. No walls to sides that are exposed to aisles.

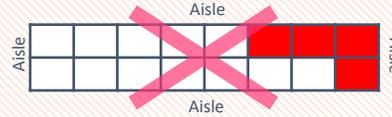
e.g. 4 booths (1 x 4)



e.g. 8 or more linear booths: NOT accepted



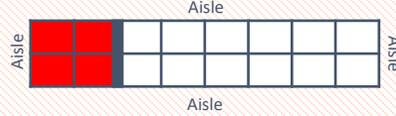
e.g. 4 booths in L-shape: NOT accepted



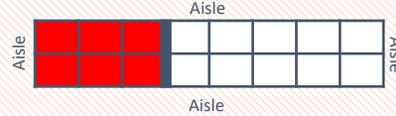
Basic Booths: Peninsula

A total of 4 to 12 booths (either single or joint exhibition), in increments of 2 booths, an even number of booths (4,6,8,10, or 12 booths), 3 X 4 booths are not accepted. Organizer to install 6m (W) X 2.7m (H) wall panels on border to adjacent booths as indicated in bold line in the diagrams below.

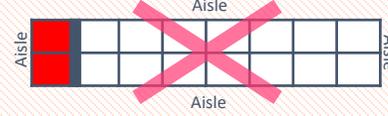
e.g. 4 booths (2 x 2)



e.g. 6 booths (2 x 3)



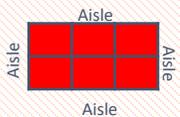
e.g. 2 booths are NOT accepted



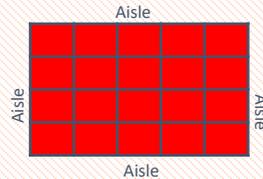
Island Booths

Aisles on all sides, space only. Min. 6 booths. One side is 6m or greater in increments of 3m. Max. depth is 12m.

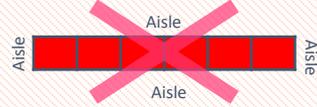
e.g. 6 booths (2 x 3)



e.g. 20 booths (4 x 5)

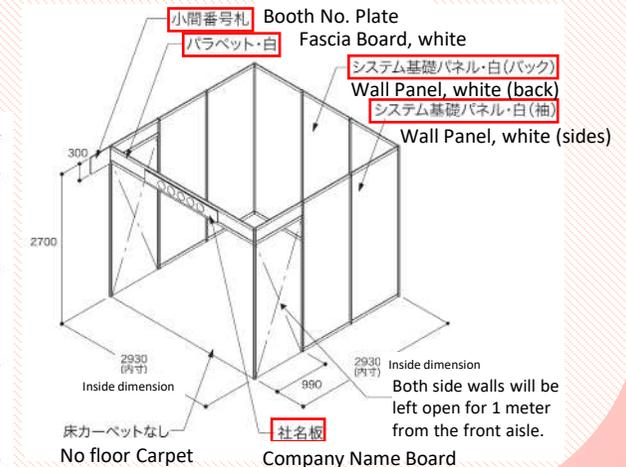
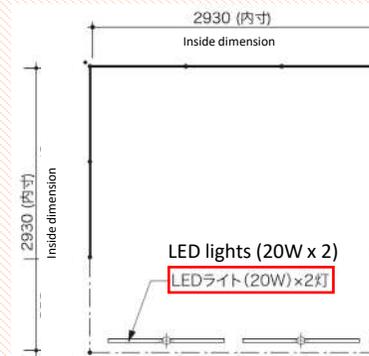


e.g. 6 booths
1 x 6 booths CANNOT be configured



Suppl. 2 Booth Fittings & Services for Basic Booth

- System wall panels (back wall & side walls), fascia board, company name board, booth number plate, 2 LED lights and power for those 2 lights.
* See next to the diagrams  on the right.
- Wall panels are white. Side walls are installed 1m set back from the front side.
- No carpet on the booth floor



Suppl. 3

Functions available on the Web-Based Exhibition

- * **In-person exhibit automatically includes participation in Web-Based exhibition**
- * Web page designs are being developed. (Images below are from 2024)
- * There may be changes in the details including listed information and functions depending on the ongoing development
- * Pages will be prepared in Japanese & English

Exhibitor's Page / 1 Page for 1 Exhibitor



<<Listed Information>>

- ❑ Exhibitor's Zone
- ❑ Booth Number
- ❑ Exhibitor's Name
- ❑ Exhibitor's Summary (PR)
- ❑ Exhibitor's Introduction
- ❑ Exhibitor Summary Video/Image
- ❑ Exhibitor's Logo
- ❑ Product Details (→ Link to Product Details pages)
- ❑ Exhibitor Information (Address, TEL, FAX, Corporate URL)

