



Media Credential Guidelines for HIMSS19 and other events



transforming health through information and technology™

MEDIA INFORMATION

HIMSS19 Media Credential Requirements

HIMSS is offering media credentials to journalists who intend to cover HIMSS19, held in Orlando, Florida, February 11-15.

Please note: The criteria below assume applicants are either full-time journalists or journalism is the applicant's main function at HIMSS19. Journalists approved for media credentials are expected to use that access for the purpose of providing journalism on the topics of health information technology and management systems, HIMSS19 events and exhibiting organizations.

Please note:

- All media organizations are limited to three (3) credentials per news organization, inclusive of both writers and production crews.
- Analyst organizations are limited to two (2) credentials per organization.
- Exhibiting news organizations with journalists requesting press credentials *receive only one registration per person* – as either press or exhibitor.
 - Journalists who qualify for media credentials may not have a second badge or registration as an exhibitor.
 - Exhibitors may not receive press credentials as a second badge or registration, if registered as an exhibitor.

Categories and Guidelines

Individuals who do not qualify as accredited media in any of the press credentialing categories will need to register as either a Conference Attendee or Exhibition Client using the main registration site.

Print, Online & Newswire Reporters

Representatives from print, online or newswire news organizations can receive HIMSS19 press credentials, if they provide:

- The name of the publication to which they will publish during HIMSS19.
- Bylined articles relating to the health IT industry (published within the last six months) or an email from an editor, from the company email address, that states the individual is covering HIMSS19 on assignment. Copy must clearly show the name of publication and byline.
- A copy of the masthead from a current issue of the publication, or a link to the publication's website, that shows the individual's name listed as part of the reporting team.

Please note: Publishers and copy/content editors **do not qualify** for press credentials. Members of the organization in executive management, administration, and/or research do not qualify for press credentials.

Online Publications & Blogs

Online journalists can receive a HIMSS19 press credential, if they provide:

- The name of the publication to which they will publish during HIMSS19.
- Evidence of current, online content (including blog posts, podcasts or video casts) related to the health IT industry published regularly over the past year.
- A link to a current page of the online publication with name and title appearing in an editorial capacity.
- A recent bylined article (published within the last six months) related to the health IT industry.

Online journalists must be able to show:

- Writing, blogging or media casting on the health IT industry is the individual's main professional activity.
- Online publication the individual is representing must post original, dated, industry-related news at least once per week. The website content must extend beyond links, forums, personal diaries, opinion or personal analysis.
- Journalists with commercial news websites may qualify for media accreditation. Websites must be established and updated at least once a week with original, dated, industry-related news. The website content must extend beyond links, forums, personal diaries, opinion or personal analysis.
- Bloggers may qualify, if their websites meet the above criteria for commercial websites. Blogs must be well established and show an acceptable level of interactivity as measured by social media presence, newsletter subscription rates, or relationship with a traditional publishing company

Please note: Sponsored bloggers, bloggers for company pages, personal website writers, consultants who blog as a means to promote their business, designers, public relations professionals, and copy/content editors **do not qualify** for press credentials.

Broadcast Journalists & Organization Photographers

HIMSS19 makes allowances for media organizations to have multiple members of a support team for broadcasting needs. Each member of a broadcast crew must register separately and provide:

- The name of the news organization they are supporting during HIMSS19.
- A letter from a producer on company letterhead that states the individual is covering HIMSS19 on assignment.
- A business card with name, editorial title and media outlet logo or the link to the broadcast outlet website with name listed as a member of the editorial team.

Please note: Broadcast and video editors, and any videographer, broadcast reporter or editor hired by an organization to record in an exhibitor booth or other venue, **do not qualify** for press credentials.

Freelance Reporters & Photographers

Freelance contributors on assignment can receive HIMSS19 press credentials, if they public provide:

- A letter or email from the editor or senior member of the editorial team, from the company letterhead or email address, stating they are covering HIMSS19 on assignment for their publication.
- Proof of regular freelance journalism activity (published within the last six months).
- A bylined, industry-related article from the publication published within the last six months; copy must clearly show the name of the publication and byline.

Please note: Marketing, public relations, or other industry executives who contribute bylined articles to news outlets **do not qualify** for press credentials.

Industry Analysts

HIMSS19 allows analysts from recognized industry firms, to receive press credentials, if they can provide a bylined, recently published report related to the health IT industry that is non-contracted and publically available.

Please note: Analysts and consultants who develop a client-only publication for their own firm or another firm **do not qualify** for press credentials. Financial analysts and consultants **do not qualify** for press credentials.

Press Room Logistics

- All press credentials must be picked up in-person at the HIMSS19 Press Room.
- The HIMSS19 Press Room is open from:
 - 7:30 am – 6 pm PST on Monday, February 11
 - 8 am – 6 pm PST on Tuesday, February 12 – Thursday, February 14
 - 8 am – noon PST on Friday, February 15
- The press room is located at the **Orange County Convention Center in Orlando, Florida.**

Disclaimer

All media credentials will be provided at the discretion of HIMSS19 Press Room staff members per the HIMSS19 Media Qualifications and Guidelines. HIMSS reserves the right to accept or deny credentials.

- The accreditation team may ask for information in addition to that requested above to validate journalistic and focus-area standing.
- Those who previously attended the HIMSS Annual Conference with media credentials may be asked to show coverage they produced within the three (3) months from the start of the last HIMSS Annual Conference attended.