

World Congress market segment definitions:

Please note not all definitions are applicable for every event consult the events pricing tab.

Hospital/health system/medical center: a hospital, clinic, health care professional, hospice, group of health care professionals or a private practice all who provide care services to patients

Health plan/insurer: Any plan or organized format, such as an HMO, preferred provider organization, point-of-service plans

HR/Benefit/Wellness professional titles: A person who's primary responsibility is to handle the health, benefit and wellness initiatives for the employees within their organization. The organization may not be in the business of selling Benefits and wellness programs.

Academic: A person who currently is employed and/or a student at a college, university. Must provide an email address ending with, ".edu" or similar.

Government: A person who works at a government, federal or state or local agency. Vendors or Consultants to the government would not qualify for this rate

Pharmaceutical: A company that makes, markets and sells pharmaceuticals. These companies fall under our "standard rate" price point, unless otherwise noted on the pricing page.

Solution provider: A company that offers a product or provides a service to a Hospital, Health Plan, Government, Employer organization, but is not a direct employee of that organization. These companies fall under our "standard rate" price point, unless otherwise noted on the pricing page.

Consultant: A person within a consultancy agency who provides advice and support for other organizations. These companies fall under our "standard rate" price point, unless otherwise noted on the pricing page.

Association/publication: A person who works at a nonprofit, association or a publication (magazine, newspaper and blogs are considered as well). Must provide an email address ending with, ".org" or similar if an association. Employees of publications, if looking for a press pass, should contact: Patrick Golden, Director of Communications, at (O) 781-939-2511, (C) 978-595-6003 or Patrick.golden@worldcongress.com.

If you are still unsure as to which category you would be eligible for please contact our customer service dept at 800-767-9499 and a customer service representative can assist you.