



Engaging Your Message with the Media at HIMSS20

Contacting Registered Media at 2020 HIMSS

- The 2020 HIMSS Pre-Registered Press List will be distributed three times prior to 2020 HIMSS. List **will be posted** via the Exhibitor Portal by December 15th, updated on January 18th, and finalized by February 9th.
- List will only be made available at these times and made only available to registered media liaisons. **Please do not directly email or call with requests for the media list.** A final media list will be posted the week of 2020 HIMSS via the Exhibitor Portal.

Scheduling Meetings with the Media at 2020 HIMSS

- Schedule media briefings in the **Media Interview Room, W314B, on level three at the Orange County Convention Center in Orlando, FL.**
- Media liaisons can use the online scheduling form (located on the Exhibitor Portal) in advance of the conference. Deadline for requests is March 1, 2020. **Please note, onsite scheduling of the media rooms will not be permitted.**

Media Materials – The 2020 HIMSS Press Room Is Paperless

- Materials cannot be left in the Press Room.

Recording Video and Taking Photos at 2020 HIMSS – Attendee/Exhibitor Guidelines

- Reporters with media credentials using cameras and video equipment must follow these guidelines to be on the HIMSS20 show floor. **Please reference the video and photography guidelines.**

Additional options for Distributing News/Online Press Room

- HIMSS has partnered with Intrado Digital Media and their GlobeNewswire product for press release distribution.
- Expand the reach of your press engagement at HIMSS20 with Press Release Distribution via GlobeNewswire.

HIMSS20 Press Release Package	Cost: \$500
One (1) single Press Release available for exhibitors new to GlobeNewswire	
Access to Full Service editorial support 24/7/365	
Distribution across and USA National circuit, in addition, press release will be included on the HIMSS20 Official Press Room.	
Unlimited Words	
Press Release to be included in the HIMSS20 Online Press Center. *Please note: there is only one official online press center for HIMSS20 and it is the GlobeNewswire Press Center. This will be the only press center shared with registered press.	



Global Health Conference & Exhibition

Optional upgrades can be purchased when submitting the press release online

Examples include:

- Multimedia elements
- Additional Globe Newslines
- Media Snippets
- Additional Press Releases
- Online News Room to house multiple press releases

Getting Started

- Register for your GlobeNewswire account using this URL: <https://www.globenewswire.com/PublisherRegistration>
 - **We recommend registering for your account at least 1 week prior to sending your Press Release*
- Once you register, you will be contacted by the GlobeNewswire team to schedule an onboarding call. This call typically takes 20 minutes. This call can be forfeited, if you wish.
- Your account access with PDF instructions on how to submit a Press Release will be emailed to you.
- Log in to submit your Press Release.

HIMSS20 Official Online Press Center

- The HIMSS20 Official Online Press Center is a dedicated site that houses the event management/exhibiting & presenting company Press Releases distributed through Globe Newswire along with the Press Releases generated from the HIMSS20 Press Release Package.
- This Press Center will be the only press center shared with registered press. **Online press room will open on November 1, 2019 for registered press access.**

Contact Information for Additional Press Releases

- [GlobeNewswire Support](#) can help with both the registration and submission process.
- If you have specific questions around the Press Release Package, please contact jeffrey.heisler@west.com.