



**H.C.R.2026 & Forum**

**53rd International Home Care and Rehabilitation Exhibition 2026**

# **Application Guidelines**

**Organized by**

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

# Contents

<b>01</b>	<b>About H.C.R.</b>	...	<b>3-6</b>
<b>02</b>	<b>H.C.R.2025 Reports &amp; Results</b>	...	<b>7-13</b>
<b>03</b>	<b>H.C.R.2026 Outline</b>	...	<b>14-16</b>
<b>04</b>	<b>H.C.R.2026: A Guide to Exhibiting</b>		
1	Advantages of Exhibiting at H.C.R.	...	<b>18</b>
2	Qualified Exhibitors & Acceptable Exhibits	...	<b>19-22</b>
3	Participation Types & Fees, Booth Application Types	...	<b>23-27</b>
4	How to Apply for Exhibiting & Upcoming Schedule	...	<b>28-30</b>
5	Important Notes for Applications	...	<b>31-33</b>
6	Other Notes	...	<b>34</b>
7	[Plan/Information] Paid Options	...	<b>35</b>



01

## **About H.C.R.**

### **International Home Care and Rehabilitation Exhibition**

# H.C.R.2026 - Paving the Way for a Creative Future

H.C.R., which began in 1974, has been supported by many individuals and organizations, including welfare-related companies, and has reached its 53rd time now. We sincerely would like to thank you for everyone's cooperation.

The aging population and population decline are now in full swing, and it goes without saying that the social challenges surrounding welfare are becoming increasingly serious. Given the current shortage of welfare personnel to meet the ever-increasing demand for care, the utilization of welfare equipment is increasingly required in all settings, including welfare facilities and home care. Particularly in today's world where ICT and digital technologies advance at a rapid pace, their utilization is drawing attention from other industries as well. This is from the perspective of promoting independence and social participation for people with disabilities and the elderly, as well as reducing the workload in welfare settings.

We will continue to provide opportunities for visitors to see, touch, and verify a wide range of the latest welfare equipment firsthand through the product displays of our exhibiting companies. Furthermore, we aim to enhance the value of this event as a "forum" where all welfare professionals can interact directly, by hosting skill-building seminars for welfare specialists and offering themed exhibition displays and hands-on experiences.

Due to renovation work at the Tokyo Big Sight, we will utilize the East Exhibition Halls 1, 2, 3, 7, and 8 this time again. We will strive to attract even more visitors by carefully organizing the layout to ensure a smooth visitor flow. Additionally, amid the ongoing surge in costs for exhibition materials and labor, we have reluctantly revised our exhibition fees for the first time in five years. This adjustment is necessary to ensure the continued operation of international exhibitions and to fully meet the expectations of exhibiting companies and visitors. We kindly ask for your understanding in light of the circumstances. Moving forward, we will spare no effort to ensure the exhibition is operated with even greater safety and security than before, while striving for optimal management.

We would sincerely appreciate the continued support and cooperation of all the concerned parties, including exhibiting companies and organizations.

# 01. About H.C.R.

## For the Opening of the 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**

**Seminars and special  
exhibitions** on various  
specialized themes such as disaster  
prevention, children's play  
equipment, AI utilization, and the  
use of assistive devices will be held  
simultaneously.

# 01. About H.C.R.

## History of H.C.R.

### 1974 (1<sup>st</sup> Time)

#### The Beginning of H.C.R.

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



Founding Years

### 1996 (23<sup>rd</sup> Time)

#### First Held at Tokyo Big Sight

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



Global Expansion

### 2000 (27<sup>th</sup> Time)

#### Implementation of the Long-Term Care Insurance System

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



Growth Phase

### 2018 (45<sup>th</sup> Time)

#### 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

### 1986 (13<sup>th</sup> Time)

#### Japan's First International Exhibition

Encourage development  
partnerships and technology  
exchanges through overseas  
companies



### 1992 (19<sup>th</sup> Time)

#### The 3rd International Exhibition

International exhibitions became a regular  
feature  
Exhibition scale expands



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

### 2020 (47<sup>th</sup> Time)

#### COVID-19 Pandemic

First cancellation of  
the In-Person Exhibition



### 2023 (50<sup>th</sup> Time)

#### 50<sup>th</sup> Anniversary

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



02

## H.C.R.2025 Reports & Results

## 02. H.C.R.2025 Reports & Results

### Snapshots of the Site and Products



## 02. H.C.R.2025 Reports & Results

### Concurrent Events/Seminars

- O-MU-TSU MUSEUM at H.C.R.
- Acoustic Environments in Welfare Facilities
- The Cutting Edge of Welfare Equipment
- Enjoy Active Zone
- Discover the Charm of Welfare Zone
- Runway Show "Irodori – Color Your Life"
- Atrium Stage/ "Positive Radio HCR"
- Ready for What If? – Disaster Preparedness Exhibition
- Kids' Square
- Get to Know Assistance Dogs!
- Consultation on Welfare Equipment
- SELP Cafe & Shop
- Reasonable Accommodation Exhibition



- Seminar A (Latest Topics)
- Seminar B (Assistive Devices Utilization Step-Up Courses)
- Seminar C (Everyday ICT Utilization 2025/ ICT Implementation in Facilities)
- International Symposium

## Exhibitors

Number of Exhibitors: **414** (including 3 companies from Web-Based only)

- Including **53** Overseas Exhibitors (China 24, Taiwan 9, USA 7, Korea 5, Denmark 2, U.K. 1, France 1, Sweden 1, Germany 1, Israel 1, Netherlands 1)

