



2017 **SOFIC** Media Guidelines

The National Defense Industrial Association (NDIA) and the United States Special Operations Command (USSOCOM) welcome professional media members to cover SOFIC.

Eligibility:

The event organizers require proof of employment as a member of the media to ensure only qualified media receive media credentials and gain access to event sessions and the exhibit hall.

It is required that media credentials are presented, such as press passes, business cards, letters of verification and other identification (i.e. a copy of a publication sample editorial work and/or name on the masthead, a link to an article previously written, etc.) when pre-registering, registering onsite or when picking up a pre-registered media/press badge. Freelance writers are asked to provide a reason for attending the events, which can be done through a letter or email from the publication being represented, or if working independently, a statement of editorial work will be considered. The above also applies for photojournalists/videographers.

Event organizers can refuse to issue media credentials to any individual not fitting the above requirements. Advertising, marketing, business development, publishers, business operations, and public relations personnel may not register as media.

Access and Rules of Engagement:

Pre-registered media must obtain their media credentials and guidelines at the media registration counter on the mezzanine level in the Tampa Convention Center. If registering onsite, please allow extra time for the registration process before sessions begin.

Members of the media are welcome to utilize meeting room #1 on the lower level. High speed wi-fi with tables and chairs will be set up and available for interviews and workstations. However, the room is not set up for large scale press conferences/announcements.

The event logo is not available to be used by the media.

If you wish to receive a copy of a slide or presentation from 2017 SOFIC, you may send a request to cmason@ndia.org after the event has concluded and it will be provided, if approved for release. Press/Media Kits will also be available in the Media/Public Affairs Room from exhibiting organizations that elect to make them available.

There are no embargo restrictions on any information at the event.

Media must be credentialed before requesting or conducting interviews. All requests for interviews with government speakers or participants must be made to the USSOCOM Public Affairs representatives located in the Media/Public Affairs Room. A Public Affairs representative must be present at all interviews.

Media/Press Badges must be worn at all times while attending the event. This includes attending conference sessions/panels/roundtables, exhibit hall as well as during interviews with any event participants.

Many of the sessions and panels are open to the media and are “on-the-record.” Please see below for a list of events/sessions that are open with restrictions or closed to members of the media.

Follow-up questions may be asked after the presentations if specified by the session moderator or speaker. It is requested that media members clearly state their name and the publication, website or television network/station name they represent before asking questions.

It is also requested that media members identify themselves as press when engaging in conversations with all event participants.

Event organizers request that media members mention 2017 Special Operation Forces Industry Conference or 2017 SOFIC by name in any reporting of information obtained at the event. If posting on social media, please use #SOFIC.

2017 SOFIC Events OPEN with Restrictions or CLOSED to the Media:

The following 2017 SOFIC events are **OPEN** to the Media with restrictions:

- Tuesday, May 16th, Networking Reception in the Exhibit Hall from 5:00 PM – 6:30 PM is OPEN to the media as “off-the-record” and is to be regarded as a “non-working” event. Media representatives are welcome at this event; however, by attending they understand and agree that the event is intended strictly to be a government-industry social and networking activity during which all press activities shall cease. As a condition of admittance, media representatives will refrain from requesting or conducting interviews, asking questions or making inquiries for the purpose of obtaining information for later reporting in any form. Similarly, photography, video and audio recordings are prohibited during this event.

The following 2017 SOFIC events are **CLOSED** to the Media:

- Tuesday, May 16th, SIEF (Small Business) from 10:45 AM – 11:45 AM
- Wednesday, May 17th, SIEF Forum (Large Company) from 9:30 AM – 11:00 AM
- Wednesday, May 17th, Operation SOFtalk Reception from 6:00 PM – 8:30 PM

The remaining scheduled sessions are considered “on-the-record” and open to the media; however, event organizers can elect to close a previously open portion of the program at their discretion and will communicate these changes appropriately to members of the media and attendees.

Photography, Videography and Audio Guidelines:

VERY IMPORTANT – Due to the nature of special operations, we respectfully ask that some military personnel not be captured on video or photos.

For U.S. military personnel in the ranks of Major/Master Sergeant and below, we request that any video/photos of them be taken from the side (to avoid both eyes and bridge of the nose – and no full name identification be included in cutlines). There are no photo/video restrictions for special operation’s personnel in the ranks of Lieutenant Colonel/Sergeant Major and above.

For personnel of the military forces of partner nations, media members must request to take a video or photo of them before capturing their image.

To avoid a violation of the military personnel photo/video restrictions, it is best to ask before capturing their image.

Conference Sessions:

Photography is allowed in the open conference sessions as long as it is not disruptive. Videotaping of any of the open conference sessions must be cleared with USSOCOM PAO POCs located in the Media/Public Affairs room before it occurs. These requests may or may not be approved.

Audio recording in the open conference sessions is approved for the personal use of the media. These audio recordings may not be rebroadcasted in any format.

Exhibit Hall:

All media members must obtain permission and releases (if requested) from any exhibiting organization/company that they are photographing, videotaping and /or recording audio. Care must be taken when operating in the exhibit hall that only the organization/company that you have permission to photograph, videotape or record is captured. Neighboring companies/organizations exhibits cannot be included unless there is permission to do so.

****Photos, videos and /or audio cannot be used by any organization or individual to inadvertently or purposely show Government or Industry endorsement for anything other than the event in which they are actively participating****

Media Contacts & Location:

The Media/Public Affairs Room is meeting Room #1, which is located on the lower level of the Tampa Convention Center.

USSOCOM PAO

Colonel Tom Davis
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Mr. Ken McGraw
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NDIA

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Please remember that media/press badges are a privilege and can be revoked by event organizers at any time. Reasons include but are not limited to: the unauthorized photographing or videoing of exhibits, other than those exhibits for which permission has been granted; unauthorized photographing or videoing of conference sessions where photos and/or video is prohibited; attending conference sessions or functions where media are prohibited; and the solicitation of advertisements, exhibit space, sponsorships, etc. in the conference and exhibition controlled areas.