<<Functions>>

- ❑ Link to Book Business Meetings
*Exhibitor to prepare for the Reservation Form
- ❑ Downloads of Materials
- ❑ Inquiry Form

Product Details Page / 1 Page for 1 Product



<<Listed Information>>

- ❑ Exhibitor's Name
- ❑ Product Category
- ❑ Product Name
- ❑ Product Images/Videos (Several)
- ❑ Functional Classifications
- ❑ Product Summary (PR)
- ❑ Product Details
- ❑ Price
- ❑ Product Specifications
- ❑ Exhibitor Information (Address, TEL, FAX, Corporate URL)

<<Functions>>

- ❑ Link to Product Details
- ❑ Inquiry Form

Administrator Page / 1 Page for 1 Exhibitor

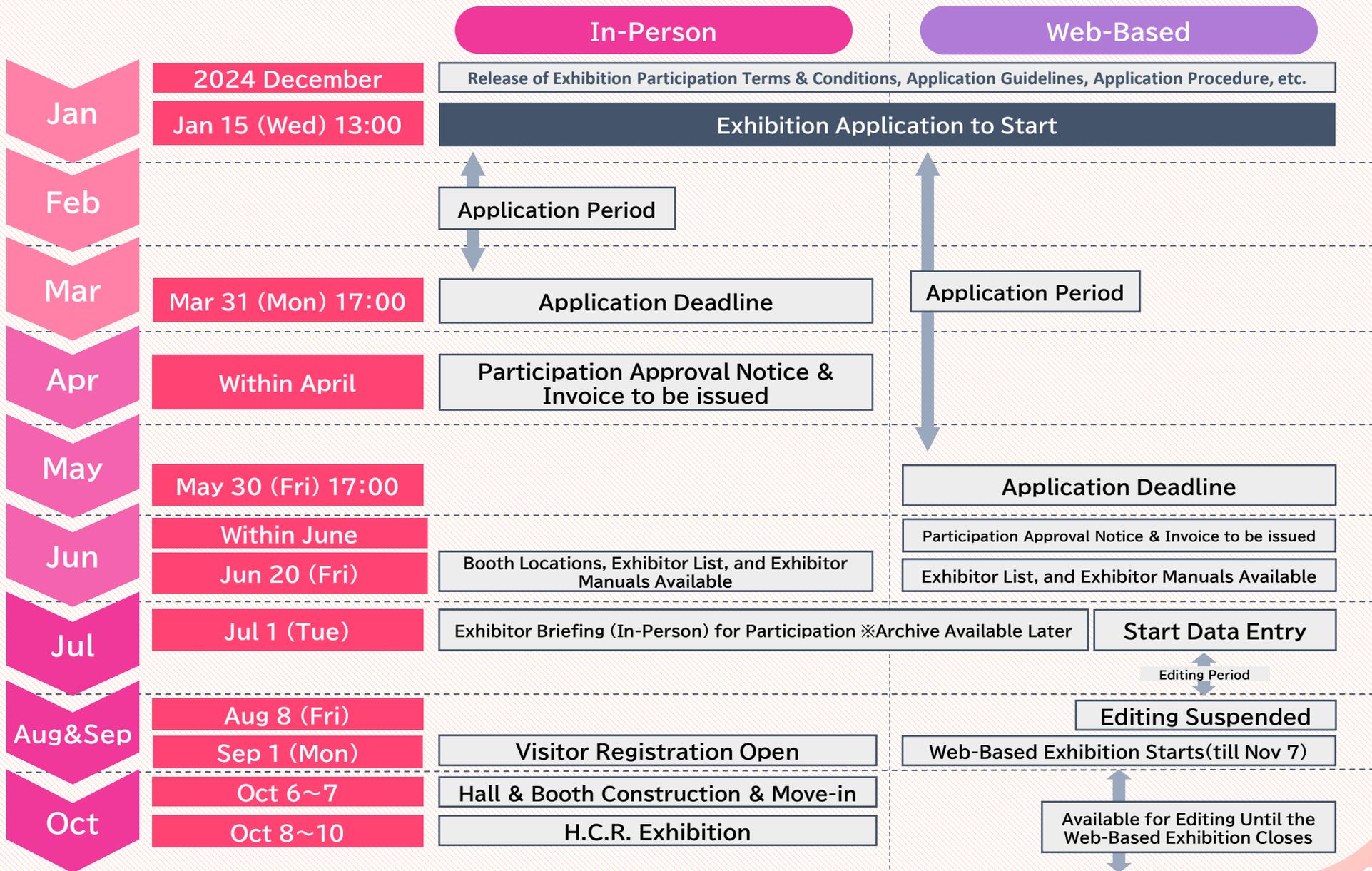
Administrator Page for each Exhibitor, which allows the exhibitor to edit the web pages above and manage visitor logs

