

**Commemorating the 20th Anniversary of the West Japan  
International Welfare Equipment & Devices Fair**

**<P.P.C.2018 People to People Communication>**

**EUROPEAN WELFARE EQUIPMENT EXHIBITION**  
(provisional title)

**Project Proposal (draft)**



Photos from the most recent fair

# Project Overview

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## ○ Exhibition Title

PPC 2018 the 20th Anniversary of the West Japan International Welfare Equipment & Devices Fair  
EUROPEAN WELFARE EQUIPMENT EXHIBITION (provisional title)

## ○ Period

Three days from November 15 (Thu.) to 17 (Sat.), 2018  
10:00~17:00 (Will close at 16:30 on the last day.)

## ○ Venue

West Japan General Exhibition Center Annex  
(3-8-1, Asano, Kokurakita-ku, Kitakyushu-city, Fukuoka JAPAN)

## ○ Purpose

The West Japan International Welfare Equipment & Devices Fair is a comprehensive exhibition of welfare equipment and related devices. It has been held annually since 1999 with the slogan of "aiming at the realization of people-friendly products and society," in line with the rapidly aging population and amid calls for the realization of a society in which discrimination based on disabilities is eliminated.

In commemoration of the 20th anniversary, a special exhibition will be held to introduce welfare equipment, self-help equipment and support devices featuring advanced designs that are used in Europe. Europe is a model for the Long-Term Care Insurance System in Japan, and has many advanced social security systems. Thus, this special exhibition is aimed at contributing to improvements in the quality of life for the elderly and the physically disabled in the community.

## ○ Organizer **West Japan International Welfare Equipment & Devices Fair Executive Committee**

(Affiliated bodies) Kyushu Bureau of Economy, Trade and Industry, Fukuoka Prefecture, Kitakyushu City, Kansai Branch Office of the New Energy and Industrial Technology Development Organization (NEDO), the Japan External Trade Organization (JETRO) Kitakyushu, the Kitakyushu Chamber of Commerce & Industry, Fukuoka Prefecture Social Welfare Council, Kitakyushu City Social Welfare Council, Kitakyushu Foundation for the Advancement of Industry Science and Technology, Kitakyushu Social Welfare Corporation, Kitakyushu Convention & Visitors Association

## ○ Admission Free

## ○ Targeted number of visitors 20,000 (22,111 attended the last fair.)

## ○ Details

- 1) Display space size: 162 sq. meters 9m × 18m (tentative)
- 2) Number of exhibitors and booths (target): 10 companies/groups and 10 booths (tentative)
- 3) Major exhibits (tentative)

Welfare vehicles, wheelchairs, moving equipment, daily necessities, beds, baths/toilets/diapers, communication equipment, building/housing/facility equipment, information/publishing/services, support system for care business operators, care foods, public institutions



Photos from the most recent fair

## Project details (\*tentative)

To provide information to those working in welfare facilities for the elderly and in support facilities for the disabled in the community as well as people involved in social welfare administration.

### ○ **European Welfare Equipment Exhibition Section**

A section will be set up to display and demonstrate European welfare equipment and devices; especially products with news features, such as those with superb design not seen in Japan, and those with special functions.

### ○ **Seminars by public institutions to introduce the latest reports on welfare in Europe** **\*Public institutions only**

There will be seminars to introduce the latest advancements in welfare in European countries with advanced welfare systems. While the main site of nursing care in Japan is moving from facilities and hospitals to homes with comprehensive support by the whole community, seminars will offer opportunities to learn about advanced public systems and the unique efforts of communities.

# Public Relations

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## ○ Effective use of direct mail and flyers

In order to respond to the demands of those involved in welfare facilities in the community and families engaged in care at home, information on the latest distinctive products to be presented in the fair will be provided in diverse printed materials.

<Major public relations conducted last year>

Leaflet announcing the upcoming fair	53,850 copies
Flyer announcing the upcoming fair	19,028 copies
Flyer in newspapers	185,000 copies
Advertisement in trade paper	Color, 3/15 page length, full width, one time
Newsletter of the Social Welfare Council in the region	Color, in frame, one time
Free paper in the region	Announcement ad, one time
Local TV commercial	44 spots

## ○ Coordination with (national, prefectural and municipal) administrative agencies and social welfare organizations

With regard to printed materials announcing the upcoming fair, the wide dissemination of information will be promoted through cooperation and coordination with administrative agencies and local social welfare organizations.

## ○ Utilization of SNS

Facebook, twitter and other SNS (social network services) will be utilized to draw visitors from an extensive area.