## Visitors

**121,137 人**

## PVs in Web-Based

**617,675 PV** ☺

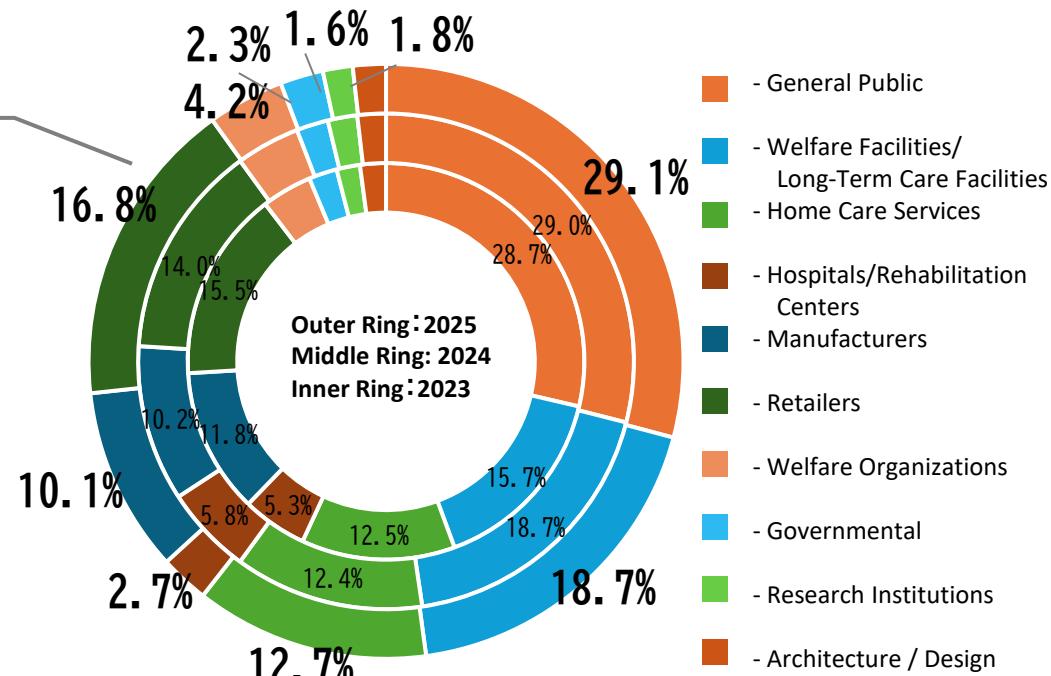
※ The figures show a significant decrease compared to 2024 results, due to the exclusion of visitor registration-related pages from the tally and the shift to counting only within the Web-Based exhibition itself. Under the same conditions as 2025, the PV for 2024 was 482,292 PV.

## Press

Press Attendances: **90 People**

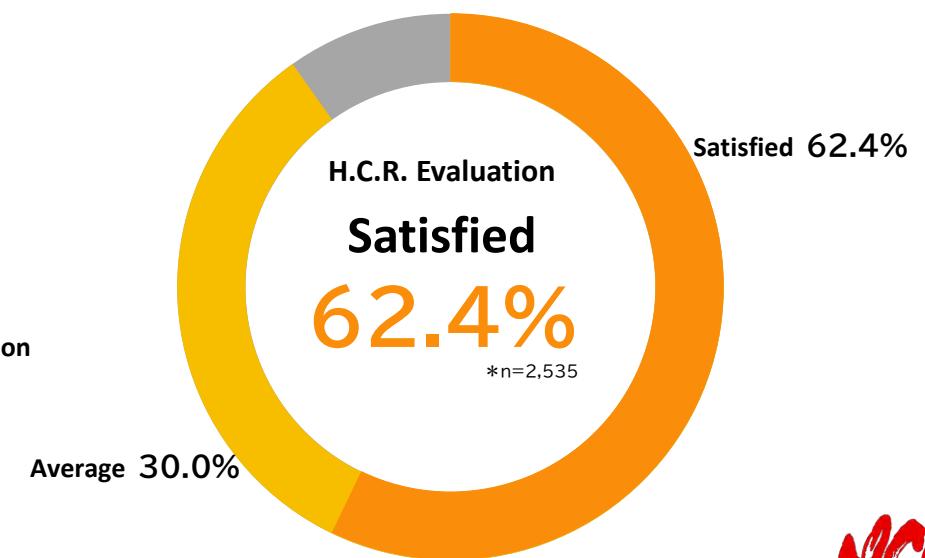
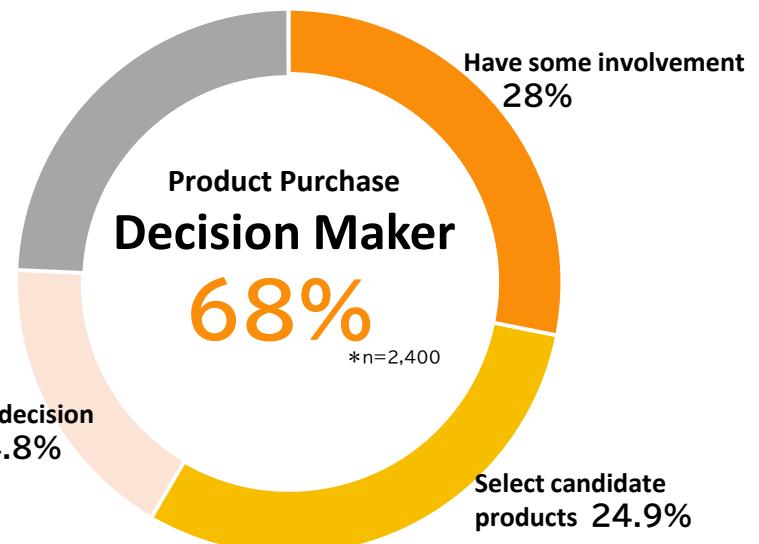
TV, Newspapers/Magazines and Web

