2021 SOFIC Media Guidelines (updated April 9, 2021)

The National Defense Industrial Association (NDIA) and the U.S. Special Operations Command (USSOCOM) welcome **professional media members** to cover the 2021 Special Operations Forces Industry Conference.

ELIGIBILITY \*\*\*PLEASE READ CAREFULLY\*\*\*

DO NOT register as media for SOFIC if you are not a working journalist. This includes those in advertising, marketing, business development and business operations including executives, publishers, analysts and public relations personnel and anyone who is not a working journalist.

All media registration requests are reviewed before credentials are issued. Organizers require proof of employment to make certain only qualified media receive press access to SOFIC. Qualified media are those journalists who work for a full-fledged news organization. Proof of employment includes press passes, business cards, letters of verification, a copy of or link to published work, a masthead with the media member’s name.

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

Anyone found registered fraudulently as media will have their access revoked and will need to register as a paid participant to take part in SOFIC.

For media registration, contact Trish Wildt at twildt@NDIA.org.

SAFETY AND SECURITY

NDIA is not liable for the actions of or statements from SOFIC participants during the conference. Event officials will remove inappropriate content from the website, including questions, chats and comments. They will disable accounts deemed responsible for such content or behavior. Any content that suggests direct threats or physical harm will be deleted and the posters will face consequences, to include charges where appropriate.

ACCESS AND RULES

You will receive access as a media participant in SOFIC. Except for PEO one-on-one meetings, the event’s scheduled sessions are on the record and open to media. Organizers may close a previously open portion of a program at their discretion; they will communicate these changes to media and attendees. Please see the agenda for sessions that are open to media with restrictions or closed to media.

Media will have the following opportunities to meet with officials. **IMPORTANT:** To participate, contact Evamarie Socha esocha@NDIA.org.

* **Monday, May 17, 5 p.m. EDT: Media Roundtable with SOCOM Acquisition Executive James Smith.** Meet with James Smith at this media-exclusive hour.
* **Tuesday, May 18, 4:45 p.m. EDT: PEO Media Roundtable in Science and Technology; SOF Digital Applications; Special Reconnaissance; and Command, Control, Communications and Computers (C4).** Meet with program executives of these areas and with Lisa Sanders, director of science and technology for Special Operations Forces, Acquisition, Technology & Logistics.
* **Wednesday, May 19, 4:45 p.m. EDT: PEO Media Roundtable in Rotary Wing, Fixed Wing, Maritime and SOF Warrior.** Meet with program executives of these areas.

Media may not use the event or USSOCOM logos.

A Virtual Newsroom is available and features the media guidelines, contact information and the SOFIC Show Daily. Vendors’ media kits and press releases are available here. For more information, contact Evamarie Socha at esocha@NDIA.org.

USSOCOM Public Affairs Office points of contact will assist with requests for interviews with government speakers or participants. NDIA points of contact will assist with requests for interviews with the association’s officials.

Please use 2021 Special Operation Forces Industry Conference, SOFIC or 2021 SOFIC in your reporting.

Media may record audio or video of open conference sessions only for personal and individual use. Recordings may not be disseminated, posted online or rebroadcast in any format.

CONTACTS

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