- On Admin Page, you can update info on the pages above, add & delete new information, and preview those pages.
- Except for some maintenance periods, you will be able to work on those pages for info updates and so on from the start of data entry date till the last day of the exhibition according to our current plan.
- Visitor logs will include, as per our plan, "names, company/organization names, age groups, occupations, e-mail address, prefectures of residence" of those who have accessed your (exhibitor's) pages above. And those visitor logs will be available for downloading in CSV format anytime during the exhibition period.

	Single Exhibitor Booth	Joint Exhibitor Booths	Pavilion Booths
	1 company to exhibit at its own booth	2 or more companies/organizations to jointly exhibit at one combined booth space	A municipality or public interest organization (hereafter Public Interest Organization) to allow their member companies or supporting companies (hereafter Member Companies) to exhibit at their booths
Applicable Booth Type	Basic booth(s), Island Booths, Start Up Booth(s), Web-Based exhibition only	Basic booths (1 or more booths per 1 exhibitor), Island Booths (1 or more booths per 1 exhibitor) * Not applicable to Start Up exhibitors and Web-Based Only Exhibitors	Basic booths (no requirements on quantity of booths), Island Booths (no requirements on quantity of booths), Web-Based exhibition only * Not applicable to Start Up exhibitors
Qualifications	As per P. 17	<ul style="list-style-type: none"> As per P. 17 Each participating exhibitor needs to apply for 1 or more booths 	<ul style="list-style-type: none"> Organizations applicable to 1. (4) on P. 17 Member Companies are to display “Acceptable Exhibits” Member Companies are not applying as exhibitors on their own
How to apply	Exhibitor to apply on its own	<ul style="list-style-type: none"> One exhibitor (= main exhibitor) to apply on behalf of all the participating exhibitors (= co-exhibitors) If the main exhibitor or co-exhibitors is/are “new to H.C.R.” or “last participated in 2022 or before”, prior review to see exhibitor qualifications 	<ul style="list-style-type: none"> Public Interest Organization to apply and act as contact The Organizer requires prior review of planned exhibits of Member Companies to determine if they are acceptable.
Communications with Organizer’s Office	All communications go to the single exhibitor’s contact person	<ul style="list-style-type: none"> In principle, all communications go to the main exhibitor’s contact person. The main exhibitor needs to pass on the information to co-exhibitors Provided, however, that, some communications such as ID and password notifications may go directly to each exhibitor. 	All communications go to Public Interest Organization’s contact person (Public Interest Organization needs to pass on the information to Member Companies)
Insurance (See P. 29)	Required	Required for all the participating exhibitors	Required for all the parties involved; Public Interest Organization and all the Member Companies
Displaying Company Name at Booth	Display the exhibitor’s company name	<ul style="list-style-type: none"> OK to display all exhibitors’ company names In Japanese alphabetical order (In Japanese materials) and in alphabetical order (in English materials) 	<ul style="list-style-type: none"> Under the responsibility of Public Interest Cooperation, all the companies can display their names. * Please note that Member Companies are NOT exhibitors as they do not sign on the exhibitor agreement. In addition, if Member Companies wish to list their names on the Organizer’s publications, we can accommodate such request as a paid option (to be announced on June 20) at JPY11,000 per company.

04 H.C.R.2025: A Guide to Exhibiting

Upcoming Schedule
(tentative)



Please contact us if you are unclear when you exhibited last

A (Company/Organization)
Apply for the first time

OR

Exhibited in or before 2022

B Exhibited in
2023 and/or 2024

STEP 1

Prior review to see if exhibitor is qualified & planned exhibits are acceptable

Start accepting documents from 1:00 PM
Jan 15 (Wed)

[Submit the following docs]

- 1) Pre-Application Form
- 2) Corporate Brochures or leaflets
- 3) Materials/Website to describe planned exhibits

[E-mail to submit the above]

H.C.R. Organizer's Office: overseas@hcrjapan.org

[Due Date]