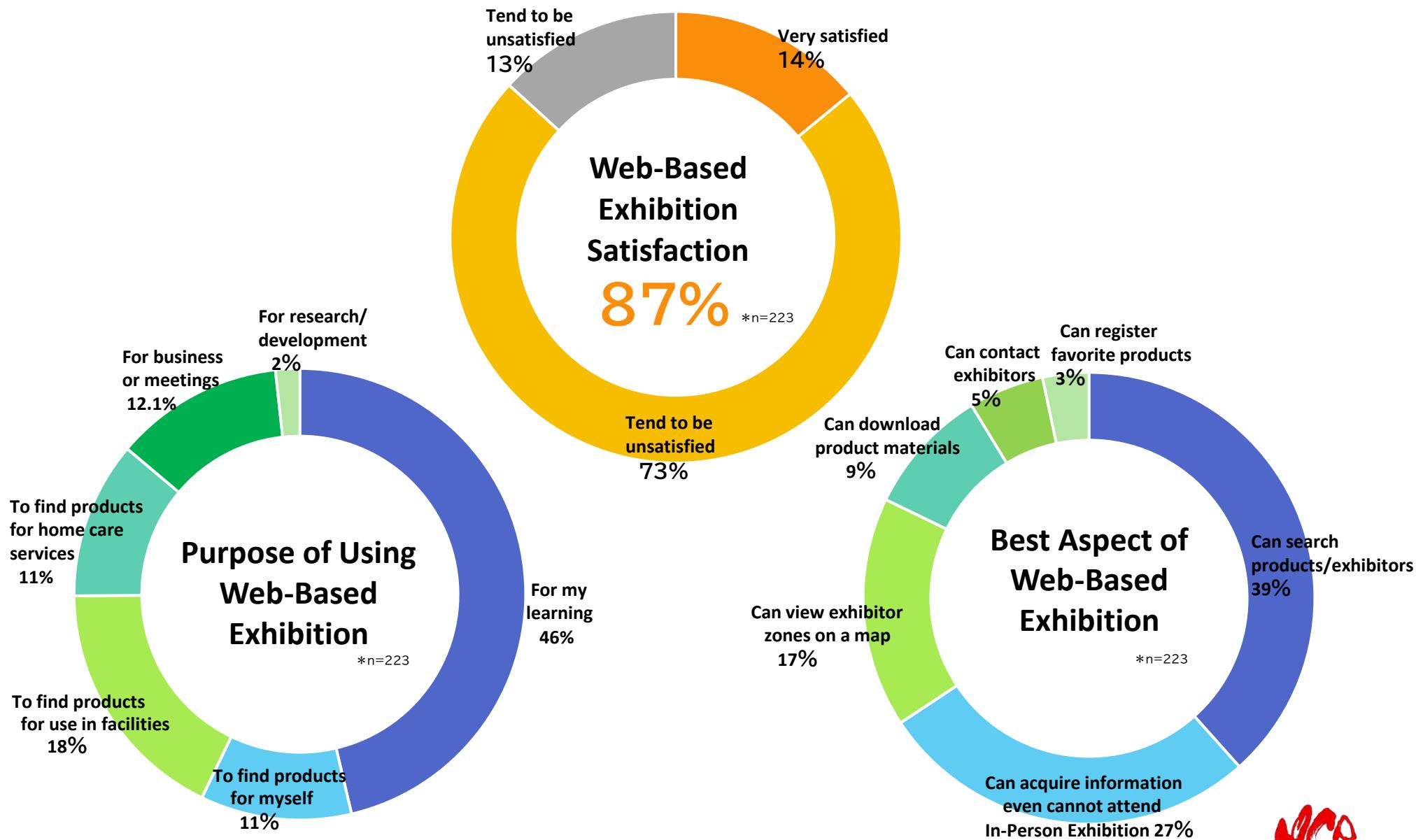
Publications: **544 Reports**



## 02. H.C.R.2025 Reports & Results

### From Visitor Questionnaire (In-Person Exhibition)





### Number of booth visitors over 3 days:

Average: **1,414.3** visitors

Average number of booths per responding company: 4.7 booths \*n=133

Acquired new customers/ business partners  
**79%** achieved  
\*n=126

Led to business meetings:  
**74%** achieved  
\*n=111

Received product feedback:  
**88%** achieved  
\*n=117

Gained new sales opportunities:  
**76%** achieved  
\*n=119

Found partners for sales/technical development:  
**67%** achieved  
\*n=88

Promoted our company effectively:  
**92%** achieved  
\*n=125

Promoted our products effectively:  
**94%** achieved  
\*n=129

New products launched successfully:  
**87%** achieved  
\*n=97

Presented research results successfully:  
**59%** achieved  
\*n=61

Gathered information on new industry trends:  
**83%** achieved  
\*n=98

\* The percentage of exhibitors who answered, 'Fully achieved' or 'Partially achieved' for their purposes

