

HIMSS20 Media Credential Guidelines

QUALIFYING CRITERIA FOR GENERAL PRESS

The criteria below assume applicants are either full-time journalists or journalism is the applicant's main function. HIMSS Strategic Communications defines a journalist as authoring original content on a regular basis.

Journalists approved for general media credentials are expected to use that access for the purpose of providing journalism on the topics of health information and technology during HIMSS20.

- 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.
- Please note, press registration will close on March 1, 2020 and onsite registration will **not** be made available to press.

GENERAL PRESS CATEGORIES AND GUIDELINES

Individuals who do not qualify as accredited media in any of the following general press credentialing categories will need to register as a conference attendee.

Print, Online & Newswire Reporters

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

- 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.
- If you attended HIMSS19, please provide examples of three articles from HIMSS19 (articles must be original content; press release re-posts do not qualify).
- If you did not attend HIMSS19, please provide examples of four articles (original content; press release re-posts do not qualify) addressing health information and technology topics published within the last year (content should be non-vendor/product focused).

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.

In some cases, a journalist's publications will be also be exhibiting at HIMSS20. In those circumstances, journalists must apply as press **or** as an exhibitor, but not as both.

Online Publications & Blogs

Online journalists can receive a HIMSS event press credential and must provide the following:

- The name of the publication and website to which they will publish during HIMSS events.

- The applying journalist's name should be listed on the website in an editorial capacity.
- If you attended HIMSS19, please provide examples of three articles from HIMSS19 (articles must be original content; press release re-posts do not qualify).
- If you did not attend HIMSS19, please provide examples of four articles (original content; press release re-posts do not qualify) addressing health information and technology topics published within the last year (content should be non-vendor/product focused).
- Demonstrate online readership is more than 7,500 unique views per month.

Please note: Online journalist and publications who host events/meetups during HIMSS events (and are independent from HIMSS) **do not qualify** for press credentials.

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.

Freelance Reporters & Photographers

Freelance contributors on assignment can receive HIMSS20 press credentials and must provide the following:

- 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 HIMSS events on assignment for their publication.
 - And complete registration under the publication they were assigned to cover for HIMSS20.
- If you attended HIMSS19, please provide examples of three articles from HIMSS19 (articles must be original content; press release re-posts do not qualify).
- If you did not attend HIMSS19, please provide examples of four articles (original content; press release re-posts do not qualify) addressing health information and technology topics published within the last year (content should be non-vendor/product focused).

Please note: Marketing, public relations, or other industry executives who contribute bylined articles to news outlets **do not qualify** for press credentials. You must register under your publication's name and not your individual business name.

Industry Analysts

HIMSS allows analysts from recognized industry firms, to receive press credentials, if they can provide a bylined, published report related to the health IT industry that is non-contracted and published within the last three months.

- If you attended HIMSS19, please provide examples of three articles from HIMSS19 (articles must be original content; press release re-posts do not qualify).
- If you did not attend HIMSS19, please provide examples of four articles (original content; press release re-posts do not qualify) addressing health information and technology topics published within the last year (content should be non-vendor/product focused).

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.

ACCESS TO HIMSS20

General press will be able to pick up credentials at all registration kiosks and desks throughout HIMSS20.

Please note: The following will be applicable for HIMSS20:

Those accepted as general press for HIMSS20 (by meeting the guidelines above), will have access to the following:

- Conference events (not including events with additional costs) and exhibit hall,
- A room equipped with WiFi, charging stations and light refreshments,
- Space to host interviews, which will be available to schedule 15 days prior to the conference in the media interview room (location TBD).

Additional accommodations will be made available to select press who demonstrate a readership over 25,000 UVM, post weekly original content on health IT issues, and/or have year-around engagement with HIMSS.

DISCLAIMER

All media credentials will be provided at the discretion of HIMSS Strategic Communications team. 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.
- For additional information, please contact Karen D. Groppe, Senior Director, Strategic Communications, kgroppe@himss.org.