Application for In-Person Exhibition: March 21 (Fri), 2025
Application for Web-Based Exhibition: May 23 (Fri), 2025

Organizer to inform you of log-in ID via email on January 10th

Downloadable at
<https://hcr.or.jp/en/company/>
TOP ▶ For Exhibitor

If deemed to be inappropriate, application will not be accepted

Organizer's Office to Review Documents

Organizer's Office to issue Exhibitor ID to log on to the dedicated page for each exhibitor

Start from STEP 2

* If you forgot the password, follow the process to re-issue password

To STEP 2 (P. 28)

STEP 2

Exhibitor Application

Start accepting docs
from 1:00 PM
Jan 15 (Wed)
(Japan time)

Please fill in the required info on the “Application Form” on the Exhibitor Page to apply:

[URL] <https://hcr.smktg.jp/public> *Log-in ID and Password are required.

[Due] In-Person Exhibition: by 5:00 PM, March 31 (Mon)

Web-Based Exhibition Only: by 5:00 PM, May 30 (Fri)

Please also upload the relevant documents explained below:

All the companies/organizations categorized in A

Copy of corporate registration or the equivalent
(Issued within the last 6 months)

Of companies categorized in B, if there is/are
planned exhibit(s) that are new to H.C.R.

Reference materials of such product(s)

The Organizer’s Office to review information on application forms
(Applicants will be contacted if information is incomplete)

The Organizer’s Office to notify the applicant when the procedure is complete

STEP 3

Participation Fee Payment

- When ready, the Organizer’s Office will send out “Participation Approval Notice” and “Invoice.” (Upload to the Exhibitor Page, in principle)
- Please pay the participation fee as billed by the end of the month following the billing month.
- **Cancellation after the issuance of the "Participation Approval Notice" will require payment of cancellation charges.**

1 Liability Insurance Coverage (for In-Person Exhibition)

- **All exhibitors MUST be insured against accidents/cases where exhibitors are held liable.**
- Exhibitors may purchase such insurance coverage via the Organizer (see attachment 2 on Liability Insurance) upon exhibitor applications. If you have business with insurance companies and use their services, please purchase other insurance coverage equivalent to the one offered via the Organizer.

If you purchase the insurance coverage via the Organizer, you only need to indicate so by ticking on the Application Form. No need to submit additional documents.

- Please note that Product Liability Insurance may not cover liabilities at exhibitions. We advise you to re-examine the coverage.

2 Payment of Participation Fee

- Invoice for participation, etc. will be sent out with Application Approval Notice.
- **Payment due is at the end of the following month after the billing month.** If some arrangements are necessary due to unavoidable reasons such as account settlements, please contact the Organizer's Office by e-mail before the end of the billing month.
- Payment in installments of the amount due is not permitted under any circumstances.
- When no payment is verified by the due date without any contacts regarding payment due arrangements, the Organizer's Office will cancel the said exhibitor's application and charge 100% of the already billed amount as cancellation charges.

3 Application for Grants and Subsidies

- **Please plan well in advance and check the terms and conditions if you intend to apply for various subsidies from governments and organizations.**
- **In principle, we will not accommodate any requests relating to subsidy applications such as making a refund after the payment is made for the sake of modifying the payment date. Furthermore, any cancellations due to grant and subsidy denial will not be accepted.**
- There will be no references, consultations, or mediation of grants/subsidies by the Organizer's Office.

4 Booth Cancellation

- **Once the “Participation Approval Notice” is issued, canceling exhibitor applications or downsizing the number of booths is not accepted in principle.** (Except for cases which the Organizer approves.)
- Please make sure to notify the Organizer in writing --- e-mail or documents --- for the record, if you intend to cancel your applications.
- Cancellation charges will incur on the date when the Organizer receives the cancellation notice. Cancellation charges are defined as follows:
- If cancellation is made after the payment of the participation fee, the balance after deducting the cancellation charges and bank charges (for sending money back) will be returned to the bank account designated by the applicant.
- Please refer to the Exhibition Participation Terms and Conditions for handling in case of cancellation of the exhibition itself (including matters related to COVID-19)

Date of Cancellation Notice Received	Cancellation Charge
From Date of Application Approval Notice to June 20 (Fri), 2025	50% of Billed Amount
From June 21 (Sat) to August 31 (Sun), 2025	75% of Billed Amount
On and after September 1 (Mon), 2025	100% of Billed Amount

5 Changes to Applications

- **Once the “Participation Approval Notice” is issued, changes to the exhibitor application will not be accepted in principle.** However, this shall not apply to such changes due to unavoidable reasons including changing the exhibitor’s name after a corporate merger and when the Organizer approves such changes.
- Please note that requested changes may not be reflected in materials for display if they are about the exhibitor’s name or matters to be publicized. It depends on the time of such request and the status of preparations for the exhibition.