03

## H.C.R.2026 Outline

# Paving the Way for a Creative Future

# 03. H.C.R.2026 Outline

## Event Outline

<b>Exhibition Name</b>	<div style="display: flex; justify-content: space-between;"> <div style="flex: 1;"> <span style="background-color: red; color: white; padding: 2px 5px; border-radius: 5px;">In-Person</span> <span style="background-color: purple; color: white; padding: 2px 5px; border-radius: 5px;">Web-Based</span> </div> <div style="flex: 2;"> <b>The 53<sup>rd</sup> International Home Care and Rehabilitation Exhibition 2026</b>  <b>- H.C.R.2026 &amp; Forum -</b>  <b>H.C.R.Web2026</b> </div> </div>
<b>Organizers</b>	Japan National Council of Social Welfare, Health & Welfare Information Association
<b>Supporting Organizations (Expected)</b>	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
<b>Date</b>	<div style="display: flex; justify-content: space-between;"> <div style="flex: 1;"> <span style="background-color: red; color: white; padding: 2px 5px; border-radius: 5px;">In-Person</span> <span style="background-color: purple; color: white; padding: 2px 5px; border-radius: 5px;">Web-Based</span> </div> <div style="flex: 2;">           October 7 (Wed) to October 9 (Fri), 2026, 10:00 AM to 5:00 PM (until 4:00 PM on the last day)            September 1 (Tue) to November 13 (Fri), 2026         </div> </div>
<b>Venue</b>	<div style="display: flex; justify-content: space-between;"> <div style="flex: 1;"> <span style="background-color: red; color: white; padding: 2px 5px; border-radius: 5px;">In-Person</span> <span style="background-color: purple; color: white; padding: 2px 5px; border-radius: 5px;">Web-Based</span> </div> <div style="flex: 2;">           Tokyo Big Sight – East Exhibition Hall 1, 2, 3, 7, 8            (3-11-1 Ariake, Koto-ku, Tokyo, 135-0063)            H.C.R. Special Website         </div> </div>
<b>Admission</b>	Free charge
<b>Exhibitors Expected</b>	400 Companies
<b>Visitor Profile (Forecast)</b>	<div style="display: flex; justify-content: space-between;"> <div style="flex: 1;"> <span style="background-color: red; color: white; padding: 2px 5px; border-radius: 5px;">In-Person</span> <span style="background-color: purple; color: white; padding: 2px 5px; border-radius: 5px;">Web-Based</span> </div> <div style="flex: 2;">           100,000 Visitors      2,000,000 Views            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 &amp; Sellers, Government Administrators, General Public, Students Studying Welfare, and so on.         </div> </div>
<b>Products for Exhibits</b>	Welfare/Assistive Equipment, Rehabilitation Equipment, Nursing Care Equipment and Supplies that support Independent lives and social engagement of the elderly and the disabled
<b>Application Dates</b>	<div style="display: flex; justify-content: space-between;"> <div style="flex: 1;"> <span style="background-color: red; color: white; padding: 2px 5px; border-radius: 5px;">In-Person</span> <span style="background-color: purple; color: white; padding: 2px 5px; border-radius: 5px;">Web-Based</span> </div> <div style="flex: 2;">           From January 15 (Thu) 1:00 PM to March 31 (Tue) 5:00 PM, 2026            From January 15 (Thu) 1:00 PM to May 29 (Fri) 5:00 PM, 2026         </div> </div> <div style="border: 1px solid yellow; padding: 5px; background-color: yellow; width: fit-content; margin-left: 20px;">           Due to venue size reduction, registration may close once the planned number of booths is reached.         </div>

04

## H.C.R.2026: 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 80% of the exhibitors have gained new customers and business partners. This is a great opportunity to expand your business!

### Acquisition of New Customers/Clients

Nearly 80% 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

88% 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 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, a legal entity with guaranteed social credibility is required. This entity must operate based on law, clearly defining responsibility, response procedures, and practical operations for various issues that may arise during the event period.
- ✓ We do not accept applications from third parties such as advertising agencies.
- ✓ Except for a corporation applicable to (4), (5) of the "1." above, we do not accept applications if ALL 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)

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

### **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, Oral Care Products, 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, acupressure 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, acupressure, 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**