## ○ Notifications to families engaged in home care

Arrangements will be made to ensure that information will reach out to families engaged in care at home through care managers in the community. In addition, cooperation will be requested to disseminate information at the welfare administration desks.





Photos from the most recent fair

## Participation guide

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The fees and charges stated below will apply only for the 20th anniversary project.

### ○ European Welfare Exhibition Section

Product display booths (\*There are free and paid booths.)

#### ① Presentation using a free booth

##### • Participation conditions

Display of equipment and devices (display of samples) only. The exhibits must be delivered in advance. Display work at the exhibition hall and management of the exhibits during the exhibition period will be conducted by the secretariat. However, the shipping costs of the exhibits to and from the exhibition site must be borne by the exhibitor.

When electrical work is required, the exhibitor must bear the charges according to the capacity and consumption as shown below.

##### • Display space

One standard booth, 3.0 m × 3.0 m × 2.7 m, will be the basic space dimensions. Although use of two or more booths is possible, the layout will be conducted by the secretariat taking into account the size, shape, and other such factors of each exhibit. When a stand is needed for display of desktop type product(s) (a business negotiation table will be used), this should be stated on the separately provided application form. If you have panels, brochures or other such materials describing the products, they should be sent along with the exhibits.

## ② Presentation using a paid booth

### • Participation conditions

When an explainer from the exhibitor stays at the exhibition site during the exhibition period to conduct business talks, sales promotion, PR activities, spot sales, etc. with visitors, the exhibition fee shown below is required. When electrical work is necessary, the exhibitor must bear charges according to the capacity and consumption as shown below.

### • Corporate seminar

During the exhibition period, paid exhibitors can hold a corporate seminar in a space in the European Welfare Exhibition Section (free of charge, provided with audio equipment).

### • Exhibition fee

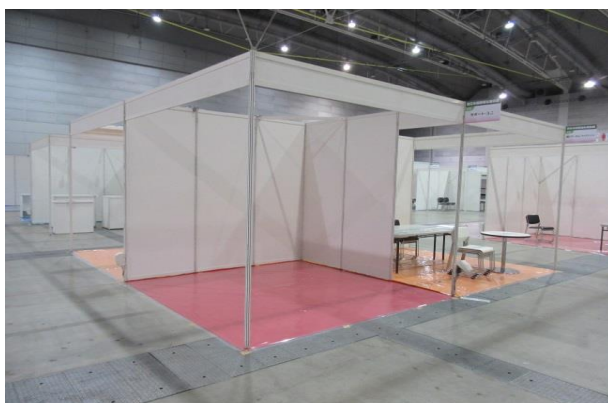
Standard booth (3.0 m × 3.0 m × 2.7 m) 108,000 yen/booth (including consumption tax)

Standard booth, carpeted 126,000 yen/booth (including consumption tax)



Standard booth

\*Power supply and electrical outlets are separately charged.



Standard booth (carpeted)

\*Power supply and electrical outlets are separately charged.

- **Electrical work (including consumption tax)**

\*Electrical work is required if power is used, whether in a paid or free-of-charge booth.

Up to 1kW	10,800 yen
Over 1kW	Surcharge will also be collected, according to capacity
Over 1 kW - Up to 5kW	6,480 yen/kW
Over 5 kW - Up to 10kW	5,940 yen/kW
Over 10 kW	5,400 yen/kW
Double outlet	1,620 yen/unit
Spotlight	2,700 yen/unit
Fluorescent light	2,700 yen/unit

- **Other equipment (free of charge)**



Tables 500×1800×700 mm,  
chairs



white tablecloth  
2200×1500 mm

## ○ Seminars by public institutions

- **Participation guide**

Only public institutions such as embassies and administrative agencies can participate.

At the special section on the exhibition floor, participants can introduce the advanced public systems used in Europe as well as the unique efforts of communities.

- **Duration**                      60 minutes per seminar
- **Participation fee**        Free of charge. Audio equipment provided
- **Application**  
Apply by telephone or email anytime. Some applications may have to be rejected if there is an excessive number of applicants. Documents detailing the seminar contents should be submitted after application.



## Schedule

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- Deadline for application        July 27, 2018 (Fri.)
- Deadline for submission of manuscript for printed material        August 3, 2018 (Fri.) \*tentative
- Release of explanatory material on exhibitors        Early September 2018 \*tentative
- Deadline for exhibition fee payment        October 5, 2018 (Fri.)
- Bringing exhibits in and out
  - Carrying in        November 13 (Tue.) Afternoon to 14 (Wed.), 2018
  - Carrying out        November 17 (Sat.), 2018 After 16:30

## Operation Section, Operation Department

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