



2018 SOFIC and ISOF Media Guidelines

Special Operations Forces Industry Conference and International Special Operations Forces Conference

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

Eligibility

For expediency, it's recommended media register online before SOFIC. Media also may register at the event at the registration bank designated for media; please allow extra time upon arrival to do so.

The event organizers require proof of employment to make certain only qualified media receive credentials and gain access to event sessions and the exhibit hall. Such credentials include press passes, business cards, letters of verification, a copy of published work, a masthead with the media member's name, a link to published work.

Freelance media are asked to provide a letter or email from the outlet they are representing or, if working independently, a statement of editorial work.

Event organizers can refuse to issue media credentials to anyone who does not meet these requirements.

People who **MAY NOT** register as media include those in advertising, marketing, business development and business operations; publishers, analysts and public relations personnel.

Access and rules of engagement

Media badges must be worn always at the event. Check in at the media registration counter on the mezzanine level in the Tampa Convention Center to pick up badges.

The Press/Public Affairs Room is Meeting Room #1 at the convention center. It will be open:

Monday, May 21

8 AM- 5 PM

Tuesday, May 22

8 AM- 5 PM

Wednesday, May 23

8 AM- 5 PM

Thursday, May 24

8 AM- 4 PM

The Press/Public Affairs Room will be set up for interviews and workstations. The room is not set up for large press conferences or announcements. Please consult with public affairs officials if such space is needed.

An interview room will be adjacent to the main media room and where press events and interviews can occur. Media may

request to use the room via email or with the media operations team throughout the event.

Wi-Fi will be available. The network information will be provided upon arrival in the media room. The Wi-Fi will be accessible throughout the convention center.

Except where noted, the event's scheduled sessions are on the record and open to media. However, organizers can elect to close a previously open portion of a program at their discretion and will communicate these changes appropriately to members of the media and attendees.

Please see the list of events and sessions that are open to media with restrictions or closed to media.

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

Media may not use the event or USSOCOM logos.

Background information, bios and copies of presentations and slides approved for release will be available in the Press/Public Affairs Room.

For presentations or slides not available onsite, contact the NDIA communications director after the event has concluded and they will be provided, if approved for release.

Exhibitors may leave press and media kits and press releases in the Press/Public Affairs Room.

USSOCOM Public Affairs Office points of contact in the Press/Public Affairs Room can assist with requests for interviews with government speakers or participants. NDIA points of contact can assist with requests for interviews with the associations' officials.

Questions may be asked after presentations, if specified by the session moderator or speaker. Media members should identify

themselves clearly with name and affiliation before asking questions.

The general sessions will use Sli.do to take questions from the audience, including media. Sli.do is available via the SOFIC app or www.sli.do

Media members should identify themselves as press when engaging with all event participants.

Event organizers request that media members mention 2018 Special Operation Forces Industry Conference or 2018 SOFIC in reporting information obtained at the event. If tweeting, please use #SOFIC or #SOFIC2018.

2018 SOFIC and 2018 ISOF Week events with media restrictions

This 2018 SOFIC event is open to the media with restrictions:

Tuesday, May 22

Industry networking reception in the Exhibit Hall
4:30-6 pm

Open to media but off the record. This should be regarded as a non-working event. By attending, media representatives agree the event is intended strictly to be a government-industry social and networking activity during which all press activities cease. As a condition of admittance, media representatives will refrain from requesting or conducting interviews, asking questions or making inquiries to obtain information for later reporting in any form. Similarly, photography, video and audio recordings are prohibited during this event.

The following 2018 SOFIC events are closed to media:

Monday-Thursday

Events hosted on the 4th floor
7 am-7 pm

Tuesday, May 22

Senior Industry Executive Forum (small business)
9:30-11 am

Wednesday, May 23

Senior Industry Executive Forum (large company)
9:30-11 am

Wednesday, May 23

TSOC breakout session on the 1st and 4th floors

Wednesday, May 23

Ballrooms A-C
3:30-4:30 pm

Wednesday, May 23

Operation SOFTalk reception
6-10 pm

All ISOF Week Commander's Conference events are closed to the media. The conference is in the Davis Conference Center and runs Monday morning and through Tuesday morning.

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 (O-4) major and (E-8) master sergeant and below:** We request that video or photos of them be taken from the side to avoid both eyes and bridge of the nose; no full-name identification can be included in cutlines.
- **For U.S. military personnel in the ranks of (O-5) lieutenant colonel and (E-9) sergeant major and above:** There are no photo or video restrictions for these special operation's personnel.

- **For personnel of the military forces of partner nations:** Media must request permission to take a video or photo of them before capturing their images.

To avoid a violation of the military personnel photo and video restrictions, it is best to ask before capturing anyone's image.

Conference sessions

Photography is allowed in the open conference sessions if it is not disruptive. Before it occurs, videotaping any of the open conference sessions must be cleared with USSOCOM Public Affairs Office points of contact, located in the Press/Public Affairs Room. These requests may or may not be approved.

Audio recording in the open conference sessions is approved for personal and individual use by the media. However, these recordings may not be rebroadcast in any format.

Exhibit hall

Exhibiting organizations or companies must grant permission and releases to any media that will photograph or record them in audio or video. Please take care that only the organization or

company that gave permission is captured. Neighboring companies or organizations exhibits cannot be included unless there is permission to do so.

VERY IMPORTANT – No organization or individual can use photos, video and audio to inadvertently or purposely show government or industry endorsement for anything other than the event in which they are actively participating.

Press contacts and media room location

The Press/Public Affairs Room is meeting Room #1 on the lower level of the Tampa Convention Center.

USSOCOM PAO

CAPT Jason Salata
jason.salata@socom.mil
Mobile: (813) 347-2529

LTC Roderick Cunningham
roderick.cunningham@socom.mil
Mobile: (813) 404-3828

Ken McGraw
Kenneth.mcgraw@socom.mil
Mobile: (813) 679-5622

NDIA

Scott Rekdal
srekdal@ndia.org
Mobile: (703) 254-4514

Evamarie Socha
esocha@ndia.org
Mobile: (703) 472-3806

Please remember that press badges are a privilege and can be revoked by event organizers at any time. Reasons may include but are not limited to: 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 or video are prohibited; attending conference sessions or functions where media are prohibited; soliciting advertisements, exhibit space, sponsorships, etc. in the conference and exhibition-controlled areas.