



PRESS & MEDIA CREDENTIAL REQUIREMENTS:

Please note that the criterion below assumes that applicants are either full-time journalists, or that journalism is the applicant's main job. The accreditation team may ask for information in addition to that requested below.

PRINT AND NEWSWIRE REPORTERS

- Required: Bylined articles relating to the mobile health industry (published within the last six months) or an email from your editor, from the company email address, stating that you will be covering the event for the publication/outlet. Copy must clearly show the name of your publication and your byline.
- Required: A copy of the masthead from a current issue of your publication, or a link to your publication's website, that shows your name listed as part of the reporting team.

Please note: Publishers and copy/content editors do not qualify for a press pass.

ONLINE PUBLICATIONS

- Required: Evidence of regular, current writing related to the industry.
- Required: A link to a current page of your online publication with your name and title appearing in an editorial capacity.
- Required: A recent (published within the last six months) and appropriate bylined article.

Please note: Writing must be your main professional activity.

Online media must meet the following criteria:

- The website 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 web sites can qualify for media accreditation. Websites must be established and updated regularly with original and current industry news.
- Please note that personal website writers, fan sites, designers, editors, bloggers and creators do not qualify for press credentials.



BROADCAST JOURNALISTS & PHOTOGRAPHERS

Each member of a broadcast crew must register separately and provide the following material:

- Required: A letter from a producer/editor on company letterhead that states you are covering the event on assignment
- Required: A copy of your business card with name, editorial title and media outlet logo or the link to your broadcast outlet website with your name listed as a member of the editorial team

FREELANCE REPORTERS & PHOTOGRAPHERS

- Required: A letter or an email from the editor or senior member of the editorial team, from the company letterhead or email address, stating you are covering the event on assignment for their publication.
- Required: Proof of regular freelance journalism activity (published within the last six months). Please note we cannot accredit individuals whose main role is not freelance journalism.
- Required: A bylined, industry-related article from the publication you are representing published within the last six months; copy must clearly show the name of the publication and your byline.

Please note: Marketing, PR or other industry executives who contribute bylined articles to news outlets are NOT eligible for press credentials.

If you do not qualify as accredited press/media in any of the above categories, you will need to register as a conference attendee using the registration site.