QUALIFYING CRITERIA FOR HIMSS GLOBAL CONFERENCE PRESS CREDENTIALS

The HIMSS communications team defines a member of the press as an author or creator of original, editorial published content, especially those working professionally for online, newsletter, print, broadcast and newswire news organizations.

Applicants must register using the name of the publication/outlet where coverage is expected to be published in the "Company" field.

Applicants approved to receive HIMSS Global Conference press credentials are expected to use that access for the purpose of producing editorial coverage on the topics of the conference. Press credential holders are not permitted to engage in sales activity at the HIMSS Global Conference.

- All organizations are limited to three (3) press credentials inclusive of both writers and production crews.
- Analyst organizations are limited to two (2) press credentials per organization.
- Requests for additional credentials must be proposed to and approved by the HIMSS communications team.

In some cases, a member of the press' publication/outlet may also be exhibiting at the HIMSS Global Conference. In those circumstances, press must apply for a press credential **or** as an exhibitor but not both.

Please note: Publishers, marketers 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. Sponsored content writers, authors for corporate company news pages, consultants who blog to promote businesses, designers and public relations professionals **do not qualify** for press credentials.

Applicants who do not qualify for press credentials will need to complete general admission registration to attend the conference.

Podcasts, Blogs and Freelancers

To receive HIMSS event press credentials, podcasters and writers for non-traditional news sites should be able to demonstrate online readership or listenership of more than 7,500 unique engagements per month. Publication/outlet websites should have a MOZ domain authority score of 30 or higher. Utilize Free MOZ Domain Tool to check the domain authority score.

Freelance writers on assignment can receive HIMSS Global Conference press credentials. Freelancers should have a letter or email from an editor or senior member of the editorial team stating the freelancer is covering the HIMSS event on assignment for their publication/outlet. The freelancer should complete press registration using the name of the publication that assigned coverage of the event in the "Company" field.

Industry Analysts

HIMSS allows analysts from recognized industry firms to receive press credentials if they plan to create a bylined, published report related to the health information and technology industry.

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 consultants **do not qualify** for press credentials.

ACCESS TO HIMSS GLOBAL CONFERENCE

To apply for press credentials, please complete the HIMSS Global Conference press registration.

Press will pick up credentials (badges) in the press room at the HIMSS Global Conference.

Those accepted as press for the HIMSS Global Conference by meeting the guidelines above will have access to general education sessions, the exhibit hall during regular hours, a room equipped with WiFi and charging stations, and additional conference events to be specified in future communications from the HIMSS communications team.

DISCLAIMER

All press credentials are provided at the discretion of the HIMSS communications team, which reserves the right to accept, deny and revoke press credentials.

The HIMSS communications team reserves the right to request additional information or documentation to verify eligibility for press credentials. Please email qualification questions or supporting documentation to press@himss.org.