# 04. H.C.R.2026: A Guide to Exhibiting

## Participation Types & Fees

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"> <li>3m(W) x 3m(D) x 2.7m(H) per booth (Inside dimensions: 2.93m X 2.93m X 2.7m)</li> <li>Organizer to install basic materials included in the participation fee</li> <li>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.</li> </ul>		<ul style="list-style-type: none"> <li>3m(W) x 3m(D) x 2.7m(H) per booth, Space Only</li> <li>Four-sided open (facing the aisles) Max. height for decorations: 6.0m</li> </ul>		<ul style="list-style-type: none"> <li>Exhibitor's Page (1 page for each Exhibitor)</li> <li>Product Detail Pages (1 page per 1 product, Max. 32 products)</li> <li>Administrator's Page</li> </ul>	
Max. & Min. # of Booth	<ul style="list-style-type: none"> <li>Linear, in a straight line: Max. 7 booths</li> <li>Peninsula, end-cap: 4, 6, 8, 10, 12 booths (in even numbers)</li> </ul>		<ul style="list-style-type: none"> <li>Application can be made from 6 booths or more</li> <li>Side width should be 6m (2 booth worth) or more AND in increments of 3 meters.</li> </ul> <p>Determined by the Organizer, depending on the applied booth. However, if application is made for more than 12 booths, each side should be Min. of 9m (3 booths worth) in principle.</p> <ul style="list-style-type: none"> <li>Max. depth should be 12m (4 booths worth)</li> <li>For aisle side, must have at least one-third of each side open.</li> </ul>			—
Participation Fee Per Booth	<b>JPY 370,000 (JPY 407,000 Inc. Tax)</b>		<b>JPY 340,000 (JPY 374,000 Inc. Tax)</b>		<b>JPY 200,000 (JPY 220,000 Inc. Tax)</b>	
Covered by Participation Fee	<ul style="list-style-type: none"> <li>Booth space</li> <li>Booth materials</li> <li>Promotional materials (posters, leaflets, etc.*)</li> <li><b>Participation in Web-Based</b></li> </ul>	<ul style="list-style-type: none"> <li>Booth space</li> <li>Promotional materials (posters, leaflets, etc.*)</li> <li><b>Participation in Web-Based</b></li> </ul>			<ul style="list-style-type: none"> <li>Exhibitor's Page on Web-Based</li> <li>Promotional materials (posters, leaflets, etc.*)</li> </ul>	
Not Covered by Participation Fee	<ul style="list-style-type: none"> <li>Power supply cabling, electrical wiring/installation of electric equipment, electricity usage (★)</li> <li>Plumbing, water service usage (★)</li> <li>Furniture rental fee (★)</li> <li>Installation &amp; usage of network services (temporary telephone/internet) (★)</li> <li>All the costs of transportation</li> <li>Costs of fittings, decorations, construction, and operations that are NOT provided by the Organizer</li> <li>Insurance premiums (liability, property, or transport)</li> <li>Costs of additional installation of smoke detectors, etc. instructed by the Fire Department</li> <li>Bank transfer charges imposed on exhibitor's payments</li> <li>All the other costs explicitly mentioned in the above section "Covered by Participation Fee."</li> </ul>				<ul style="list-style-type: none"> <li>Physical booth space at In-Person exhibition</li> <li>Bank transfer charges imposed on exhibitor's payments</li> <li>All the other costs explicitly mentioned in the above section "Covered by Participation Fee."</li> </ul>	

\* 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 19 after the exhibitors are confirmed

		Hybrid	Start Up Booth
		In-Person	Web-Based
Applicable to	Companies/Organizations from <b>America, Europe, and Oceania</b> planning to exhibit at H.C.R. for the first time		
Conditions *All conditions to be met	<ul style="list-style-type: none"> <li><input type="checkbox"/> A company/organization that applies for exhibiting at H.C.R. for the first time</li> <li><input type="checkbox"/> Its head office is in countries/regions outside Japan (to be verified with its registered certificate)</li> <li><input type="checkbox"/> No Japanese branches, subsidiaries, affiliated companies, or joint ventures that the applicant owns 50% or more</li> <li><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</li> </ul> <p><b>※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.</b></p>		
Specification	<ul style="list-style-type: none"> <li>• As per basic booth: 3m(W) X 3m(D) X 2.7m(H)</li> <li>• Only "Single Exhibitor Booth" is available (no "Joint-Exhibitor Booths" or "Pavilion Booths")</li> </ul> <p>*In case of a request for adjacent booths of other exhibitors, the Organizer will consider it when assigning a booth</p>		
Participation Fee Per Booth	<p><b>JPY 180,000 (JPY 198,000 Inc. Tax)</b></p> <p>*Liner booth configuration only *Up to 2 booths in principle (3 booths or more are not accepted)</p>		
Booth Location	In "Start Up Global Zone" in principle		
Covered by Participation Fee	<ul style="list-style-type: none"> <li>• Booth space</li> <li>• Booth materials (System wall panels, fascia board, company name board, booth number plate, 2 LED lights, carpet).</li> <li>• Power supply cabling, electrical wiring/installation of electric equipment, electricity usage</li> <li>• Participation in a Web-Based Exhibition</li> <li>• Exposure to the Organizer's publications through the introduction of exhibitors in "Start Up Global Zone"</li> <li>• On-site interpreters (Several interpreters for the entire zone/English only)</li> </ul>		
Not Covered by Participation Fee	<ul style="list-style-type: none"> <li>• Plumbing, water service usage (★)</li> <li>• Furniture rental fee (★)</li> <li>• Installation &amp; usage of network services (temporary telephone/internet) (★)</li> <li>• All the costs of transportation</li> <li>• Costs of fittings, decorations, construction, and operations that are NOT provided by the Organizer</li> <li>• Insurance premiums (liability, property, or transport)</li> <li>• Costs of additional installation of smoke detectors, etc. instructed by the Fire Department</li> <li>• Bank transfer charges imposed on exhibitor's payments</li> <li>• All the other costs explicitly mentioned in the above section "Covered by Participation Fee."</li> </ul>		



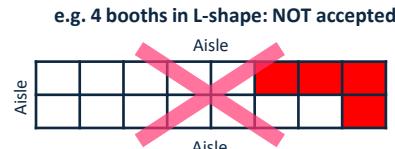
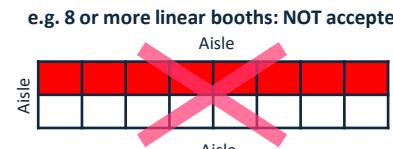
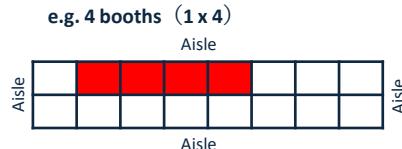
#### Suppl. 1

