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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 HIMSS events.

- 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, onsite registration will **not** be made available to press. For HIMSS events, press registration closes 10 days before the start of the event.

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.
- Please provide examples of three articles on health IT related topics (articles must be original content; press release re-posts do not qualify).

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 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.
- Please provide examples of three articles related to the health IT industry (articles must be original content; press release re-posts do not qualify).
- Demonstrate online readership is more than 5,000 unique views per month.



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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 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 HIMSS events.
- Please provide examples of three articles covering health IT issues (articles must be original content; press release re-posts do not qualify).

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.

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 HIMSS EVENTS

General press will be provided with an acceptance letter which will detail how credentialed can be picked up for the events.

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.

Questions? For additional information, please contact Karen D. Groppe, Senior Director, Strategic Communications, kgroppe@himss.org.