6 Exhibitor Company Name/Brand Name

- The name of the exhibitor registered in the application will appear on the list of exhibitors and the leaflet distributed at the venue on the day of the exhibition prepared by the Organizer's office.
- To avoid confusion among visitors, **the name of the exhibiting company must be prominently displayed on all booth decorations, etc., and no other company name may be displayed** (except for pavilion exhibitors).
- The names of manufacturers of products handled by sales and rental companies may be displayed only on printed materials, such as brochures and panels, distributed by exhibitors in their booths, and may not be displayed on booth decorations or furnishings.
- **You may choose a company name, brand name with a company name, or brand name alone without a company name.**
- If you choose to display only your brand, as an exhibitor name, your brand name will appear on all the decorations, publications, and on H.C.R. website. Thus, your company name will not be found anywhere.
- As far as the listing order for the exhibitors list, etc., your submitted exhibitor name will be arranged in alphabetical order.

7 Acceptable Exhibits

- Please check the "Products NOT acceptable as exhibits" on P. 20 again carefully.
- This exhibition is not an exhibition for immediate sales. With the exception of books and products from entities that support the employment of persons with disabilities, **exhibitors may not display products for immediate sale only or products whose main purpose of the display is commercial activity (including cases in which the organizer deems this to be the case).**

1 Water Supply & Drainage, Gas Supply, etc.

- **If you intend to use water supply & drainage or gas, please make sure to indicate so when applying.** We may not be able to accommodate your request after the Application Approval is notified.
- Depending on the guidance of the local health center, if you plan to offer food/beverage samples, your booth may be required to equip with at least a hand-washing unit. In case of providing food/beverage samples at your booths, please make sure to apply for water supply & drainage equipment and be prepared for setting up a hand-washing unit inside your booth.

2 Considerations in Booth Allotment

- **If there are any preferences you would like us to consider when allotting booths, such as requesting adjacent booths to other exhibitors or booths located farther away from other exhibitors, please inform us through the Application Form.** Please note, however, that all of your requests may not be met as booths are allotted under various factors including venue specifications.
- Even if you are dissatisfied with your booth location, because your requests such as corner booths are not met, changing your booth(s) location or canceling the exhibitor application will not be negotiable.

3 Documents to Enter Japan

- **The Organizer shall not issue any documents such as Invitation Letters that are required for entering Japan.**
- The Organizer shall not be held liable for any damages caused by not being able to attend the exhibition because the visa is not issued by the Japanese Embassy/Consulate.
- Please be sure to make the appropriate arrangements for your travel to Japan. The Organizer will not handle any procedures on your behalf.

4 Delegation to Third Parties

- You may assign a company such as a designing/booth decoration vendor as your contact so that they will be able to coordinate matters for the exhibition and receive documents from the Organizer.
- Please log on to the Exhibitor's page and register their information under "Exhibitor Contact Person Information." (Only a single vendor can be registered.) Please note that the exhibit application itself has to be submitted by the Exhibiting company/organization.

We offer the following options to enhance your publicity and exposure.
Details will be in the exhibitor manual released on June 20

Exhibitor Presentation

- Private rooms (with equipment such as microphones and projectors) are available for product launches, case studies, workshops, and seminars.
- The event will be recorded by the organizer and archived for web distribution.



Radio CM

- A live radio broadcast from a special streaming booth at the venue, featuring event highlights, introductions to exhibits, and visitor feedback, will be held throughout the 3-day event.
- About 1,000 people listened in 3 days.
- We are accepting commercials to be aired during the intervals between programs.



Barcode Reader Rental

- Booth visitor information can be obtained by reading the barcode on the visitor's pass.
- This is an effective way to enhance the efficiency of visitor management and sales promotion activities.



※ The images shown are from last year's results and may be subject to change in the future.

H.C.R. Organizer's Office

c/o Health & Welfare Information Association

**Shin-Kasumigaseki Bldg., Kasumigaseki,
Chiyoda-ku, Tokyo 100-8980, Japan**

E-mail: overseas@hcrjapan.org

(Office Hours: 9:30 AM to 5:30 PM, Monday through Friday, except holidays)

URL: <https://hcr.or.jp/en/>

As of December 20, 2024