#### Booth Configurations



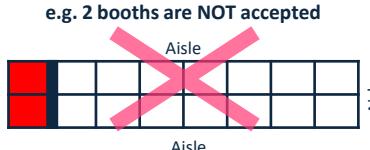
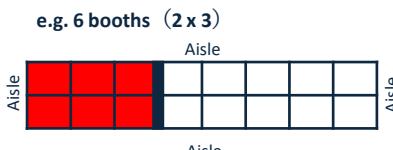
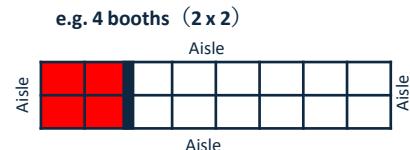
**Due to confusion between 'In Line' and 'Peninsula', there have been frequent application mistakes. Please make sure to double-check before applying.**

##### Basic Booths: In Line



##### Basic Booths: Peninsula

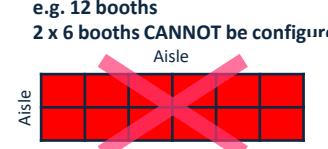
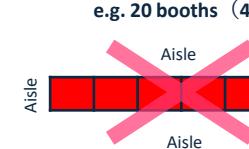
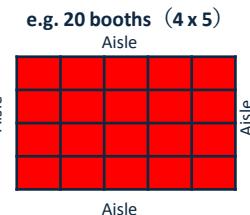
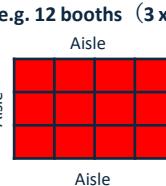
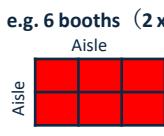
A total of 4 to 12 booths (either single or joint exhibition), in increments of 2 booths, an even number of booths (4, 6, 8, 10 or 12 booths), 3 X 4 booths are not accepted. Organizer to install 6m (W) X 2.7m (H) wall panels on border to adjacent booths as indicated in bold line in the diagrams below.



##### 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.

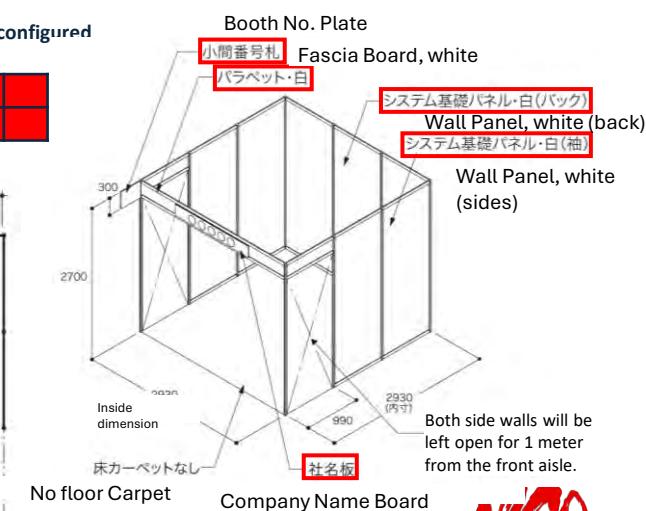
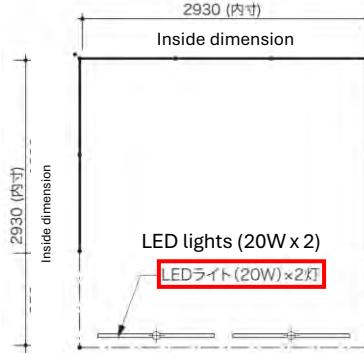
Lengths up to 10 booths ⇒ Each side must be at least 6m, in increments of 3m / 12 booths or more ⇒ Each side must be at least 9m, in increments of 3m.



#### 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



# 04. H.C.R.2026: A Guide to Exhibiting

Suppl. 3

Functions available  
on the Web-Based Exhibition

Exhibitor's Page / 1 Page for 1 Exhibitor



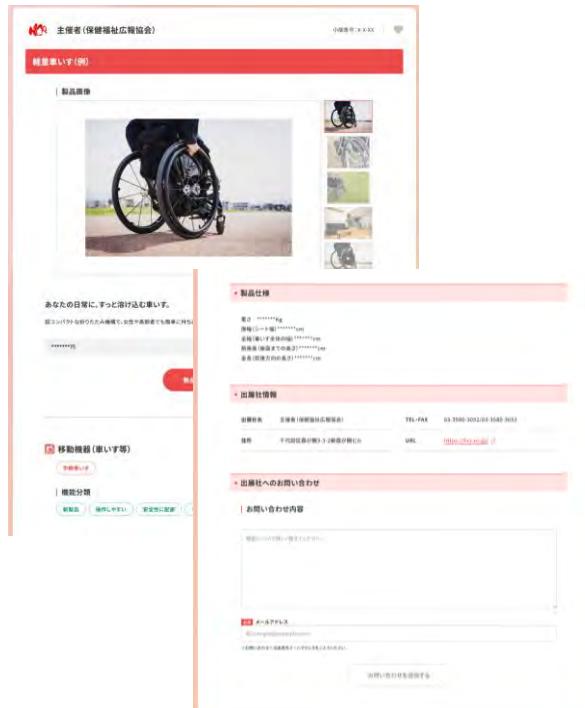
<<Listed Information>>

- 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.

Participation Types & Fees  
Supplement 3 (Web-Based)

\* **In-person exhibit automatically includes participation in Web-Based exhibition**

\* Web page designs are currently under development. (Images below are from 2025)

\* There may be changes in the details including listed information and functions depending on the ongoing development

\*Pages will be prepared in Japanese & English

# 04. H.C.R.2026: A Guide to Exhibiting

## Booth Application Types

	Single Exhibitor Booth	Joint Exhibitor Booths	Pavilion Booths
	<b>1 company to exhibit at its own booth</b>	<b>2 or more companies/organizations to jointly exhibit at one combined booth space</b>	<b>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</b>
<b>Applicable Booth Type</b>	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
<b>Qualifications</b>	As per P. 19	<ul style="list-style-type: none"> <li>As per P. 19</li> <li>Each participating exhibitor needs to apply for 1 or more booths</li> </ul>	<ul style="list-style-type: none"> <li>Organizations applicable to 1. (4) on P. 19</li> <li>Member Companies are to display “Acceptable Exhibits”</li> <li>Member Companies are not applying as exhibitors on their own</li> </ul> <p><b>* Please note that if overlapped exhibits are identified, we will not permit urging the company to cancel its own exhibit. Instead, we will ask them to refrain from exhibiting in the pavilion.</b></p>
<b>How to apply</b>	Exhibitor to apply on its own	<ul style="list-style-type: none"> <li>One exhibitor (= main exhibitor) to apply on behalf of all the participating exhibitors (= co-exhibitors)</li> <li>If the main exhibitor or co-exhibitors is/are “new to H.C.R.” or “last participated in 2023 or before”, prior review to see exhibitor qualifications</li> </ul>	<ul style="list-style-type: none"> <li>Public Interest Organization to apply and act as contact</li> <li>The Organizer requires prior review of planned exhibits of Member Companies to determine if they are acceptable. (Please contact us by submitting us a <u>sheet of host company list</u>. Refer to the P. 29)</li> </ul>
<b>Communications with Organizer’s Office</b>	All communications go to the single exhibitor’s contact person	<ul style="list-style-type: none"> <li>In principle, all communications go to the main exhibitor’s contact person. The main exhibitor needs to pass on the information to co-exhibitors</li> <li>Provided, however, that, some communications such as ID and password notifications may go directly to each exhibitor.</li> </ul>	All communications go to Public Interest Organization’s contact person (Public Interest Organization needs to pass on the information to Member Companies)
<b>Insurance (See P. 31)</b>	Required	Required for all the participating exhibitors	Required for all the parties involved; Public Interest Organization and all the Member Companies
<b>Displaying Company Name at Booth</b>	Display the exhibitor’s company name	<ul style="list-style-type: none"> <li>OK to display all exhibitors’ company names</li> <li>In Japanese alphabetical order (In Japanese materials) and in alphabetical order (in English materials)</li> </ul>	<ul style="list-style-type: none"> <li>Under the responsibility of Public Interest Cooperation, all the companies can display their names. <b>* Please note that Member Companies are NOT exhibitors as they do not sign on the exhibitor agreement.</b></li> <li>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 19) at JPY 11,000 per company.</li> </ul>

# 04. H.C.R.2026: A Guide to Exhibiting

## How to Apply for Exhibiting STEP 1 & Upcoming Schedule

Please contact us if you are unclear when you exhibited the last time.

Due to venue size reduction, registration may close once the planned number of booths is reached.

A

(Company/Organization)  
Apply for the first time

OR

Exhibited in or before 2023

B

(Company/Organization)  
Last Exhibited  
In 2024 and/or 2025

STEP  
1

Prior review to see if exhibitor is qualified & planned exhibits are acceptable  
Start accepting documents from 1:00 PM Jan 15 (Thu)

If deemed to be inappropriate, application will not be accepted

[Submit the following docs]  
1) Pre-Application Form  
2) Corporate Brochures or leaflets (Web)  
3) Materials/Website to describe planned exhibits

[E-mail to submit the above]  
H.C.R. Organizer's Office: [overseas@hcrjapan.org](mailto:overseas@hcrjapan.org)

[Due Date]  
Application for In-Person Exhibition: March 24 (Tue), 2026  
Application for Web-Based Exhibition: May 22 (Fri), 2026

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

Organizer to inform you of log-in ID via email on January 9th

Start from STEP 2

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

Organizer's Office to Review Documents

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

To STEP 2 (P. 29)

# 04. H.C.R.2026: A Guide to Exhibiting

## How to Apply for Exhibiting STEP 2, 3 & Upcoming Schedule

STEP 2

### Exhibitor Application

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

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

[URL] <https://hcr.smktg.jp/public?lang=en>

\*Log-in ID and Password are required.

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

Web-Based Exhibition Only: by 5:00 PM, May 29 (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 is/are new to H.C.R.

Reference materials of such product(s)

Due to venue size reduction, registration may close once the planned number of booths is reached.

Organizations exhibiting in the “pavilion exhibit” regardless of A/B

Sheet of host company list (Excel)

※Please finalize & submit by June 30.  
※DL from the website or the exhibitor page.

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

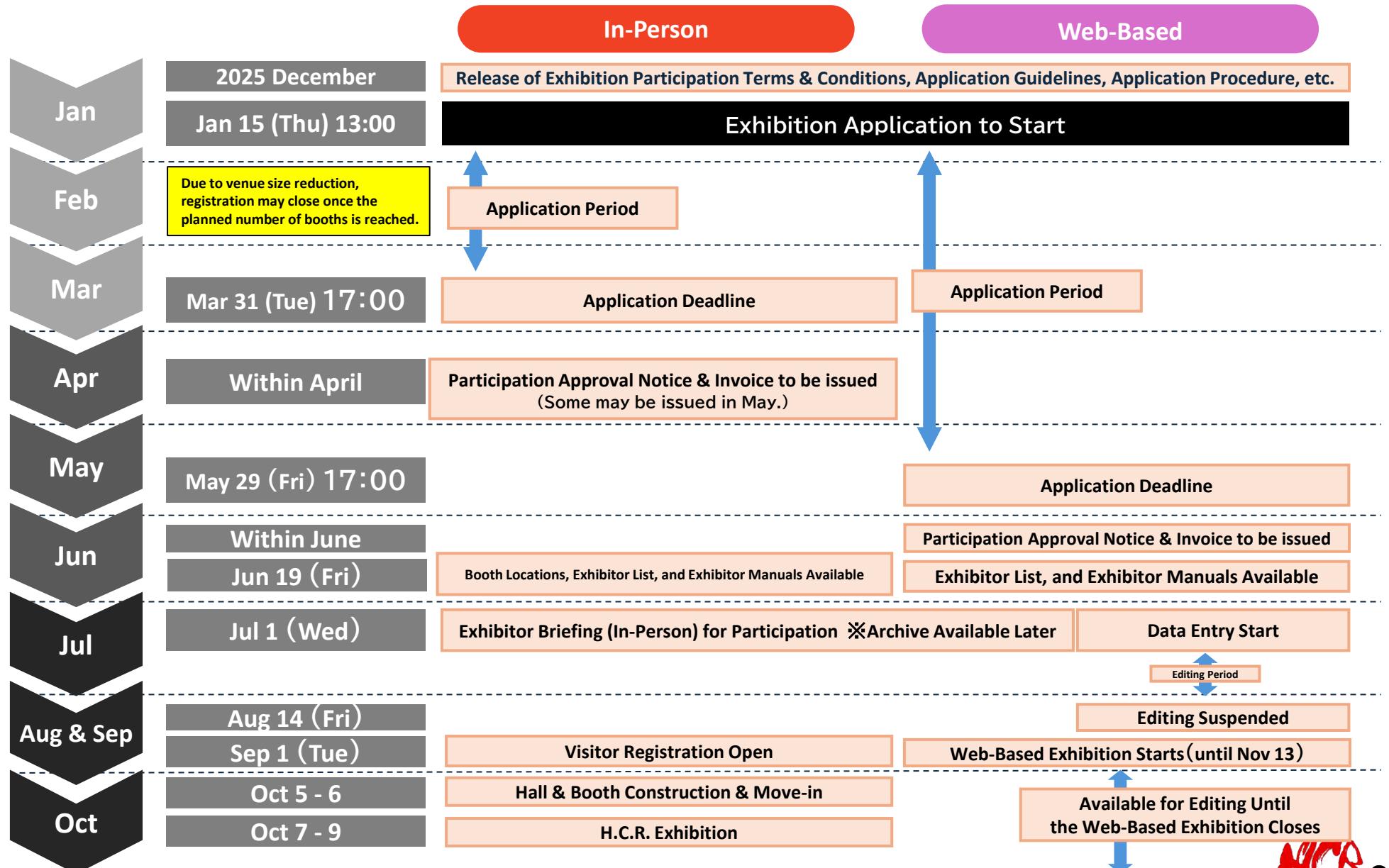
### Participation Fee Payment

- When ready, the Organizer’s Office will issue “Participation Approval Notice” and “Invoice.”  
※Planned to be uploaded to the exhibitor page in principle from this time.)
- Please pay the participation fee as billed by the end of the month following the billing month.

**[Attention!] Cancellation after the issuance of the "Participation Approval Notice" will require payment of cancellation charges.**

# 04. H.C.R.2026: A Guide to Exhibiting

## How to Apply for Exhibiting & Upcoming Schedule(tentative)



### 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.

Date of Cancellation Notice Received	Cancellation Charge
From Date of Application Approval Notice to June 19 (Fri), 2026	50% of Billed Amount
From June 20 (Sat) to August 31 (Mon), 2026	75% of Billed Amount
On and after September 1 (Tue), 2026	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 and Sales Activities

- Please check the "Products NOT acceptable as exhibits" on P. 22 again carefully.
- This exhibition is not an exhibition for immediate sales. The exhibitors may not display products for immediate sale only or products whose main purpose of the display is commercial activity (except the books and products from entities that support the employment of persons with disabilities).
- If you wish to engage in sales activities, you must apply to the Organizer (details to be provided separately on June 19) and obtain approval. Please understand the following points when applying:
  - \* Sales space must be limited to the area of one table (or approximately two system panels for wall-mounted displays), regardless of the number of booths.
  - \* Extremely high-priced items (significantly exceeding the average annual sales price of JPY 5,000 to JPY 10,000) or items whose size or weight exceeds what can be carried as personal luggage are not acceptable.

### 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 will offer the following options to enhance your publicity and exposure.  
Details will be in the exhibitor manual released on June 19.



## Exhibitor Presentation

- We will provide seminar venues where you can hold new product launches, case studies, hands-on sessions, and instructor-led seminars.
- Essential equipment for seminars, such as chairs, microphones, and projectors, is included.
- Archive streaming for Web-Based Exhibition is also available!

※Please make arrangements for shooting by each exhibitor.



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



## QR Code Scanning

- By scanning the QR code printed on admission passes, you can capture the information on the visitors who came to your booth.
- Since it's a web app, you can use it by only accessing the browser on your own (workplace) camera-equipped device!  
※ We also offer device rentals (for a fee).
- Simultaneous scanning across multiple devices is also possible! All booth staff can efficiently gather information.
- Acquired data is immediately reflected on the management site. This is effective for streamlining visitor management and subsequent promotional activities.



※ The image shows last year's event.  
Specifications are subject to change.

# **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](mailto: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 24, 2025**